American Legion Auxiliary 2021 Media Kit

The key medium to communicate with our members, Auxiliary magazine encourages mission action with an effective reach of more than three-quarters of a million readers!
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What are the readers of *Auxiliary* magazine saying?

“It provides the service it is intended to provide. As a unit president, I have used it at many meetings. I know that our chaplain has used it at every meeting.”

“I enjoy getting the ALA magazine in the mail. It is the first magazine I read of my mail!”

“I like the whole thing. Every article is very thorough and full of details.”

“I would not have as much information available to me if it were not for the magazine.”

“I enjoy the magazine totally.”

“No complaints, very satisfied.”

“The information helps me to understand more about how other parts of our Auxiliary does things and more about our veterans.”

“Keeps me in touch with all that is happening.”

“I find information I can’t find elsewhere.”

“More recent articles have given information about women veterans’ concerns and families of returning veterans. Such issues are rarely addressed in media outlets where I live.”

“I’m a relatively new ALA member. I find the magazine greatly expands my knowledge of the organization.”

“I read the ALA magazine from front to back.”

“As a longtime unit officer, it has helped me keep up with current veterans issues and the Auxiliary approach to supporting them.”

“I enjoy reading the magazine; it is very informative.”

*Source: Readex Research*
With approximately 600,000 members in almost 8,000 communities across the nation, the American Legion Auxiliary represents a major market.

Since 1919, members of the American Legion Auxiliary have banded together to support veterans and military serving our great nation as well as children and the communities in which our members live. The American Legion Auxiliary brings generations of experience for the support of all things American. Auxiliary magazine addresses the interests and values of the American Legion Auxiliary members who support the men and women who have served and continue to serve.

Auxiliary readers include male and female spouses, mothers, grandmothers, sisters, daughters, and granddaughters of millions of veterans who are members of The American Legion and/or deceased veterans. Some Auxiliary members are veterans themselves. Auxiliary is the voice of grassroots, patriotic readers who passionately care about veterans, the military, and their families.

The American Legion Auxiliary website, www.ALAforVeterans.org, offers opportunities for you to see members of the American Legion Auxiliary as they support their communities, veterans, and children, as well as a chance to promote your products and services.

THE AVERAGE AUXILIARY SUBSCRIBER*

★ Is at least 35 years of age.
★ Nearly 27% spend $500 or more on internet, telephone, or mail order purchases in one year, with 16% spending more than $1,000.
★ 12% of readers have purchased an advertised product.

*Source: Readex Research, 2018
WHY ADDRESS AUXILIARY MEMBERS?

Reap the value of a lifetime of brand loyalty from this powerful and passionate consumer base! The readers of Auxiliary are decision makers when purchasing consumer goods, and they appreciate buying from a brand they know and trust. Your advertisements also will help develop brand loyalty among younger members in their teens and 20s that will last a lifetime.

This influential consumer market determines household purchases. According to a 2018 survey by Readex Research, a typical recipient of Auxiliary is a longtime member of the American Legion Auxiliary, on board for over 20 years, with members spanning the generations. Recipients prove to be avid readers of Auxiliary. Typically, they have read all 4 of the last 4 issues of the publication and read either most or some of each issue, taking an average of 38 minutes.

Why wouldn’t you want to influence buying decisions that will benefit your company for decades?

READERSHIP PROFILE CHARTS*

INCOME

- $100K+ 12%
- $50K - $99K 28%
- $30K - $49K 15%
- < $30K 23%

Reader's Average Income: $59.8K

AGE

- under 45 10%
- 45-54 13%
- 55-64 22%
- 65-74 27%
- 75-84 19%
- over 85 9%

Reader's Average Age: 64.5

MARITAL STATUS

- single 8%
- Married 51%
- Widowed 25%
- divorced 15%

MEMBERSHIP YEARS

- 50 years or longer 9%
- 25-49 years 24%
- 10-24 years 31%
- 5-9 years 14%
- 1-4 years 17%

*Source: Readex Research, 2018
WHY ADVERTISE IN AUXILIARY MAGAZINE?

Auxiliary inspires action among its recipients. Auxiliary members are concerned about veterans, the military, and their families. These readers are also concerned about providing service in their communities — Service Not Self is a motto they live by. The mission of the American Legion Auxiliary is to inform and inspire American citizens on the general-interest issues relating to national security, veterans, patriotism, health and welfare of children, and community service.

