



For Active and Retired Federal Employees

NARFE

ADVERTISING RATES

Effective January 1, 2012 Circulation 292,622

Four Color	1x	3x	6x	12x
Full Page	\$5,129	\$4,875	\$4,618	\$4,359
2/3 page	3,685	3,501	3,321	3,133
1/2 page	3,132	2,976	2,815	2,658
1/3 page	2,250	2,139	2,025	1,913
1/6 page	1,375	1,304	1,238	1,170
1/12 Page	725	687	650	586

Black & White

Full Page	\$4,648	\$4,417	\$4,184	\$3,950
2/3 Page	3,322	3,160	2,990	2,819
1/2 Page	2,789	2,648	2,508	2,370
1/3 page	2,035	1,933	1,730	1,287
1/6 page	1,248	1,191	1,125	1,062
1/12 page	674	640	605	572

National Active and Retired Federal Employees Association

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Advertising Sales

Warren Berger

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DEADLINES, SIZES AND SPECS

SPACE RESERVATIONS

Due on the 5th of the month two months preceding month of issue (e.g., January 5 for March issue)

MATERIALS

Due on the 15th of the month two months preceding month of issue

To: M. Carter

NARFE

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Alexandria, VA 22314

(mcarter@narfe.org)

STANDARD AD DIMENSIONS

Full	7" x 9-3/4"
Full (bleed)	8-1/4" x 10-3/4" (Trim is 8" x 10-1/2")
2/3 (Vert)	4-5/8" x 9-1/2"
1/2 (Horiz)	7-1/16" x 4-3/4"
1/3 (Vert)	2-1/4" x 9-1/2"
1/3 (Sq)	4-5/8" x 4-3/4"
1/6 (Horiz)	4-5/8" x 2-3/8"
1/12 (Vert)	2-1/4" x 2-1/2"

★ NARFE Web Advertising: Ask about pricing, availability.

SPECS

PDF format:

- CMYK color
- All fonts embedded
- High resolution images

SPLIT

A/B split cost: \$1,000 net

INSERTS: Ask about rates, quantity, printing and shipping instructions.

EDITORIAL CALENDAR 2012

NARFE magazine covers topics of interest to active and retired federal employees. Monthly features include a legislative report, retirement benefits Q&A, and columns on managing money, federal careers and health/wellness.

Scheduled cover stories for 2012:

January – NARFE's 32nd Biennial National Convention

February – 50 States – 50 Vacations

March – NARFE-PAC

April – Serving as an Executor

May – Federal Job Hopping: Moving Up and Over

June – Getting Ready for Change (RIFs, Early Retirement, etc.)

July – Financing Long-Term Care

August – USDA Grad School

September – Where to Retire

October – Open Season (Preview)

November – Open Season (Premiums)

December – Open Season (Plan Changes)

NARFE magazine's Nationwide Readership

NARFE magazine readers are:

- Approximately 60 percent male, 40 percent female
- 90 percent own their primary residence
- The average household income is \$60,270
- The highest concentration of members is found in the South Atlantic region (28%), followed by the East North Central (14%) and the Pacific regions (14%).