



SHIPMATE

2026 MEDIA KIT

SHIPMATE IS THE OFFICIAL ALUMNI MAGAZINE OF THE UNITED STATES NAVAL ACADEMY

The United States Naval Academy Alumni Association and Foundation is the primary channel for the Naval Academy alumni community, including family and friends worldwide, to maintain active lifetime links and stay engaged with each other and the Naval Academy. The Association and Foundation keeps its more than 69,000 members informed through a network of 102 chapters around the world, a growing number of shared interest groups, 75 active class organizations and more than 100 parent clubs.

Shipmate magazine boasts an engaged and loyal audience that reliably reads every issue and retains copies for years.

With a readership comprised of highly educated and skilled alumni, family and friends of the U.S. Naval Academy, each issue of *Shipmate* reaches an exclusive group of 52,000 subscribers. *Shipmate* is the Alumni Association and Foundation's greatest engagement tool with the alumni community. Eighty-four percent of alumni usually or always read *Shipmate*.

Shipmate has been providing alumni exclusive content about the Naval Academy and alumni community since May 1938. Published six times a year and distributed globally to highly educated, affluent readers, *Shipmate* is the trusted news source for the alumni community.



SHIPMATE By the numbers

- Receiving *Shipmate* is the #1 benefit of joining the USNA Alumni Association and Foundation.
- 80% of members rated the magazine "extremely or very useful."
- 84% of all members say they always look at or read *Shipmate*.

2026 SHIPMATE EDITORIAL, RATES AND DEADLINES

- *Shipmate* coverage highlights milestone moments throughout the year including Commissioning Week, Naval Academy athletics, I-Day, Parent Weekends, the Distinguished Graduate Awards and Service Selection.
- *Shipmate* shares the stories of extraordinary contributions alumni are making in the fleet in the Marine Corps and Navy. Alumni achievements in their community and in the private sector are also regularly featured in *Shipmate*.
- *Shipmate* features the numerous ways the Alumni Association and Foundation support the Academy and its mission.



ISSUE	SPACE RESERVATION DEADLINE	CREATIVE MATERIALS DEADLINE
January-February '26	12/8/25	12/15/25
March-April '26	2/4/26	2/11/26
May-June '26	4/7/26	4/14/26
July-August '26	6/10/26	6/17/26
September-October '26	8/12/26	8/19/26
November-December '26	10/6/26	10/13/26

2026 AD DIMENSIONS	
	AD SIZE (w x h)
Full Page (with bleed):	8.625 x 11.125
½ Page (horizontal):	7.625 x 4.65
All ad rates reflect 4/c process and full pages include bleed	

2026 GROSS RATES				
RATES:	1x	2x	6x	
Full Page (with bleed):	\$4,995	\$4,695	\$4,495	
½ Page (horizontal):	\$3,695	\$3,495	\$3,195	

MECHANICAL REQUIREMENTS
Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. High-resolution PDFs must be provided as CMYK with fonts and images embedded via disk, DropBox or email. <i>Shipmate</i> is printed on a high-speed web and SWOP standards apply. The magazine is perfect bound. Final trim size is 8.375 x 10.875 inches and bleed size is 8.625 x 11.125 inches. Live area is 7.65 x 10.125 inches.

ADVERTISING POLICY

Acceptance of any advertisement is at the sole discretion of the Publisher and must meet the standards of the U.S. Naval Academy Alumni Association and Foundation. Policies and conditions include, but are not limited to:

- Advertisements and the company, organization or individual may not compete or conflict with the products and services offered by the U.S. Naval Academy Alumni Association or fundraising by the U.S. Naval Academy Foundation.
- Advertisements for political causes, candidates and campaigns are prohibited.
- The Publisher reserves the right to reject advertising not deemed consistent with the tenor of the magazine nor consistent with the mission of the U.S. Naval Academy Alumni Association and Foundation.

CONTACT

SHIPMATE ADVERTISING SALES CONTACT INFORMATION

Educational Services, Inc.

Jack Parks

President

info@educationalservice.com

404-634-2351

