

OUR 2025 Product information and why you should advertise with MOAA

MEDIA GUIDE



OUR REACH

Active, engaged members — with buying power.

THE MILITARY OFFICERS ASSOCIATION OF AMERICA (MOAA) is the largest and most influential association of uniformed service officers and their spouses. For the past 95 years, MOAA has been the leading advocacy organization representing every officer at every stage of life. With more than 360,000 members, MOAA has an active and affluent membership base to which you can target your advertising.

Through our magazine, newsletter, website, direct email messaging, and more, MOAA can deliver your key audience and help you attract the customers you desire.

ADVERTISING SALES

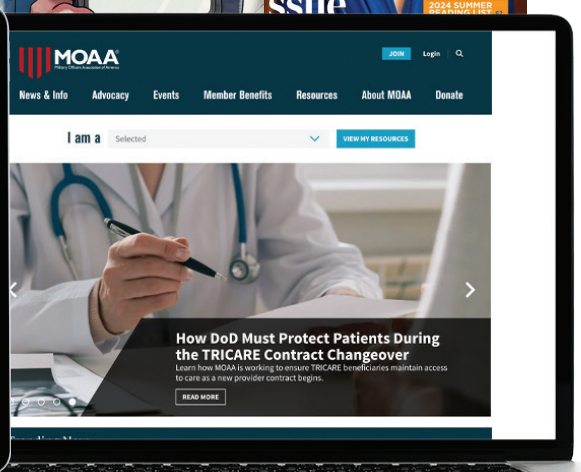
James G. Elliott Co. Inc.

- **East Coast Sales:** 917.421.9055 or 917.421.9051
- **Midwest Sales:** 312.348.1206
- **West Coast Sales:** 213.596.7215
- moaa@jamesgelliott.com

PUBLISHER

Military Officers Association of America

201 N. Washington Street
Alexandria, VA 22314-2539



Cover Photos: clockwise from top: Dougal Waters/Getty Images; Navy Petty Officer 1st Class Scott Barnes/DoD; MoMo Productions/Getty Images; Maria Korneeva/Getty Images; MoMo Productions/Getty Images; The Good Brigade/Getty Images.

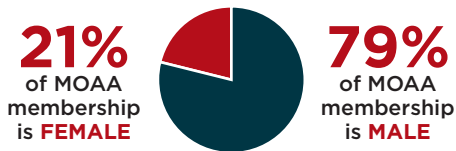
The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

CONTACT YOUR SALES REP

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OUR MEMBERS

Member profile & research results



44% of MOAA members are **LIFE** Members

67 mean membership **AGE**

\$170k mean membership **HOUSEHOLD INCOME**

\$1.1m mean membership **INVESTMENT PORTFOLIO**

\$3k per year mean spending on **HOUSEHOLD PURCHASES**

90% of members have made purchases via mail or online in the past month

Virtually all members make online purchases, while mail purchases skew to older members. Both audiences spend over \$3,000 per year on these purchases.

60% of MOAA members plan to **TRAVEL DOMESTICALLY** in the next 12 months, more than one-third are planning on **TAKING A ROAD TRIP**, and approximately one in three will **TRAVEL INTERNATIONALLY**.

Every month, you can reach MORE THAN 360,000+ affluent and educated Americans WITH BUYING POWER.

Members of the Military Officers Association of America are current and former officers in the Army, Navy, Marine Corps, Air Force, Coast Guard, National Oceanic and Atmospheric Administration, Space Force, U.S. Public Health Service, and surviving spouses, who represent one of the healthiest and most influential and affluent groups of mature consumers in our country.

Membership Demographics

79% Male
21% Female

44% of MOAA members are LIFE Members.

AFFLUENT

\$170k mean household income
\$1.1m mean investment portfolio value

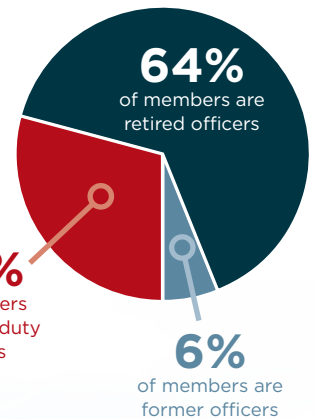
Active Lifestyles

Our readers are very active — **60%** are planning domestic vacation travel in the next 12 months, **33%** are planning to travel internationally.

