

# MilitaryPress

## Newsgroup

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# MEDIA INFORMATION 2014

## THE MILITARY PRESS NEWSGROUP

430 N. Cedar Street • Suite C • Escondido, CA 92025

858-537-2280 800-369-9606 858-578-3882 fax

[www.militarypress.com](http://www.militarypress.com)

# Layoffs?

**- Not the Military**

# Pay Decrease?

**- Not the Military**

- **3.5% PAY INCREASE** - Across the board
- **7.3% INCREASE** in BAH (Housing Allowance)
- **Combat Pay** - an extra \$450 per month - **TAX FREE**  
(with an extra \$100 for HDP) Hardship Duty Pay
- **2.3% INCREASE** in compensation to veterans  
and eligible family members

# what other market is recession proof?

THE **MILITARY PRESS** NEWSPAPER

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## Just a short note the Military Press

The Military Press is the largest military news, sports and entertainment tabloid in California, with a distribution network that **reaches over 200,000 military personnel** every two weeks.

Our readers utilize us as a reference for things to do, places to go and services needed. Their guaranteed income represents California's largest money market and your business will grow by remembering the military and their families in your monthly budget considerations.

### We service:

- All military bases, with 40-50 stops at each base, ie. exchanges, commissaries, credit unions
- All in-port ships - hundreds of papers in the galleys and racks
- Off-base and on-base housing including the barracks
- We have racks lining the streets neighboring the bases at restaurants, liquor stores, barber shops and gas stations
- Major shopping centers and malls, reaching civilians as well as military
- VA Hospitals - in the waiting rooms and lobbies

We have two publications, differentiated by zone:

**Zone 1** - San Diego County

**Zone 2** - L.A./Orange and Riverside Counties

**We reach our  
entire market  
on or the day  
before payday!**



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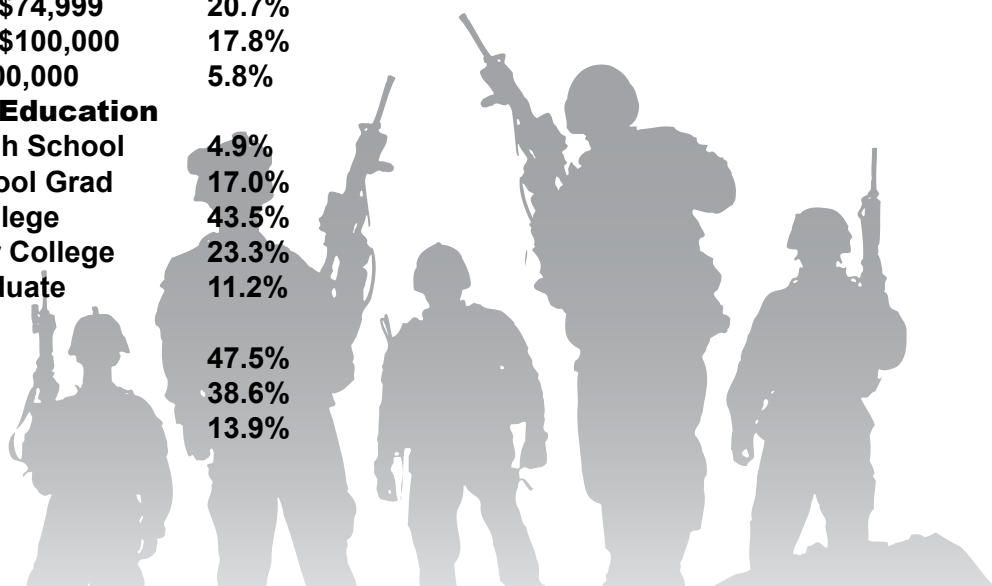
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## San Diego Military Demographics

59,695 Active Duty Sailors • 57,060 Active Duty Marines • 11,000 Reservists  
48,000 Civilian Employees • 82,000 Military Retirees • 250,000+ Family Members  
500,000+ in San Diego County

