



NATIONAL GUARD magazine  
Washington Report | [NGAUS.org](http://NGAUS.org)



# 2025 MEDIA PLANNER



A  
Powerful  
Audience



**FOX**

ASSOCIATES

[Adinfo.NGAUS@FoxRep.com](mailto:Adinfo.NGAUS@FoxRep.com)



# A Powerful Audience

# An Influential Association

## NGAUS members make purchases in their states and strongly influence buying decisions in Washington

NGAUS is the nation's oldest military association. In their first productive meeting after Reconstruction, militia officers from the North and South formed the association with the goal of obtaining better equipment and training by petitioning Congress for more resources.

In the decades since, the association has spearheaded efforts that have transformed loosely connected state militias into an operational force with modern equipment, worldwide missions and a seat on the Joint Chiefs of Staff.

Today, with a membership of nearly 45,000 current and former Guard officers nationwide, NGAUS is a driving force behind Army and Air National Guard modernization. In recent years, the Association has convinced Congress to add hundreds of millions of dollars annually to presidential defense budget requests for new Guard equipment and facilities, including more than an \$4 billion extra in fiscal 2023 defense appropriations and an additional \$2 billion in fiscal 2024.



### Advertising Opportunities



248-626-0511

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2025 PRINT & DIGITAL MEDIA PLANNER

#### Advertise in Print

- NATIONAL GUARD magazine

#### Advertise in Digital

- NGAUS.org
- Weekly Washington Report

#### Custom Content

Let NATIONAL GUARD help you inform and shape debate and deliver your unique expertise to the Guard community. NGAUS can help you develop, package and distribute your custom content to the Guard audience.



# PRINT ADVERTISING OPPORTUNITIES

## Circulation

32,542

NGAUS Members

53

Governors

535

U.S. Senators/  
Representatives

411

Public Affairs/Government/  
Defense/Other

33,541

Total Print Circulation

12-month average  
from October 2023 to  
September/October 2024

6,798

Digital Circulation

40,339

Combined Circulation

Print Source: U.S. Postal Service  
Statement of Ownership, Management,  
and Circulation

# NATIONAL GUARD

**NATIONAL GUARD** has been keeping NGAUS members informed of the issues affecting their career, their units and their profession since 1947. There's also a digital edition.

## Who reads NATIONAL GUARD?

### *People who make or influence buying decisions:*

- ▶ NGAUS members, who are all current and former National Guard officers, to include the Guard's senior leaders in every state, territory and the District of Columbia.
- ▶ Members of the U.S. Senate and House of Representatives, with additional distribution to the staffs of the Appropriations and Armed Services committees in each chamber.
- ▶ Senior leaders of the Defense Department, Army, Air Force and the National Guard Bureau.
- ▶ The nation's governors.
- ▶ Defense industry executives and program managers.
- ▶ Domestic first responders, the media, libraries and educational facilities.

## Special Issues

- ▶ **The Legislative Issue (March/April)** — Essential desktop information for those who do business with the National Guard, including the latest data from every state, territory and the District of Columbia.
- ▶ **NGAUS Corporate Member Products & Services Directory (May/June)** — Includes a listing and contact information for every association corporate member. A great resource for procurement officers nationwide.
- ▶ **The Conference Issue (July/August)** — Available at the 147th General Conference & Exhibition in Milwaukee, Wisconsin, as well as to all subscribers. Includes modernization updates, interviews with Guard leaders and once-a-year NGAUS updates — the most-anticipated issue each year.



2025 PRINT & DIGITAL

PLANNER

# NATIONAL GUARD 2025 Editorial Calendar

Issue	Major Feature	Secondary Feature	Bonus Distribution	Space	Materials	Ship/Online Date
<b>JAN/ FEB</b>	<b>Artificial Intelligence in Domestic Response</b>	NGAUS Conference Preview	State Guard Association Conferences	January 21	January 24	February 5
<b>MAR/ APR</b>	<b>The Legislative Issue</b>	Masters' Degree Programs	State Guard Association Conferences	March 21	March 25	April 4
<b>MAY/ JUN</b>	<b>Air National Guard Aircraft Modernization</b>	Equipping the Guard (Annual almanac of major Army & Air Guard vehicles, aircraft and other systems)	State Guard Association Conferences	May 21	May 27	June 6
<b>JUL/ AUG</b>	<b>The Conference Issue</b> (Sessions & exhibition previews)	Guard Special Operating Forces	147th General Conference & Exhibition Milwaukee, Wis.	July 21	July 25	August 6
<b>SEP/ OCT</b>	<b>Cybersecurity</b>	Training Simulators		September 23	September 26	October 8
<b>NOV/ DEC</b>	<b>Army National Guard Aviation Modernization</b>	Personal Financial Readiness	NGAUS Industry Day Washington, D.C.	November 18	November 21	December 5

Advertising Opportunities



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## Magazine Contact Information

Fox Associates, Inc.  
116 W. Kinzie Street  
Chicago, IL 60654  
248-626-0511  
Adinfo.NGAUS@FoxRep.com

Send advertising materials to:  
National Guard Association  
of the United States  
Attn: Magazine Production  
Manager  
One Massachusetts Ave., N.W.  
Washington, D.C. 20001  
202-789-0031  
ads@nga.us.org

For FedEx deliveries only:  
You must add "Suite 200" to  
the NGAUS address to ensure  
delivery.

