

SEMPER FI™

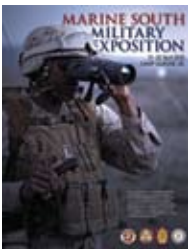
The Magazine of the Marine Corps League



★ **SEMPER FI MAGAZINE:** The Marine Corps League is the only Congressionally chartered, Marine Corps-related organization in the United States. Founded in 1923, it was chartered by Congress in 1937 to promote the interests of the United States Marine Corps. *Semper Fi* magazine is the official publication of the Marine Corps League and is distributed bimonthly to its dues-paying members as well as to every Marine Corps General Officer and Sergeant Major, member of Congress, member of the President's cabinet, and most Veteran's Administration facilities. Readership exceeds 200,000. The magazine's editorial content includes Marine-oriented feature articles; news items of concern to veterans; profiles of Marines who have made noteworthy accomplishments after their service; columns from the League's Commandant, Executive Director, Auxiliary President and other senior leaders; news features from the 1,100-plus League Detachments; plus departments including a Reunion Calendar, Roll Call and *Semper Fi* Store.

Semper Fi magazine provides advertisers direct access to the loyal, dedicated and passionate members of the Marine Corps League. These Marines are decision makers—they are intensely active individuals who are responsible for purchasing and influencing decisions. Our readers are highly involved and engaged with the magazine because it serves as their primary source of information about the League. *Semper Fi* will help your business build its brand and reach your target audience—an active Marine poised to buy your products.

The Marine Corps League: Supporting Marines in every clime and place since 1923.



★ **MARINE MILITARY EXPO DIRECTORY:** In addition to the bimonthly issues of *Semper Fi*, the Marine Corps League publishes a directory for each of the three Marine Military Expos sponsored by the Marine Corps League—the premier military equipment, systems, services and technology expositions for the United States Marine Corps. The directories are distributed to all attendees of each show, who include decision makers within the Corps and other branches of the U.S. and foreign militaries. Each supplement contains a map of the Expo space, listings and information about each exhibitor, as well as letters from the Commanding Officers of each installation and the Commandant of the United States Marine Corps. Advertisers are offered the opportunity to be featured in the three cover spots within the Expo Program as well as full page and fractional spots inside.

2011 SEMPER FI EDITORIAL CALENDAR

Space and Materials Deadlines

Editorial calendar and dates are subject to change

JANUARY-FEBRUARY

Ad Reservation 11/18/10 Material Closing 11/25/10 In Home 1/4/11

Feature: **Cyber War:** Marines deploy to battle cyber-attacks by America's enemies

Feature: **Women Marines** gather intel and build bonds in Afghanistan.

Feature: **SWIRing Contest:** Shortwave Infrared imaging promises to give warfighters new eyes in the dark.

Salute: 20th Anniversary of Desert Storm.

★ **EXPO SUPPLEMENT:** Marine West, Camp Pendleton, CA: January 26-27, 2011

Ad Reservation: 12/30/10*; Material Closing 1/5/11*; **Supplement distribution:** 3,500

MARCH-APRIL

Ad Reservation 1/24/11 Material Closing 1/31/11 In Home 3/1/11

Feature: **Interview with the new Commandant of the Marine Corps** (tentative).

Feature: **Devil Dogs:** Working dogs in Afghanistan continue 4-legged Marine tradition.

Feature: **Drone Wars:** Unmanned aerial and ground vehicles update.

Salute: **Scarlet & Gold Memories** – Jacksonville's Legendary Sywanyk's

★ **EXPO SUPPLEMENT:** Marine South, Camp Lejeune, NC: April 27-28

Ad Reservation: 3/31/11*; Material Closing 4/4/11*; **Supplement distribution:** 3,500

MAY-JUNE

Ad Reservation 3/25/11 Material Closing 4/1/11 In Home 5/3/11

Feature: **Marine Programs Update:** (Date may change based on budget decisions.)

Feature: **Virtual Training.** Marines increasingly rely on immersive environments in which to hone skills and develop hair-trigger reflexes.

Feature: **Outfitting Today's Marine:** A 2-part look at what today's Marine carries into battle. Part 1: The Well-dressed Grunt.

Salute: **Parris Island history**

> Marine West Expo coverage.

JULY-AUGUST

Ad Reservation 5/26/11 Material Closing 6/3/11 In Home 7/1/11

Feature: **Outfitting Today's Marine:** A 2-part look at what today's Marine carries into battle. Part 2: The Digital Marine (personal and squad electronics).

Feature: **Boot Camp 2011 - Bringing the Old Corps to the New Corps. Plus: A Day in the life of a Marine Recruiter.**

Feature: **USMC suicide prevention; treating PTSD, TBI and "invisible" wounds.**

Salute: **The Marine Corps Reserve at 95.**

> Marine South Expo coverage.

SEPTEMBER-OCTOBER

Ad Reservation 7/29/11 Material Closing 8/5/11 In Home 9/1/11

Feature: **MAGTF C2:** Progress being made on future command-and-control systems.

Feature: **Pack 'em, Rack 'em and Stack 'em:** When the Corps has to move, this is how they carry their stuff.

Salute: **The Globe & Laurel:** Northern Virginia's legendary Marine watering hole.

★ **EXPO SUPPLEMENT:** Modern Day Marine, MCB Quantico, VA.:

September 27-29

Ad Reservation: 8/18/11*; Material Closing 8/25/11*; **Supplement distribution:** 6,500

NOVEMBER-DECEMBER

Ad Reservation 9/23/11 Material Closing 9/30/11 In Home 11/1/11

Feature: **Marine Corps Family Services.**

Feature: **The Marine Corps has been promised an upgrade in Naval fire support.**

What's needed and what's likely to come.

> Modern Day Marine coverage.