Our 2018 survey by Readex Research found that about half (51%) of our audience has been motivated to do something in the past 12 months based on reading their issues. Most commonly they have discussed or passed along an article (32%), or got involved or volunteered (19%) as a result of reading Auxiliary magazine. Fully 12% have made purchases of an advertised product or service, and 8% have visited advertisers’ websites.*

One in three Auxiliary members (33%) pass their issues of Auxiliary along to others (spouse, parent, grandparent, etc.) inside or outside of their homes. The average recipient passes their issues along to 0.33 other people, extending the reach of the publication to more than 215,000 additional readers, above and beyond the circulation.*

Recipients were asked to rate the publication on how well it serves their information needs about the American Legion Auxiliary and supporting veterans issues. Half of recipients (57%) indicated high ratings, compared with only 8% providing low ratings.*

81% of Auxiliary readers read “most,” “some,” or “all” of a typical issue of Auxiliary. One in five recipients spend at least an hour reading their issues of Auxiliary.*

Also, complimentary copies of Auxiliary magazine are provided to over 10,000 American Legion posts, U.S. Department of Veterans Affairs hospitals and clinics, National Association of State Directors of VA, U.S. Congress, U.S. Senators, and USO and Fisher House locations.

Addingtionally, did you know?

★ More than 1 million children of U.S. warriors need financial assistance with their college education.
★ More than 6.2 million hours of service are provided by American Legion Auxiliary members in a single year.

*Source: Readex Research, 2018
Auxiliary Editorial Overview

Auxiliary magazine reaches more than 600,000 subscribers who share a passion for building goodwill and doing good work, especially for military, veterans, and their families. Auxiliary editorial is designed to educate, motivate, inspire, entertain, and showcase the extraordinary people and projects that make a difference across the country and around the globe.

Each issue includes the following departments:

**JUNIOR MEMBERS**
Activities and news about younger ALA members

**IT’S ALL GOOD**
Good news, good works, good ways to honor

**GOOD TO KNOW**
Items relevant to ALA members’ programs and activities

**GOOD WORKS**
Showcasing ALA members’ mission outreach activities

**GOOD TO GO**
Great destinations that honor our veterans and military

**GOOD TO GIVE**
Discerning details for ALA units on donating time and money

**GOOD READING, GOOD FUN**
Inspiring books, trivia, and puzzles

**IMPACT ALA**
Best-practices platform for current ALA service projects

**WHAT’S NEW AT NHQ**
Spotlighting national efforts that support grassroots operations

**LEGION FAMILY NEWS**
A roundup of what’s new across The American Legion Family

**ALA GIRLS STATE & ALA GIRLS NATION: WHERE ARE THEY NOW?**
Inspiring stories from alumnae of these premier ALA programs

**ALA SCHOLARSHIP RECIPIENTS: WHERE ARE THEY NOW?**
Catching up with previous winners of national ALA education benefits.

**A WISE PERSON SAID**
Sage advice from people making a difference

**MISSION MATTERS**
A “how-to” feature for meaningful ceremonies and ALA mission outreach

**ALA SOCIAL MEDIA**
Helping members to communicate with each other and the public

**THE LAST WORD**
Parting thoughts to live by
GENERAL INFORMATION: EFFECTIVE JANUARY 2021

Bleed Ads: No charge

COMMISSION, DISCOUNT AND TERMS

15% to advertising agencies, 2% prepayment discount for payment within 10 days from date of invoice. Payment due no later than 30 days from date of invoice.

Advertisers delinquent beyond 30 days will be charged an additional 1-1/2% of invoiced amount per month or part of a month (18% per year) charged from first day of each month of delinquency. Failure to pay promptly for advertising (including late fee) may result in legal action and refusal of future advertisements.

Advertising agency should be listed in the Standard Directory of Advertising Agencies. If agency is not listed, payment in advance (gross less 15% agency commission, less 2% of net) is required when sending insertion order.

For first-time advertisers and/or those not represented by recognized advertising agencies, Auxiliary requires prepayment (gross less 2%) plus two bank references and evidence of publication in three other periodicals. All must be supplied one month prior to closing date.

