



VETERANS OF FOREIGN WARS

# VFW



2016  
MEDIA KIT

# EDITORIAL & DEMOGRAPHIC INFORMATION

## The Magazine

VFW is a national magazine published 10X annually by the Veterans of Foreign Wars. Since 1904, it has been a communication tool for the organization to reach its war veteran members, now ranging from World War II to Iraq and Afghanistan. VFW is the eighth largest association publication in America, and ranks 61st among the top 100 U.S. magazines based on circulation.

## Editorial

VFW magazine strives to inform, influence and interest its readers. It recognizes and respects all things important to the nation's war veterans through thought provoking articles, columns and departments. It is special interest yet wide ranging in editorial content. The editorial is comprised of award-winning war stories and coverage of veteran rights/benefits, defense/foreign affairs, patriotism/voluntarism and recognition/remembrance of military service and social contributions.

### READER PROFILE

Average age	69
Male	99.3%
Average Income	\$47,500
Home Ownership	92%
Home Value	\$167,000
Pet Ownership	53%

### AUTOMOTIVE

INDEX
131
106

### FIREARMS

Owns a Shotgun	306
Owns a Rifle	291
Owns a Handgun	334

### LEISURE ACTIVITY

Reading	73%
Gardening	58%
Fishing	41%
Hunting	24%
Golfing	20%
Billiards	19%
Bowling	14%

### PHARMACEUTICAL

Prostate	687
Cancer	593
Arthritis	438
High Blood Pressure	366
High Cholesterol	354
Diabetes	306
Eczema	304

### BUYING HABITS

Mail-order Purchases	63%
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### VFW SOCIAL MEDIA

Facebook	565,300 Likes
Twitter	33,500 Followers
Google Plus	49,939 Followers

## GENERAL ADVERTISING RATES

Size	1x	5x	10x
<b>Four Color</b>			
1 Page	\$37,755	\$37,060	\$35,840
2/3 pg	26,530	25,950	25,175
1/2 pg	20,755	20,275	19,765
1/3 pg	13,940	13,690	13,335
1/6 pg	7,555	7,335	7,160

## Black & White

Size	1x	5x	10x
<b>Black &amp; White</b>			
1 Page	\$29,830	\$29,315	\$28,900
2/3 pg	20,795	20,015	19,590
1/2 pg	16,400	15,820	15,330
1/3 pg	10,435	10,075	9,645
1/6 pg	5,355	5,190	4,970

## Cover Rates

2nd/3rd	\$43,240	\$41,195	\$39,760
4th	55,140	52,415	50,750

## MAIL ORDER ADVERTISING RATES

Size	1x	5x	10x
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## Four Color

1 Page	\$32,135	\$31,640	\$31,065
2/3 pg	22,595	22,145	21,815
1/2 pg	17,760	17,395	17,100
1/3 pg	11,845	11,640	11,435
1/6 pg	8,580	6,330	6,230

## Black & White

1 Page	\$25,885	\$25,325	\$24,410
2/3 pg	18,075	17,820	17,035
1/2 pg	14,240	13,880	13,420
1/3 pg	9,105	8,910	8,590
1/6 pg	4,725	4,555	4,455

## Cover Rates

2nd/3rd	\$36,770	\$36,155	\$35,515
4th	46,865	46,085	45,320

## ISSUE AND CLOSING DATES

Issue	Subscriber Drop Date	Space Closing	Material Due	Inserts Due
January	12/28/15	10/26/15	11/2/15	11/25/15
February	1/25/16	11/24/15	12/1/15	12/22/15
March	2/22/16	1/6/16	1/11/16	1/28/16
April	3/21/16	1/25/16	2/1/16	2/18/16
May	4/25/16	3/2/16	3/8/16	3/24/16
June/July	5/23/16	3/30/16	4/6/16	4/21/16
August	7/25/16	6/1/16	6/7/16	6/23/16
September	8/22/16	6/29/16	7/5/16	7/21/16
October	9/26/16	8/3/16	8/9/16	8/25/16
Nov/Dec	10/24/16	8/31/16	9/6/16	9/22/16
January 2017	12/19/16	10/31/16	11/4/16	11/18/16

*Note: All dates are subject to change*

## FRACTIONAL ADVERTISING RATES

Size	1x	5x	10x
1 x 2 <sup>5</sup> / <sub>16</sub> in	14 lines	\$938	\$910
1 1/2 x 2 <sup>5</sup> / <sub>16</sub> in	21 lines	1,405	1,365
2 x 2 <sup>5</sup> / <sub>16</sub> in	28 lines	1,875	1,820
2 1/2 x 2 <sup>5</sup> / <sub>16</sub> in	35 lines	2,345	2,275
3 x 2 <sup>5</sup> / <sub>16</sub> in	42 lines	2,810	2,730
4 x 2 <sup>5</sup> / <sub>16</sub> in	56 lines	3,750	3,640

*The rates which are listed above are based on the following agate line rates:*

Agate Line Rate      \$67      \$65      \$63

*All fractional space advertising requires payment with order.*

## SPLIT CHARGES

Splits are available. Please contact GLM Communications for rates.