<b>Gender</b>	Male	54.5%	73% of active duty is male
	Female	45.5%	Average age of 26 and 10.2 years length of service
<b>Age</b>	Less than 25	24.3 %	73% live off base
	26-29	11.6%	55% are married
	30-34	9.4%	16% are retired military, most with multiple income sources
	35-39	12.2%	74% are ranked E-4 and above
	40-44	15.5%	15% are officers
	45-49	7.7%	91% have major credit cards
	50-54	9.9%	80% own their own vehicles
	55-59	2.8%	61% plan on buying a new vehicle within 12 months
	60 or more	6.6%	95% plan on furthering their education
<b>Annual Household Income</b>	Under \$18,000	13.9%	95% can receive up to \$3,500 in tuition assistance
	\$18,000-\$24,999	6.3%	100% shop at civilian department or specialty stores
	\$25,000-\$34,999	18.8%	93% average 2.5 trips per year on civilian airlines
	\$35,000-\$49,999	16.8%	88% plan on buying video, stereos or speakers
	\$50,000-\$74,999	20.7%	
	\$75,000-\$100,000	17.8%	
	Over \$100,000	5.8%	
<b>Highest Level of Education</b>	Some High School	4.9%	
	High School Grad	17.0%	
	Some College	43.5%	
	Four-year College	23.3%	
	Post Graduate	11.2%	
<b>Own Home</b>	Own	47.5%	
	Rent	38.6%	
	Other	13.9%	



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## Military Press Facts

The Military Press is a direct pipeline to all branches of the military in Southern California — Navy, Marines, Army, Air Force and Reserves. A semi-monthly publication distributed **FREE** to all military. The Military Press reaches all bases, in-port ships, key housing areas and VA Hospitals. We have newsracks in civilian high-traffic areas as well.

### Circulation

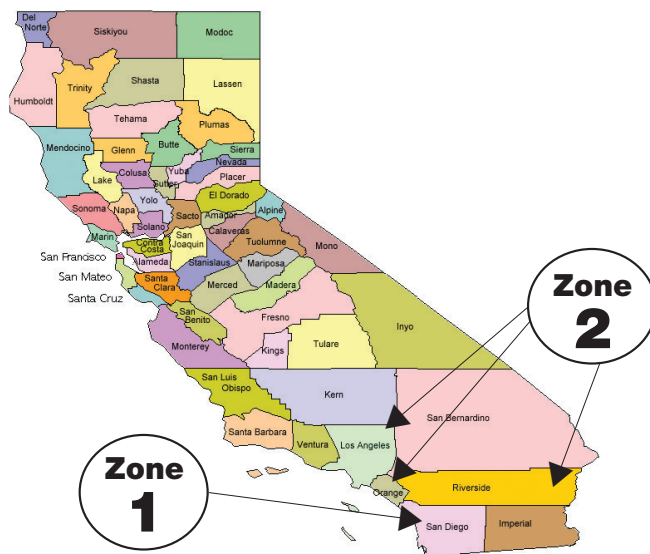
We divide California into zones for distribution. Zone 1 is San Diego, with a distribution of 50,000. Zone 2 is Riverside / San Bernardino, Los Angeles and Long Beach with a distribution of 25,000.

### Format

The Military Press headlines Military News, VA information, Sports, Music and Entertainment. Other sections include Health & Fitness, Seniors, Concert Connection, and a huge classified section. We also have special promotions throughout the year, such as Air Show editions, Coloring Contest, Combined Federal Campaign, and various holiday issues. We have a very diverse readership that includes military and civilians. We offer our readers entertainment and information in one publication. We showcase advertisers that we feel respect and appreciate the military market and have a good service or product to offer at a fair price.

### Timing

The Military Press knows that when making purchases, timing is extremely important. That makes the timing of advertising just as important. That is why we deliver our papers on or the day before military paydays. This is normally the 14th day and the last day of the month. As with all consumers, when they have money in their pockets, they look for ways to spend it. To advertise a special discount or event on weeks when the military have no paychecks might not be so effective. Since the military is paid only twice a month, we make sure our papers are out there when they need them-and will use them.



