



At Ease

MID-ATLANTIC MILITARY LIFE





WHO WE ARE

At Ease is a military lifestyle magazine geared towards the unique lifestyle of the Mid-Atlantic, home to the United States military past and present. Stories old and new are shared in a new perspective to engage the interest of active and retired military personnel and their families.

At Ease provides intriguing stories and captivating photography, from cuisine to veteran-owned businesses to the latest in health, technology, and finance.



MORE THAN
185,000

RESIDENTS IN OUR
PRIMARY MARKET

DISTRIBUTION

Reach a readership of 100,000 military service members, military family members, civilian DoD workers and veterans living in the MD/DC/VA region every month!

25,000 PRINT COPIES ARE DISTRIBUTED TO THE FOLLOWING BASES AND THE SURROUNDING MARKETS:

The Pentagon
Joint Base Myer-Henderson Hall
Fort Detrick
Joint Base Andrews
Fort George G. Meade
Joint Base Anacostia-Bolling
NSA Bethesda
NSA Washington
Indian Head
Dahlgren
Patuxent NAS
Fort McNair
Quantico MCB
Fort Belvoir
U.S. Naval Academy

**PLUS 50,000 VETERANS IN THE REGION
WILL RECEIVE A COPY ELECTRONICALLY!**

MORE THAN

100,000

READERS PER MONTH

*Based on the average of 2.1 reader per copy.
Sources: Newspaper Association of America, www.naa.org





EDITORIAL

Every issue of At Ease complements the unique lifestyle of the Mid-Atlantic Military. Engaging columns and features, accompanied by brilliant photography when brought together with talented designers will tell the stories that peer beyond the surface of the branch colors showcasing interesting people that add to the fabric of the this exceptional life.

Every Month Favorite Features

FAMILY HQ

Perspective of the military spouse and navigating life on the homefront

CONNECTING ELEMENT

Transitioning from “Boots to Suits” a look at career change or “vetrepreneur” – veteran-owned business

OFF BASE

Things to do off duty

FIGHTING FIT

Healthy living to get the best out of life

VETERAN'S CORNER

Military benefits update

SOUNDOFF

Reader engagement from your perspective, feedback and photo submissions

CLASS SIX

Libations and MREs – Meals Ready to Enjoy – diving into the best recipes, dining along with features on local brew masters and vintners

HIGH-SPEED, LOW DRAG

Toys, tech and tools

PAYLOAD

Paving your road for financial success, latest information on financial/savings/money/investment



HERE'S A SNEAK PEEK AT WHAT'S COMING UP

MARCH 2019:

Moving/Deployment: Easing your move – from allaying children's fears, to organizing it all

APRIL 2019:

Leaders of Tomorrow: JROTC/ROTC – profiles a look at the leaders of tomorrow

MAY 2019:

History-Memorial Day: Diving into the 1973 personnel records fire and how families can trace member's records; tracking down family military history

JUNE 2019:

Reunions/Honor Flights: Listing of reunions, profile of the honor flight organization, opportunities to volunteer

JULY 2019:

Retirement Living: The new face of retirement – it's not your mama's retirement – everything from career transition, to residence, to travel

AUGUST 2019:

Branch Competition: Show your colors – readers share what they take pride in about their branch

SEPTEMBER 2019:

Guns/Outdoors: Call of the great outdoors – from camping to glamping for the novice and the nomad

OCTOBER 2019:

Advocacy: Causes and organizations that are aiding and shaping the lives of the military community and its extended reach.

NOVEMBER 2019:

Influences: Almost every active military member or veteran has someone that they looked up to, and here are their stories.

DECEMBER 2019:

Community: Whether it is on-base or beyond the gates, the surrounding community has a lot to offer, especially during the holiday season.

JANUARY 2020:

Goals/Resolutions: Making goals for your career or family, from before enlisting, while serving, and post-retirement.