## CARD INSERTS

Please contact GLM Communications for card insert rates. **Note:** An additional charge of \$4,000 will be added to cover the bind-in costs on all BRCs. Also see Mechanical Requirements.

## TERMS

### Commissions and Discounts

- A) 15% to recognized advertising agencies.
- B) No agency commission allowed on overdue accounts. An invoice is deemed overdue after 45 days from date of issue.
- C) Cash with order on advertising placed directly by advertiser and not through a recognized advertising agency.
- D) "In-house" and "house agencies" are considered direct advertisers and will be required to comply with Section C, requiring prepayment. Any deviation from this must be approved in writing.

### Copy and Contract Regulations

- A) Rates guaranteed against increase for 90 days after acceptance of order.
- B) All copy subject to approval.
- C) All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
- D) **No cancellations accepted after closing date.**
- E) Prior to accepting any advertising from NEW advertisers, we will need:
  - 1) a bank reference;
  - 2) the names of two publications in which you have advertised before, if at all possible;
  - 3) a brief summary of your company; and
  - 4) a check in full payment for your first ad. Exception: when the ad is placed by a 4A agency or from an agency listed in the Standard Directory of Advertising Agencies.
- F) No cancellation of cover or other premium positions accepted. Card inserts also are non-cancelable.
- G) Cancellation of contract space forfeits advertiser's right to benefit of frequency discounts. Please call GLM Communications for details.
- H) No rate holders accepted.
- I) When change of copy is not received by closing date, previous copy will be used.
- J) Advertising agencies must submit the complete name, address and phone number of the clients who are advertising, along with the principals of the company advertising and a description of company activities.
- K) No deduction allowed for error in provided key numbers.
- L) "Til forbid" orders do not hold rate.
- M) Only bona fide orders for definite schedules accepted by publisher to hold rates.
- N) Should an account become delinquent, GLM Communications shall demand immediate payment in full. Should the agency or account be placed for collection, a 25% collection charge will be added to the billable amount of the advertising statement.
- O) Advertisorials must have the word "Advertisement" prominently displayed at the top of the ad. It should be set in all caps, bold faced and 10 point type size. This is required by publishing industry ethics.
- P) The use of the letters "VFW" and the Cross of Malta logo are prohibited.
- Q) GLM Communications and the publisher accept no responsibility to advise an advertiser of any competitive advertising situations in any issue. No make goods, rebates or discounts will be granted.
- R) **There are absolutely no positioning guarantees for the ad.**

## MECHANICAL REQUIREMENTS

Printed by Rotogravure

### Ad Formats (in preferred order) and Specifications

**Note:** Due to the additional variables with Illustrator, QuarkXPress and InDesign native files, a final proof must be approved prior to print for all submissions to ensure the files are processed correctly.

**1) PDF version 1.3 (Acrobat 4 compatible) or X1A:** PDF files must have all fonts and images embedded. PDF versions other than 1.3 or X1A must be flattened. **Images must be CMYK** and high resolution. High resolution images need to be 300dpi, 200dpi minimum. Images less than 200dpi will be rejected. For a detailed Acrobat Distiller setup description, a PDF in a folder "PDF\_Info" can be downloaded from the following ftp site: [http://www.qg.com/imaging\\_specifications.asp](http://www.qg.com/imaging_specifications.asp)

**2) Illustrator EPS no lower than version CS4:** Illustrator EPS files should contain only the colors to be printed in CMYK, Spot Color or Grayscale mode. All fonts must be converted to outlines. All images must be high resolution, composite and embedded.

**3) QuarkXPress, no lower than version 7; Adobe InDesign, no lower than version CS4:** All fonts must be supplied. A collect for output should be performed to ensure all images are supplied. All images must be high resolution, composite and CMYK or Grayscale only. High resolution images need to be 300dpi, 200dpi minimum. Images less than 200dpi will be rejected. Quark files should contain only the colors that are to be printed. **(Note:** Quark files require special handling and may incur additional expense for troubleshooting, which will be charged at a rate of \$75/hour.)

### Specifications

- Text pages, 1/ & 4/color: 133 line screen recommended
- Covers. 4/color: 150 line screen recommended, minimum 133. Maximum density 280%. Number of proofs: progressives 2 sets.