### ZONE 1

32nd St. Naval Base  
Navy Amphibious Base Coronado  
Fleet Anti-Submarine Base  
Imperial Beach Helicopter Base  
Marine Corps Recruit Depot San Diego  
Naval Air Station North Island  
Navy Submarine Base  
Naval Medical Center Balboa  
All In-Port Navy Ships  
VA Hospital  
Marine Corps Air Station Miramar  
Marine Corps Base Camp Pendleton  
Temecula / Murrietta

***Includes Hand Delivery to almost every military housing doorstep.***

### ZONE 2

Edwards Air Force Base  
Lancaster and Palmdale  
Fort Irwin  
Yermo and Barstow  
MCAGCC Twentynine Palms  
Yucca Valley and Joshua Tree  
March Air Force Base  
Moreno Valley  
Marine Corps Logistics Base, Barstow

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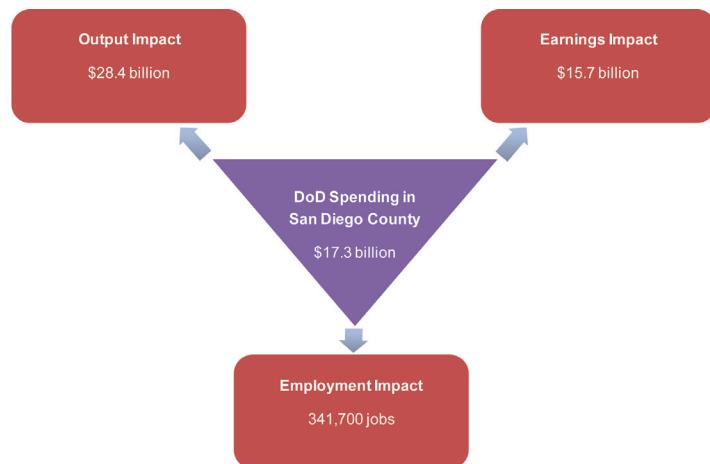
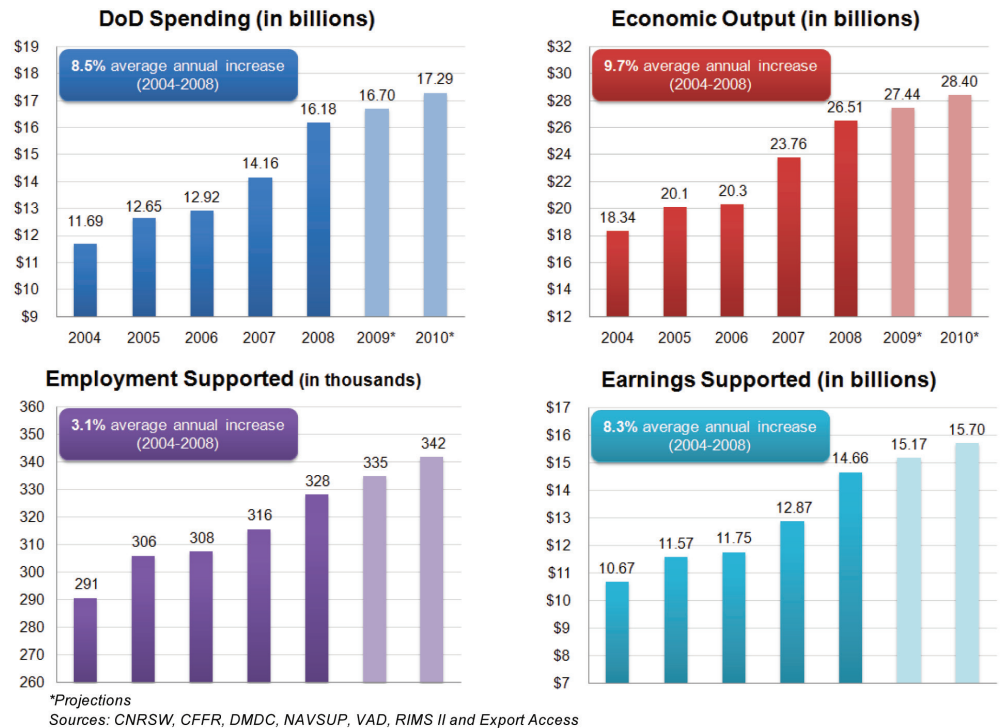
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## Why the military market is the better buy

Projected economic impact of defense spending in San Diego County, FY2010

The military's presence in San Diego will continue to substantially impact the regional economy in the foreseeable future. As the military continues to shift a greater portion of its forces to the Pacific area of operations and bolster its infrastructure in San Diego, expenditures within the region are likely to increase. In the upcoming years, both the Navy and Marine Corps are already slated to spend significant amounts of money on construction projects.