TRAVEL

60% Planning a Domestic Trip
33% Planning a Foreign Trip
33% Planning a Road Trip
22% Planning a Cruise

Source: MOAA membership data 12/2023; Russell Research, 2022
Photo Credit: Alistair Berg/Getty Images



37% Pass along their print copy of *Military Officer* to other readers.



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OUR CALENDAR

Recurring magazine sections

MOAA Dispatches: MOAA member profiles, chapter news, and the president's column

Mission Advocacy: legislative and advocacy news

Homefront: information on finances, health, family, and military benefits

R&R: travel and entertainment content

Why I Serve: positive story of a uniformed servicemember

Recurring newsletter sections

Advocacy: news from Capitol Hill affecting the military community

Finance: advice from experts on taxes, retirement, investing, and more

Transition and Career: details on job fairs and networking events, plus practical job-search guidance

Health Care and Benefits: coverage of TRICARE, the VA, Medicare, and other benefits information

Spouse and Family: updates on employment efforts, child care and housing regulations, and more

Recommended Reads: content from military-focused news partners and *Military Officer* magazine.

Member Spotlight: profile of a MOAA member and their work to give back

EDITORIAL

MOAA offers added value for advertisers through sponsored content in *Military Officer* magazine, in The MOAA Newsletter, and on MOAA.org. Sponsored content opportunities are available in our spring and fall retirement guides, Live and Play destination guide, TRICARE health program guide, holiday gift guide, and career-transition guide. Contact your sales rep for more information on these special guides.

SPECIAL MAGAZINE ISSUES*

MARCH & SEPTEMBER 2025:

Retirement Guide

JUNE 2025:

Where to Live & Play

NOVEMBER 2025:

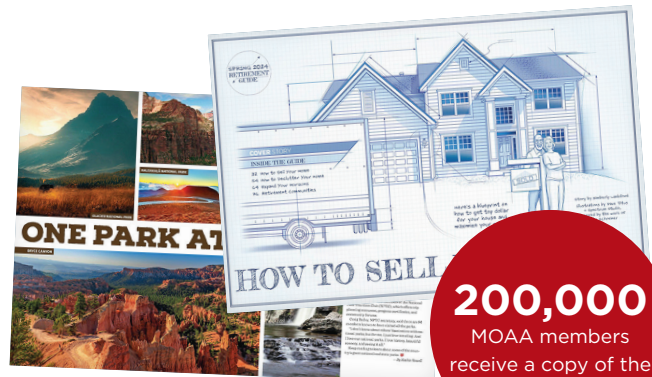
TRICARE Guide
Holiday Gift Guide

DECEMBER 2025:

Career Transition Guide

*Topics subject to change

Visit moaa.org/retirement-guide to experience our digital retirement guide.



SPECIAL NEWSLETTERS TOPICS*

JANUARY 2025:

Coverage of incoming 119th Congress; new MOAA legislative priorities.

FEBRUARY & MARCH 2025:

Overview of new tax rules and best practices for tax season.

APRIL 2025:

Coverage of our nationwide Advocacy in Action legislative campaign.

MAY 22, 2025 (WEEKLY EDITION):

Special MOAA President's Message honoring Memorial Day.

MAY 29, 2025 (WEEKLY AND BIWEEKLY EDITIONS):

Digital presentation of *Military Officer* Live and Play 2025

NOV. 5, 2025 (WEEKLY EDITIONS):

Special MOAA President's Message honoring Veterans Day.



CONTACT YOUR SALES REP

OUR **PRINT** SPECS

Instructions to submit print art material

SUBMITTING PRINT ART

Submit ads via our web portal, AdShuttle, at www.adshuttle.com for registration and instructions. For AdShuttle questions and assistance, please call **866.774.5784**.

PRINT AD REQUIREMENTS

- PDF/X-1a
- Fonts must be embedded
- Color must be CMYK or Grayscale
- Maximum ink density: 240
- Resolution: 300 dpi

MATERIAL

- No rebate for insertions with wrong key number.
- Publisher reserves the right to reject faulty materials.

STORAGE

Files are saved for one year.

CHANGES

No changes to ad copy accepted after material closing dates.