MAIL ORDER RATES

Mail order rates apply only to goods and services sold by mail. Advertisers agree to refund full price plus shipping and handling on any item returned within two weeks of receipt by dissatisfied customer for any reason. Publisher requires samples of all mail order products before advertisement approval. Advertiser must list business address in advertisement.
FEBRUARY 2021

MEMBERSHIP RECRUITMENT — WHAT TO SAY WHEN
You're ready to recruit new members. You're excited about it. You've got your script ready in your head. You say, “Have you heard about the American Legion Auxiliary? We'd love to have you as a member!” Everything could go sour if you get a negative response, but we’ve got solutions.

VETERANS SHOWCASE HEART THROUGH ART ... FROM HOME
Through their varied works of art, male and female veterans of all military branches find healing, acceptance, and camaraderie as part of the National Veterans Creative Arts Festival (NVCAF), a program annually co-presented by the American Legion Auxiliary and U.S. Department of Veterans Affairs. Our annual magazine feature on NVCAF will wrap up the 2020 Festival – an “at home” virtual event.

MAY 2021

MEMBERSHIP RECRUITMENT — A FAMILY AFFAIR
Attracting veterans to The American Legion. Sons to the Sons of The American Legion. When we work together, we increase membership across the board. Do you know a Legionnaire who recruits? Tear out these magazine pages and give them to the Legionnaire for suggestions on attracting American Legion Auxiliary members.

AUGUST 2021

MEMBERSHIP RETENTION — GREAT! YOU GOT THAT PERSON TO JOIN THE AUXILIARY. NOW WHAT?
For some members of the American Legion Auxiliary, recruiting is the easy part. Membership retention, however, is sometimes the most difficult and important. As the American Legion Auxiliary learned in a nationwide survey a few years ago, former members left the ALA for various reasons. We’ll explore the ways current members can keep each other engaged and with a sustained sense of purpose.

NOVEMBER 2021

MEMBERSHIP RETENTION — WHAT’S IN IT FOR ME?
Joining the American Legion Auxiliary and serving its mission of course brings about feelings of good — we often touch the hearts of those we serve. But there’s also another reason to be part of our fine organization: the benefits … both personal and professional.

‘THE AMERICAN LEGION AUXILIARY IS WHERE I BELONG’
Kentucky resident Kathy Daudistel joined the ALA because of a community event. Today, she’s a member of the ALA because of its important mission. Meet the 2021-2022 national president who promises to keep the passion going for our veterans, military, and their families.

HOW MEMBERS’ SUCCESSES MAKE MEMBERSHIP MEANINGFUL
ALA members serve, honor, and advocate for veterans, servicemembers, and their families; mentor youth; promote patriotism and citizenship; and support The American Legion. Auxiliary members’ impactful and meaningful service, put forth by thousands of committed and diligent volunteers who ask for nothing in return, goes on year-round and has done so for 101 years. The same is true for ALA’s 2020-2021 administrative year, a unique one due to COVID-19, and concludes with the annual American Legion Auxiliary National Convention.

ALA GIRLS NATION: RECAP OF LEADERSHIP-LESSONS-FOR-LIFE PROGRAM
ALA Girls Nation is a profound learning experience designed to teach young women, even before they are of voting age, about how the federal government operates. But, the program is so much more than hours spent in Senate.

*Features and dates are subject to revision.
ADVERTISING SPECIFICATIONS

GUIDELINES FOR SUBMITTING DIGITAL FILES

1. FILE REQUIREMENTS
★ PDF files are required. Create with “press quality” Acrobat Distiller settings.
★ Supply crop marks only for full-page ads that require bleed. For all other ad sizes, supply final trim size without crop marks.
★ Full-page ads with bleed must include bleeds that extend 1/8” past the trim size of the publication and may include crop marks that offset at least 1/8” from final trim. Copy must not be any closer than 1/4” from trim size for a live area margin.
★ Have all fonts embedded in PDF.
★ Verify that all overprint is turned off unless specifically required, as overprint will be preserved “as is.”
★ Verify that spelling, copy, and artwork are correct, including that ad meets the submitted insertion order specifications, as ad will be printed “as is.” Publisher does not proofread submitted ads.