ADVERTISE

SIZE	OPEN	12X	6X	3X
Spread	\$3,000	\$1,500	\$1,850	\$2,100
Full	\$1,800	\$900	\$1,100	\$1,325
Two Thirds	\$1,500	\$750	\$900	\$1,050
Half	\$1,100	\$625	\$725	\$825
One Third	\$800	\$400	\$475	\$550
Quarter	\$660	\$350	\$425	\$500
Sixth	\$400	\$200	\$250	\$300

PREMIUM/REQUESTED PLACEMENT

Back cover add 25%
Inside Back Cover add 20%
Inside Front Cover add 20%
Inside Full Page add 15%

CANCELLATION DATES

- Orders for all inside advertising units are non cancellable seven days prior to closing date.
- Any ads accepted after closing date (at discretion of the publisher) are non cancellable.
- Orders for franchise positions (including cover positions) are non cancellable.

FULL PAGE AS LOW AS

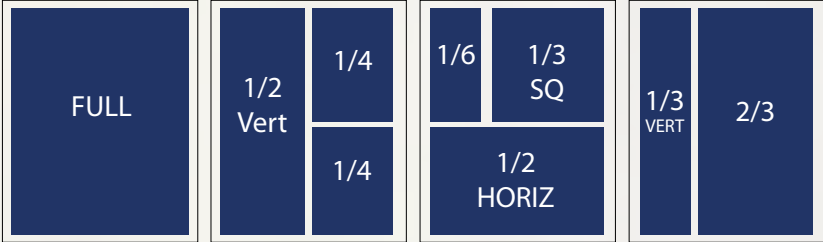
\$900

PER ISSUE



FULL PAGE FOR LESS THAN
2¢
PER READER

AD SPECS



SIZE	FINAL TRIM SIZE	NON-BLEED SIZE	BLEED SIZE
Spread	18 x 10.875	17.5 x 10.375	18.5 x 11.375
Full	9 x 10.875	8.5 x 10.375	9.5 x 11.375
Half (vert)	3.833 x 9.875		
Half (horz)	8 x 4.77		
Two Thirds	5.222 x 9.875		
One Third (v)	2.444 x 9.875		
One Third (sq)	5.222 x 4.77		
Quarter	3.833 x 4.77		
Sixth	2.444 x 4.77		

All measurements are in inches. Bleed information applies to full-page ads only.

LIVE AREA

Keep all live matter at least 1/4 –inch from final trim size on all sides.

BLEED

Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing.



Next 12 Issues	Space & Copy Deadline	Distribution
April 2019	March 1, 2019	March 29, 2019
May 2019	April 5, 2019	April 30, 2019
June 2019	May 3, 2019	May 31, 2019
July 2019	May 31, 2019	June 28, 2019
August 2019	July 3, 2019	July 31, 2019
September 2019	August 2, 2019	August 30, 2019
October 2019	September 3, 2019	September 29, 2019
November 2019	October 3, 2019	October 31, 2019
December 2019	November 4, 2019	November 29, 2019
January 2020	November 29, 2019	December 31, 2019
February 2020	January 3, 2020	January 31, 2020
March 2020	February 3, 2020	February 28, 2020

ADVERTISING AGREEMENT

FOR AT EASE USE ONLY

Account Executive _____ Date _____

Account # _____

Advertiser _____

Agency (if any) _____

Contact person _____

Contact Person _____

Phone _____

Phone _____

Email _____

Email _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

GENERAL POLICY

All advertising is subject to At Ease approval. At Ease reserves the right to reject advertising that is not in keeping with the publication's standards. **Ad positioning cannot be guaranteed** (unless full page paid premium).

WE WANT YOU TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time.

TERMS AND CONDITIONS

This agreement is binding. In the event of non-compliance, At Ease reserves the right to re-charge all advertising at earned rates as per its published rate.

All advertising must be paid in advance of publication date deadline unless credit has been established. At Ease terms of payment are within 20 days for credit, and that all regular credit policies apply.

I have read the advertising contract, and agree to the terms and conditions set forth on this page and in the current rate card.

Signature _____

Name Printed _____ Date _____

ADVERTISING SPACE RESERVATION

AD SIZE	FREQUENCY			START DATE	END DATE	PRICE PER ISSUE
	12x	6x	3x			
<input type="checkbox"/> FULL PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 2/3 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> HALF PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/3 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/4 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/6 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____





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