PUBLICATION STATS

- Web offset
- Paper: 100 lb. cover and 40 lb. coated offset inside
- Trim size: 8" x 10.5"
- Saddle stitched, trimmed flush

STANDARD PRINT AD SIZES (inches)

FULL PAGE/SPREAD

Full page, no bleed: **7 x 9.625**

Full page, bleed: **8.25 x 10.75**
(Live text area: 7 x 9.625)

Spread: **16.25 x 10.75**

PARTIALS (no bleed)

2/3 page: **4.96 x 9.625**

1/2 page: **7 x 4.75**

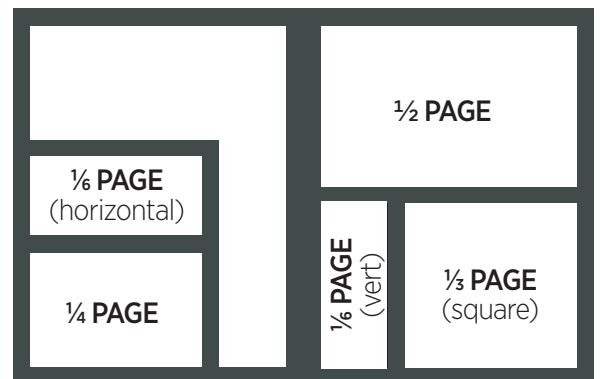
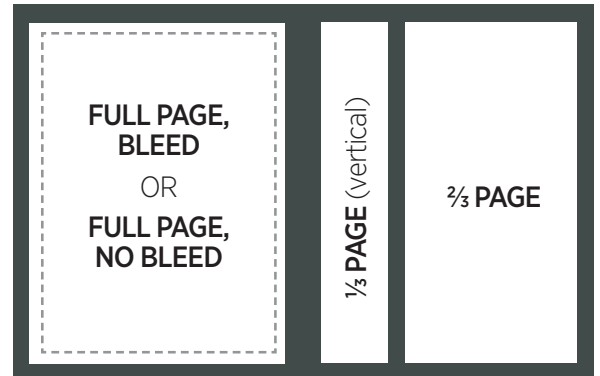
1/4 page: **4.96 x 3.5**

1/3 page (square): **4.96 x 4.75**

1/3 page (vert): **1.89 x 9.625**

1/6 page (hor): **4.96 x 2.25**

1/6 page (vert): **1.89 x 4.75**



CONTACT YOUR SALES REP

OUR RATES

Closing dates

ISSUE MONTH	SPACE CLOSING	MATERIAL CLOSING
January	Nov 4	Nov 12
February	Nov 27	Dec 4
March	Jan 15	Jan 22
April	Feb 5	Feb 12
May	Mar 5	Mar 14
June	Apr 16	Apr 23
July	May 5	May 12
August	June 4	June 11
September	July 9	July 16
October	Aug 6	Aug 13
November	Sept 10	Sept 17
December	Oct 8	Oct 15

PRINT

GENERAL RATES

COVERS	1X	3X	6X	12X
Cover 2	\$13,390	\$12,750	\$12,170	\$11,565
Cover 3	\$12,400	\$11,815	\$11,205	\$10,700
Cover 4	\$14,690	\$13,975	\$13,325	\$12,675

4-COLOR

1 page	\$11,515	\$11,235	\$10,735	\$10,310
2/3 page	\$9,150	\$8,950	\$8,590	\$8,240
1/2 page	\$7,745	\$7,475	\$7,300	\$7,045
1/3 page	\$5,250	\$5,110	\$4,950	\$4,750
1/4 page	\$3,915	\$3,800	\$3,675	\$3,555
1/6 page	\$3,215	\$3,000	\$2,900	\$2,780

B&W

1 page	\$9,300	\$9,075	\$8,590	\$8,230
2/3 page	\$7,015	\$6,800	\$6,425	\$6,050
1/2 page	\$5,625	\$5,300	\$5,125	\$4,875
1/3 page	\$4,325	\$4,175	\$3,980	\$3,725
1/4 page	\$2,875	\$2,750	\$2,650	\$2,500
1/6 page	\$2,300	\$2,050	\$1,970	\$1,850

COMMISSIONS & DISCOUNTS

- **Agency Commission:** 15% on gross to recognized agencies on units 1/6 page or larger. **New Advertisers:** First insertion must be prepaid.

INSERT CARDS

- Bind-in cards or envelopes are accepted only with full-page orders.
- Rates are market sensitive and will be quoted upon request.



Published monthly; issued five days before the issue month. No cancellations accepted after space closing date. No changes for copy will be accepted after material closing date, and none will be considered executed unless acknowledged by the publisher.