2. RESOLUTION AND COLOR REQUIREMENTS
★ Resolution must be at least 300 dpi scaled to final size for all halftone images (1200 dpi for bitmapped images).
★ All colors must be converted to CMYK (not RGB).
★ Pantone and spot colors cannot be accepted. Please verify that any images with Pantone colors are converted to CMYK.
★ Avoid using hairline rules. Use .25 point rule as your hairline.
★ Testing prior to submission is requested.

3. ARTWORK SUBMISSION OPTIONS
★ Files smaller than 10MB may be submitted by email to: adupload@ALAfForVeterans.org
★ For larger files, please use our FTP at auxiliary.smartfile.com
User: alauxiliary    Password: 12pass34
★ Or ship files on Mac platform via CD/DVD-ROM.

4. SENDING ORIGINAL COLOR LASER PROOFS
Color laser proofs may be shipped to us, clearly specifying tints, color breakdowns, pickup information and illustration identification. Laser proofs should be output at 100% unless otherwise noted and must be created from the files sent for reproduction. We cannot be responsible for accuracy of files if hard copy proof is not submitted.
★ Clearly mark all media with your company name.
★ Include the name and telephone number of a contact person should we have any questions.

PRINTING AND BINDING METHOD
★ Printed on web offset presses.
★ Bound by saddle stitching.
★ Trim size 7-3/4” x 10-1/2” three-column format.
2021 AUXILIARY DATES

February 2021 Issue

AD CLOSING
Nov. 16, 2020

DIGITAL ARTWORK DUE
Dec. 11, 2020

MAGAZINE IN-HOME RANGE
Jan. 26 — Feb. 2, 2021

May 2021 Issue

AD CLOSING
February 12, 2021

DIGITAL ARTWORK DUE
March 12, 2021

MAGAZINE IN-HOME RANGE
April 20 — April 27, 2021

August 2021 Issue

AD CLOSING
April 30, 2021

DIGITAL ARTWORK DUE
May 28, 2021

MAGAZINE IN-HOME RANGE
July 6 — 13, 2021

November 2021 Issue

AD CLOSING
Aug. 20, 2021

DIGITAL ARTWORK DUE
Sept. 17, 2021

MAGAZINE IN-HOME RANGE
Oct. 26 — Nov. 2, 2021
Auxiliary magazine is available as a digital download. With a simple and intuitive interface, the digital Auxiliary magazine, which is searchable, draws readers in and encourages them to engage with content, including features where users can customize their experience with sticky notes and bookmarks. The digital magazine also is mobile-ready for Auxiliary readers on the go.

For our advertisers, a unique index provides quick and easy access to all ads in each issue of Auxiliary magazine. Websites and email addresses are also cross-referenced, enhancing the value of your advertising.

SAMPLES
CONTRACT AND COPY REGULATIONS

DISPOSITION OF REPRODUCTION MATERIAL

Unless definite disposition instructions are given, materials will be destroyed after one year.

1. Publisher will not be bound by any conditions, printed or otherwise, appearing on any type of advertising order form or copy instructions when such conditions conflict with the conditions and specifications set forth in this rate schedule.

2. Verbal agreements are void and will not be consented to by publisher. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising space is sold at that time. Failure to make the advertising order correspond with provisions of this rate schedule is regarded only as a clerical error and publication will be made and invoiced according to the terms of this rate schedule, without further notice.

3. The American Legion Auxiliary has the sole and exclusive right to use the name American Legion Auxiliary. Unauthorized use of the name and/or emblem of the American Legion Auxiliary is prohibited. Permission to use the name or emblem of the American Legion Auxiliary may only be granted by the National Secretary in appropriate circumstances. All such requests for permission by the advertisers should be submitted to the publisher in writing.

4. Any reference to the American Legion Auxiliary’s Auxiliary; the American Legion Auxiliary or its members, departments or units in advertising copy, promotional material or merchandising in any form by the advertiser or advertising agency submitting the advertisement is subject to the prior written approval of the publisher and the American Legion Auxiliary for each use. The mere fact that such references may appear in a printed advertisement does not show approval or endorsement of the advertisement.

5. No advertisement will be accepted subject to exclusion of any other advertiser or product in any issue.

6. Cancellation(s) by the advertiser or advertising agency after the closing date published in this rate schedule will not relieve the advertiser or advertising agency of the obligation to make full payment promptly for the advertising space at issue.