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## 2025 PRINT & DIGITAL MEDIA PLANNER

## Advertising Rates by Size and Frequency (Gross Rates)

Ad Rates	1x	3x	6x	12x	18x	24x
Two-Page Spread	\$15,130	\$14,270	\$13,640	\$13,090	\$12,450	\$11,830
Full Page	8,880	8,320	7,970	7,550	7,280	6,920
2/3 Page	6,650	5,800	5,560	5,380	5,100	4,870
1/2 Page	5,590	4,720	4,580	4,300	4,110	3,880
1/3 Page	4,690	3,880	3,670	3,560	3,380	3,210
1/4 Page	3,980	3,590	3,220	2,990	2,830	2,680

Cover Rates	3x	6x	12x
Cover 2	\$ 9,640	\$ 9,440	\$ 9,050
Cover 3	9,300	8,920	8,600
Cover 4	12,280	11,850	11,220



## Advertising Policies

**Cancellations:** Any cancellation or change in contracts/insertion orders must be submitted prior to issue reservation closing date. Advertiser failing to meet contracted frequency program will be subject to short rate. Advertiser failing to meet contracted frequency program will be subject to pay for all value-added benefits used and not earned with number of insertions run by the time of cancellation.

**Agency Commission:** Fifteen percent of gross billing allowed to recognized agencies, provided account is paid 30 days from invoice date. Billing directed to the advertising agency at net rates is approved on condition that the advertiser will accept "dual responsibility" for payment if the agency does not remit within 90 days.

**General Contract Conditions:** Advertisers and advertising agencies assume liability for all costs and content (including text, representation, illustrations, maps, labels, trademarks or other copyrighted matter) associated with advertisements printed and also assume responsibility for any claims made against the publisher. NGAUS reserves the right to reject or cancel advertising not in keeping with the organization's values, interest or technical standards. Advertisers and advertising agencies warrant that all necessary copyright/trademark releases in materials have been obtained prior to submitting to NGAUS. NGAUS shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for any monies due and payable to the publisher. Any general contract conditions, rates or editorial content decisions are subject to change by NGAUS without notice.