The deployment of ships and personnel is also set to increase in the near future. Twenty-one ships will either be newly deployed or will redeploy to San Diego by 2012, with the most significant redeployment being the USS Carl Vinson aircraft carrier changing its homeport to NB Coronado in April 2010. Furthermore, the Marine Corps "Grow the Force Expansion" initiative will bring more than 4,000 new Marines to the San Diego region from 2009-2012. The following graphic shows the projected economic impact that the military will have on San Diego in 2010 if DoD spending grows at a conservative 3.5% a year.



\*If DoD spending grows at 3.5% a year

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## Advertising Rates Zone 1

Frequency Contracts must run consecutive issues. (Rates shown are per issue - two weeks)

	1 Time	2 Times	6 Times	12 Times	24 Times
1/12 Page	<b>350</b>	<b>320</b>	<b>280</b>	<b>260</b>	<b>240</b>
1/8 Page	<b>500</b>	<b>460</b>	<b>440</b>	<b>420</b>	<b>400</b>
1/4 Page	<b>950</b>	<b>900</b>	<b>850</b>	<b>760</b>	<b>720</b>
1/3 Page	<b>1200</b>	<b>1100</b>	<b>1060</b>	<b>1000</b>	<b>960</b>
1/2 Page	<b>1700</b>	<b>1600</b>	<b>1550</b>	<b>1500</b>	<b>1450</b>
Full Page	<b>3200</b>	<b>3100</b>	<b>3000</b>	<b>2900</b>	<b>2800</b>
Back/inside Covers	<b>4000</b>	<b>3800</b>	<b>3700</b>	<b>3600</b>	<b>3500</b>
Classifieds	Display Classified 46 per in. 44 per in. 40 per in. 38 per in. Liner Classified 40 per in. 38 per in. 34 per in. 32 per in				

**Guaranteed Positioning** Add 20% to earned rate only. 1/4 page & up, if available.

**Process Color** Add \$275 per color. (Non Commissionable)

**Inserts** \$50/M, single sheet, client provides finished product for insertion.

**Credit & Payment Policy** All advertising is accepted on a cash-with-copy basis unless an approved credit application is on file. All invoices not paid within 30 days will be charged interest at the rate of 11/2% per month, and forfeit any discounts and / or commissions.

**Frequency Contracts** Any frequency contract cancelled before its completion will be prorated based on the rate of total times actually run.

**Ad submissions:** High resolution Adobe Acrobat .pdf or .eps files with all fonts and hi-res images embedded, if applicable. Graphics charge may apply for files that don't meet specifications or require significant additional manipulation (e.g. color correcting, resizing).

**Uploading ads:** Files under 1MB, e-mail to [ads@militarypress.com](mailto:ads@militarypress.com). Files over 1MB, call for Military Press ftp information.

**Size** Tabloid 10.25" x 13.5" Trim Size  
**Format** Non-SAU Four Column Tabloid  
**Printing** Web Offset  
**Resolution** 150 for color and BW

### Ad Sizes (No bleeds)

Full Page .....	4 Col. x 12.666" ....	9.417" x 12.666"
Half Page .....	2 Col. x 12.666" ....	4.625" x 12.666"
Half Page .....	3 Col. x 8.44" .....	7.02" x 8.44"
Half Page .....	4 Col. x 6.145" .....	9.417" x 6.145"
Third Page .....	2 Col. x 9" .....	4.625" x 9'
Third Page .....	3 Col. x 6" .....	7.02" x 6"
Quarter Page .....	2 Col. x 6.222" .....	4.625" x 6.222"
Quarter Page .....	3 Col. x 4.14" .....	7.02" x 4.14"
Eighth Page .....	1 Col. x 6.235" .....	2.222" x 6.235"
Eighth Page .....	2 Col. x 3" .....	4.625" x 3"
Twelfth Page .....	1 Col. x 4" .....	2.222" x 4"
Twelfth Page .....	2 Col. x 2" .....	4.625" x 2'