7. Contracts or orders must be bona fide and must specify a definite schedule of insertions, issues and size of space.

8. Publisher is not liable for delays in delivery or for non-delivery, failure to insert advertisement, erroneous insertion of advertisement or materials, or for non-publication, in the event of act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the immediate control of the publisher.

9. Contracts must be completed within one year from date of first insertion to qualify for multiple-frequency discounts. Multiple-frequency discounts are payable only when earned unless publisher has agreed otherwise in advance. Contracts subject to prevailing rates.

10. Rates and conditions are subject to change without notice.

11. Blanket orders, reservation orders and rate-holder orders are not accepted.

12. All copy, text, display and illustrations are published upon the representation, understanding and agreement by the advertiser and the advertising agency that the advertiser and advertising agency are fully authorized; have secured proper written consents for the use of names, photographs, art and testimonials of any living person and may lawfully publish and cause such publication to be made. In consideration of publication of any advertisement, the advertiser and advertising agency agree, jointly and severally, to indemnify and hold harmless Auxiliary, the American Legion Auxiliary, its officers, agents and employees, against all costs and expenses (including attorney’s fees) and any and all losses, judgments, fees, claims, damages, civil penalties, fines (when allowed by law) and charges resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, tort, copyright infringement or plagiarism.

13. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it upon its package, labels and accompanying copy. When change of copy is not received by closing date specified in this rate schedule, copy published in previous issue in which advertisement appeared will be inserted and invoiced, and the advertiser and advertising agency agree to pay according to rates and conditions in this rate schedule.

14. Publisher reserves the right to insert the words “advertisement” or “paid advertisement” above or below any copy at any time, and advertiser and advertising agency agree to this practice. Publisher further reserves the right to insert the words “This is an official program of the American Legion Auxiliary” above or below any copy at any time, advertiser and advertising agency agree to this practice.

15. Publisher reserves the right to reject or cancel any advertisement for any reason, at any time, without incurring any liability or obligation whatsoever, even though the advertisement insertion may have been previously acknowledged, accepted, or published in a previous issue, and advertiser and advertising agency agree to this provision.

16. Advertiser and advertising agency agree that no course of dealing shall constitute a change, amendment, alteration or contradiction of any provision contained in this rate schedule. Advertiser and advertising agency further agree that any modification or waiver agreed to by publisher shall not constitute a future commitment to modify or waive the same or any other terms or conditions of this rate schedule.

17. Publisher reserves the right to reject or cancel any advertisement for any reason, at any time, without incurring any liability or obligation whatsoever, even though the advertisement insertion may have been previously acknowledged, accepted, or published in a previous issue, and advertiser and advertising agency agree to this provision.

18. Advertiser and advertising agency agree that the publisher assumes no liability for errors in key numbers.

19. Advertiser and advertising agency agree that the publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

20. When it appears necessary or advisable, the advertiser may back coupons, and advertiser and advertising agency agree publisher has the right and is authorized to back coupons without incurring any obligation or liability whatsoever.

21. Advertiser and advertising agency agree that, in the event any advertising material is lost by publisher, publisher shall be liable for a maximum of $100 per page as liquidated damages and not as a penalty.

22. The publisher reserves the right to reject or cancel any advertisement if it appears to be objectionable to the publisher, including but not limited to advertising that is offensive, obscene, or otherwise inappropriate.

23. Advertiser and advertising agency agree that no course of dealing shall constitute a change, amendment, alteration or contradiction of any provision contained in this rate schedule. Advertiser and advertising agency further agree that any modification or waiver agreed to by publisher shall not constitute a future commitment to modify or waive the same or any other terms or conditions of this rate schedule.

24. Publisher can make such changes in quality and weight of paper specified in this rate schedule as publisher deems necessary or advisable, and the advertiser and advertising agency agree that publisher reserves such right.

25. Publisher reserves the right to request a sample of any product being sold by mail through the Auxiliary. The advertiser agrees to supply such sample, if requested, free of charge prior to acceptance of any advertisements. The American Legion Auxiliary has no responsibility for return of samples; nor will it even attempt return of a sample unless proper wrapping or packaging material and all containers are supplied and all fees for its return are paid in advance by the advertiser.
American Legion Auxiliary
Mission:

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.