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OUR NEWSLETTER

Digital Stats

THE MOAA NEWSLETTER:

331K

SUBSCRIBERS*

*9,000 people receive a monthly version



44.35%
AVERAGE OPEN RATE

214,000
WEEKLY SUBSCRIBERS

108,000
BIWEEKLY SUBSCRIBERS

EMAIL AD SPECS & RATES

	Banner	Sponsored Content
Dimensions	580 x 71	
File Size	40 kb	
Total Market Coverage	\$5,830	\$6,930
Weekly	\$3,475	\$4,200
Bi-weekly	\$2,300	



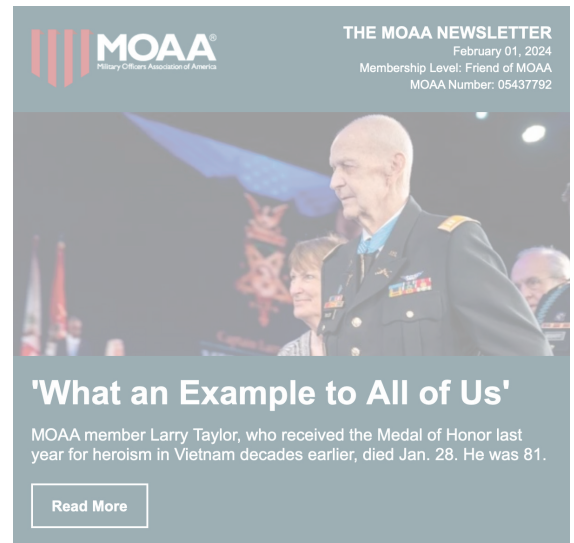
THE MOAA NEWSLETTER includes:

- Breaking news about military health care, pay and benefits, and MOAA's ongoing advocacy work.
- Expert guidance on personal finance and taxes, career transition, and other topics of interest to our wide membership.
- Exclusive details on new and expanding MOAA member benefits, travel packages, charitable efforts, and much more.

ADVERTISING OPTIONS

Each edition of The MOAA Newsletter includes a banner display ad in prime position.

Separately, each edition offers the opportunity for sponsored content to appear alongside MOAA-generated material on that topic. This allows advertisers to create engaging, custom content to interact with MOAA members. The sponsored content package includes a headline and readout in The MOAA Newsletter linking to an advertiser-provided article at MOAA.org. Contact your sales representative to learn more!



'What an Example to All of Us'

MOAA member Larry Taylor, who received the Medal of Honor last year for heroism in Vietnam decades earlier, died Jan. 28. He was 81.

[Read More](#)

YOUR AD HERE

FINANCE

Oct. 4 MOAA Webinar: Understand the Legal Aspects of Estate Planning

From probate to taxes to insurance and more, let our guest expert help you plan for your family's future.

Sponsored Content: Your Headline Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc fermentum, ligula et egestas cursus, mauris mauris.

HEALTH CARE & EARNED BENEFITS

'Tens of Thousands' More Veterans Will Be Eligible for VA Care Starting Oct. 1

The change comes thanks to passage of the MOAA-backed Honoring Our PACT Act. Find out who's covered.

VA Mulls Pushing Vets to Telehealth Before Offering Local Appointments

The move could alter the wait-time criteria established for veterans to receive community care.

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OUR WEBSITE

Digital Stats

WEBSITE:

1.5 MILLION
VISITORS
PER YEAR

4.4 MILLION
PAGE VIEWS
PER YEAR

1:52 MINUTES
AVG. TIME SPENT
ON EACH ARTICLE

Source: Google Analytics, Aug. 2023–July 2024

HOME PAGE AD SPECS & RATES/MONTH

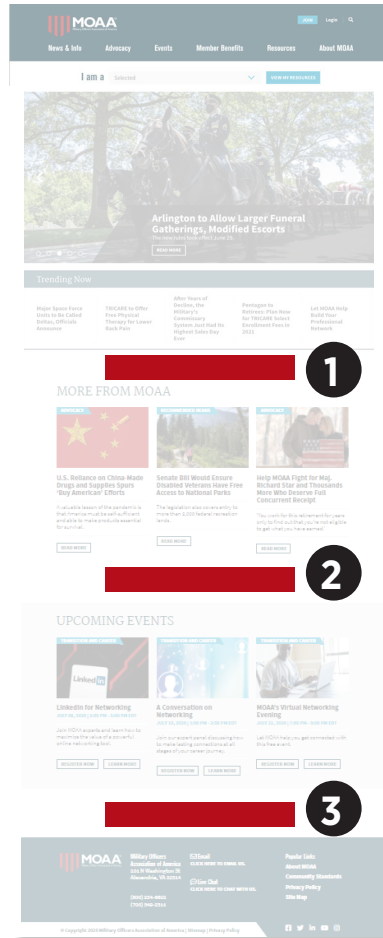
Desktop	Mobile	Banner 1	Banner 2	Banner 3
728x90	320x50	\$3,120	\$2,780	\$2,565