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## Advertising Rates Zone 2

Frequency Contracts must run consecutive issues. (Rates shown are per issue - two weeks)

	1 Time	2 Times	6 Times	12 Times	24 Times
1/12 Page	<b>105</b>	<b>95</b>	<b>90</b>	<b>85</b>	<b>80</b>
1/8 Page	<b>145</b>	<b>130</b>	<b>125</b>	<b>115</b>	<b>110</b>
1/4 Page	<b>215</b>	<b>195</b>	<b>185</b>	<b>170</b>	<b>160</b>
1/3 Page	<b>345</b>	<b>310</b>	<b>295</b>	<b>275</b>	<b>260</b>
1/2 Page	<b>500</b>	<b>450</b>	<b>425</b>	<b>400</b>	<b>375</b>
Full Page	<b>950</b>	<b>855</b>	<b>810</b>	<b>760</b>	<b>715</b>
Back/inside Covers	<b>1100</b>	<b>990</b>	<b>925</b>	<b>880</b>	<b>825</b>

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## 2014 Advertising Deadlines

ALL DATES  
ARE 12 NOON (PT)

Issue Date	Deadline	Issue Date	Deadline
January 1 .....	Thursday, December 19	July 1 .....	Thursday, June 26
<i>Cover ad creative due Wednesday, Dec. 18</i>		<i>Cover ad creative due Wed., June 25</i>	
January 15 .....	Friday, January 10	July 15 .....	Thursday, July 10
<i>Cover ad creative due Thursday, Jan. 9</i>		<i>Cover ad creative due Wed., July 9</i>	
February 1 .....	Tuesday, January 28	August 1 .....	Tuesday, July 29
<i>Cover ad creative due Monday, Jan. 27</i>		<i>Cover ad creative due Mon., July 28</i>	
February 15 .....	Tuesday, February 11	August 15 .....	Tuesday, August 12
<i>Cover ad creative due Monday, Feb. 10</i>		<i>Cover ad creative due Mon., Aug. 11</i>	
March 1 .....	Tuesday, February 25	September 1 .....	Tuesday, August 26
<i>Cover ad creative due Monday, Feb. 24</i>		<i>Cover ad creative due Mon., Aug. 25</i>	
March 15 .....	Tuesday, March 11	September 15 .....	Thursday, September 11
<i>Cover ad creative due Monday, Mar. 10</i>		<i>Cover ad creative due Wed., Sept. 10</i>	
April 1 .....	Thursday, March 27	October 1 .....	Friday, September 26
<i>Cover ad creative due Wed., Mar. 26</i>		<i>Cover ad creative due Wed., Dec. 18</i>	
April 15 .....	Thursday, April 10	October 15 .....	Friday, October 10
<i>Cover ad creative due Wed., Apr. 9</i>		<i>Cover ad creative due Wed., Dec. 18</i>	
May 1 .....	Monday, April 28	November 1 .....	Tuesday, October 28
<i>Cover ad creative due Friday, April 25</i>		<i>Cover ad creative due Mon., Oct. 27</i>	
May 15 .....	Monday, May 12	November 15 .....	Tuesday, November 11
<i>Cover ad creative due Friday, May 9</i>		<i>Cover ad creative due Mon., Nov. 10</i>	
June 1 .....	Tuesday, May 27	December 1 .....	Tuesday, November 25
<i>Cover ad creative due Monday, May 26</i>		<i>Cover ad creative due Mon., Nov. 24</i>	
June 15 .....	Tuesday, June 10	December 15 .....	Thursday, December 11
<i>Cover ad creative due Monday, Jun. 9</i>		<i>Cover ad creative due Wed., Dec. 10</i>	

New ads with signed contracts will be charged for space if ad is not in by date and time listed above.  
Last ad ran will be used if new ad not submitted by due date and time.

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