### Advertising Space Units

Size	Width	Depth	Agates
Full Page Trim	8 in	x	10½ in
Full Page Bleed	8½ in	x	10¾ in
Full Page Safety Area*	7½ in	x	9¾ in
2/3pg	4½ in	x	9¾ in
1/2 ISL	4½ in	x	7½ in
1/2 H	7½ in	x	4½ in
1/3 V	2½ in	x	9¾ in
1/3 SQ	4½ in	x	4½ in
1/6pg	2½ in	x	4½ in
			70

\* The Safety Area ensures vital information is a safe distance from the trim.

Any advertiser or agency supplying material that does not conform to the requirements stated herein will be subject to additional production charges, not to exceed \$50.

### Business Reply Cards

Max Flat Size (finished): 12.375 x 4

Folded to: 6 x 6.375 x 4

Min. Flat Size (finished): 10.375 x 4

Folded to: 5 x 5.375 x 4

Perforation should be .375" from fold.

**Note:** Cards absolutely must be folded to create a **high folio pickup lap**.

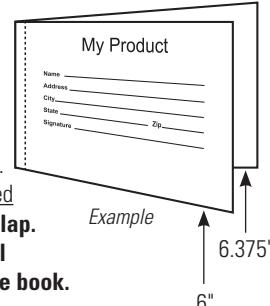
**The smaller panel of the card will always fall to the front of the book.**

Stock min.: 7 pt. BRC Reply

Cards guide to the head: **Allow for .125" head trim.**

**Note: No make goods, rebates or discounts will be granted if the card does not conform to the above specs.**

Contact GLM Communications for packing and shipping instructions.



## SEND PRODUCTION MATERIAL TO:

**FTP Hostname:** <ftp://quaddisk.qg.com>

**Username:** qd\_vfw\_ads

**Password:** Honr48387

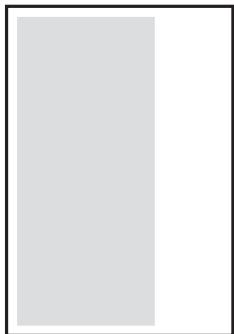
Drop files in Quad/Imaging-Hartford/Incoming folder

**Note:** Please e-mail [creative@glmcommunications.com](mailto:creative@glmcommunications.com) with a confirmation that the materials are uploaded. Indicate issue date for which material is to be used.

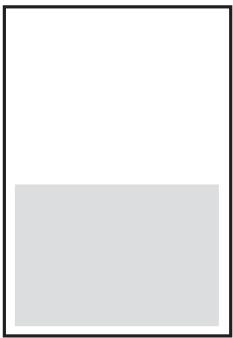
## UNIT SIZES



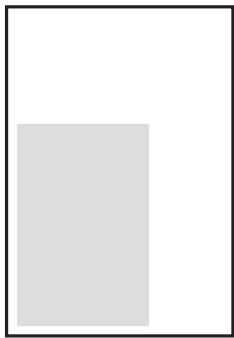
Full Page (7 $\frac{1}{4}$ "x9 $\frac{3}{4}$ ")  
420 Agates (Live Area)



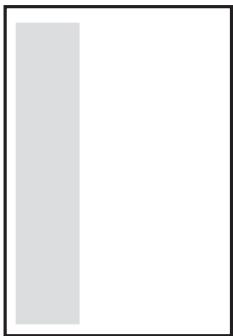
2/3 Page (4 $\frac{5}{8}$ "x9 $\frac{3}{4}$ ")  
280 Agates



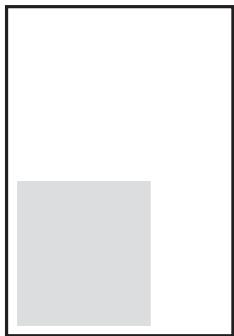
1/2 Page (7 $\frac{1}{4}$ "x4 $\frac{5}{8}$ ")  
210 Agates



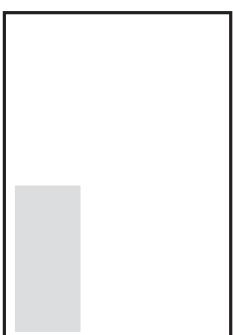
1/2 Page (4 $\frac{5}{8}$ "x7 $\frac{1}{4}$ ")  
210 Agates



1/3 Page (2 $\frac{1}{4}$ "x9 $\frac{3}{4}$ ")  
140 Agates



1/3 Page (4 $\frac{5}{8}$ "x4 $\frac{5}{8}$ ")  
140 Agates



1/6 Page (2 $\frac{1}{4}$ "x4 $\frac{5}{8}$ ")  
70 Agates

*Exclusively represented by*

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