NEWS PAGE AD SPECS & RATES PER MONTH

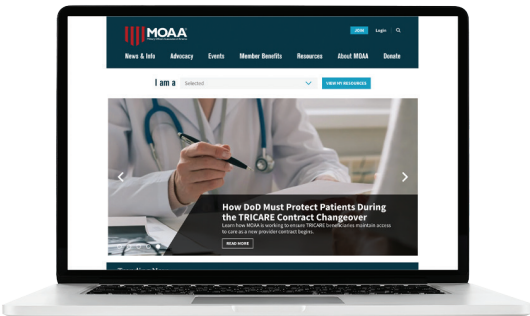
Sizes	Desktop	Mobile	Rate
4 Top Banner	728x90	320x50	\$3,575
5 Skyscraper	300x600	336x280	\$3,340
6 Med Rectangle	300x250	336x280	\$2,000

MOAA.ORG provides access to timely legislative news, information on valuable transition services and resources, a place for MOAA members to connect, and more.

MOAA.ORG HOMEPAGE



MOAA.ORG NEWS ARTICLE PAGE



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MOAA DEDICATED EMAIL PROGRAM

The MOAA Dedicated Email program allows advertisers to appear in a prime position for our audience — at the top of their email inbox.

AUDIENCE:

This program allows advertisers to be the sole feature of an email sent directly to 100,000 MOAA members.

TIMING/DEADLINES:

MOAA offers two opportunities per month. Materials are due two weeks before run date. A sample can be provided.

REQUIRED ASSETS:

- **IMAGE:** A high-resolution image we can trim to 500 x 325 px.
- **LINKS:** A URL pointing to a website of the advertiser's choosing. If an advertiser wishes to track their click-through rate, they will need to use a UTM code.
- **TEXT:** A title (50 characters max) to go below the image and limited text that will appear before the box to click the link.

PRICING:

\$5,000 net per send



Photo Credit: DMP/Getty Images

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OUR **POLICIES**

Small print

- All advertising orders are subject to the publisher's approval.
- Rates are subject to change.
- Space is invoiced on contract rates or on as-earned basis. Payment terms are Net 30. Advertisers will be rebated or short-rated to adjust to actual earned rate based on total space used in 12 months from date of first insertion.
- Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.
- New advertisers will be asked to submit a sample ad along with their insertion order.
- *Military Officer* is published monthly (12 issues per year).
- Weekly (52) and biweekly (26) editions of The MOAA Newsletter are published year-round.
- No cancellations will be accepted after space closing date.
- No changes for copy will be accepted after material closing date, and none will be considered executed unless acknowledged by the publisher.
- Average paid and analyzed circulation is 195,054 (AAM Alliance for Audited Media Magazine Publisher's Statement for six-month period ending December 31, 2023).
- Two-page spreads are charged at individual unit rates and count as two units for purposes of determining frequency.

CONTRACTS & COPY

CONTRACTS & COPY REGULATIONS

Advertisements with MOAA are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency jointly and severally agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims or actions against publisher arising out of publication of the advertisement.

All contents of advertisements are subject to publishers' approval, and publisher reserves the right to reject or cancel any advertising, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency and whether or not such advertising was previously acknowledged, accepted, or published. Advertisements that, in the publisher's opinion, look like editorial copy will be marked "Advertisement."

Position of advertisement is at the full discretion of the publisher, and publisher will not be bound by any condition appearing on insertion orders or copy instructions that conflicts with the provisions of this rate card.

The publisher is not responsible for orders, cancellations, or corrections given over the telephone. Written confirmations of orders, cancellations, or corrections must be received by closing date. Advertisements not received by closing date will not be entitled to the privilege of OK or revision by the advertiser or its agency.

All orders are accepted subject to the condition that publisher shall not be liable for delay or failure in execution of accepted advertising orders in the event of acts of God, action by any government or quasi-government entity, fires, accidents, strikes, or other contingencies beyond the publisher's control. The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for direct, special, incidental, or consequential damages, including but not limited to loss of income or profits.

Acceptance of the advertisement by the publisher shall in no way constitute endorsement of or recommendation by the publisher or the magazine for the contents of the advertisement or the product advertised.

Publisher shall have the right to hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which was published.

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