## Advertising Sizes

**Magazine Trim Size:** 8.25" × 10.75"

**Bleed:** Allow .125" (1/8-inch) of bleed on all sides of a spread or full-page advertisement.

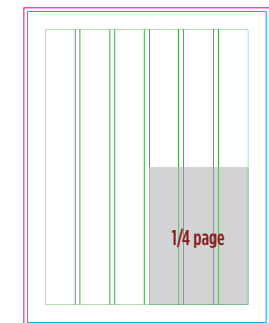
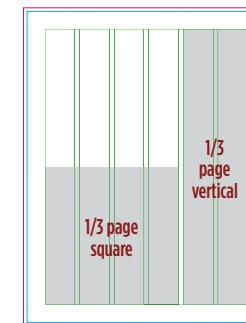
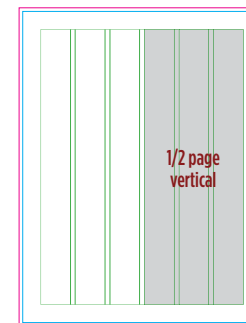
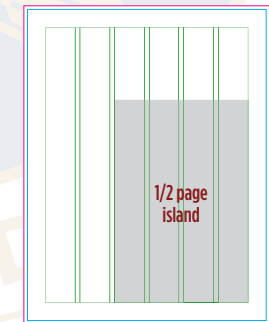
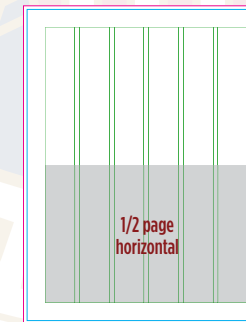
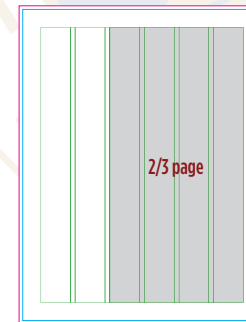
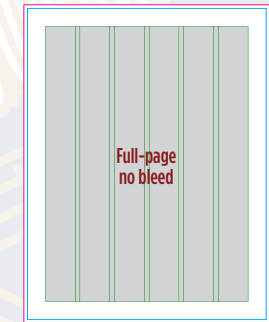
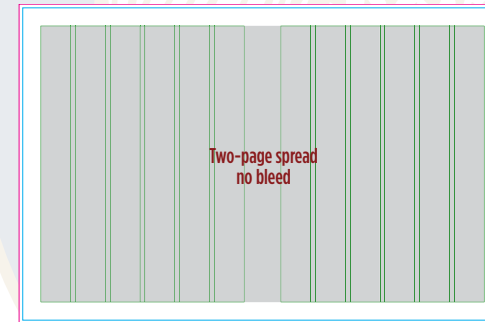
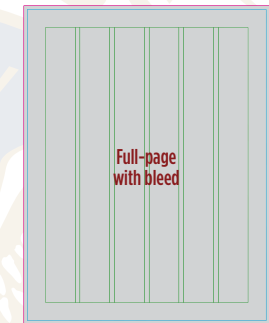
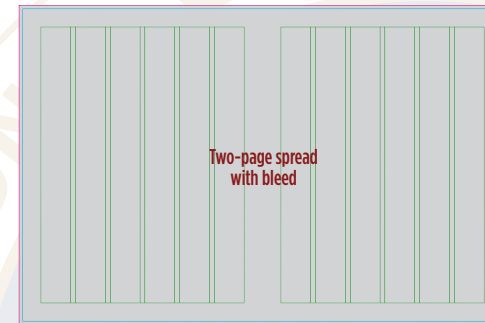
Ad size	Width × Height
Two-page spread with bleed	16.75" × 11"
Two-page spread, no bleed	15.25" × 9.5"
Full-page with bleed	8.50" × 11"
Full-page, no bleed	7" × 9.5"
2/3 page	4.625" × 9.5"
1/2 page vertical	3.375" × 9.5"
1/2 page horizontal	7" × 4.75"
1/2 page island	4.625" × 7"
1/3 page vertical	2.25" × 9.5"
1/3 page square	4.625" × 4.75"
1/4 page	3.375" × 4.75"

## Layout Guidelines

**Magazine Details:** Offset. Saddle-stitched with the exception of April and August issues, which are perfect-bound.

**Acceptable File Formats:** All files must be submitted as high resolution (300 dpi) PDFs.

Process color CMYK format required. Fonts need to be 100% embedded. Flatten all files before submitting.



## Advertising Opportunities



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2025 PRINT & DIGITAL MEDIA PLANNER

# DIGITAL ADVERTISING OPPORTUNITIES



Advertising Opportunities



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## NGAUS.org

The NGAUS website gives members the content they requested: legislative accomplishments and current priorities, information on officer professional development opportunities and other association events and the latest Guard news from Washington. Military leaders across the components, congressional staffers, the media, defense industry representatives, Guard family members, teachers and students also use the site. NGAUS.org receives a monthly average of 25,000 unique visitors.

### Art Specs

Space is available at the following shapes and sizes (pixels, width x height):

970 x 90 | 728 x 90 | 468 x 60 | 336 x 280 | 320 x 50 | 200 x 200

Email advertisements to [ads@ngaus.org](mailto:ads@ngaus.org) as JPEG images only. The file size must be under 1 MB.

### Rates and Positions

Six positions are available at \$1,700 per month. Ads will rotate positions daily to ensure fair representation on the site. Frequency and print/digital bundled pricing are available.



## Washington Report

NGAUS distributes **Washington Report**, the association's electronic newsletter, every Tuesday afternoon. It focuses on Guard-related legislation, NGAUS events and news from the Pentagon.

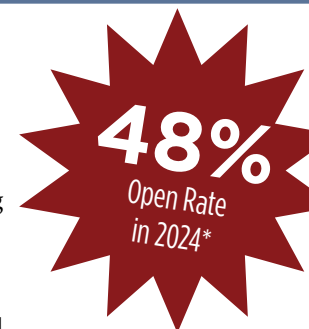
**Washington Report** goes to more than 42,000 opt-in recipients, including members of Congress and their staffs as well as NGAUS members.

### Art Specs

Advertisements must not exceed 650 pixels wide by 120 pixels high. Email advertisements to [ads@ngaus.org](mailto:ads@ngaus.org) as JPEG images only. The file size must be under 1 MB.

### Rates and Positions

Four positions are available each week. Ad positions will rotate from week to week to ensure fair representation. Rates: \$1,600 for a full month—consecutive weeks in the same month. Ads may be purchased in non-consecutive weeks at \$500 per week. Frequency and print/digital bundled pricing are available.



\*January–December 19, 2024