

# Arms Control TODAY

THE SOURCE ON NONPROLIFERATION  
AND GLOBAL SECURITY

2021 MEDIA KIT



## ABOUT US

# THE SOURCE ON NONPROLIFERATION AND GLOBAL SECURITY



### The Name You Trust

Published by the independent Arms Control Association since 1972, *Arms Control Today* (ACT) reaches readers through its print editions, e-news update, and its website [www.armscontrol.org](http://www.armscontrol.org).

### Your Targeted Audience

*Arms Control Today* has a highly targeted circulation, including U.S. and foreign government officials and diplomats, scientists, university educators, students, consultants, contractors, active and retired military personnel, news media, and concerned citizens.

### Reach Even More Key Decision-Makers

All members of Congress, plus a handful of key committees, and all missions of the United Nations now receive complimentary digital copies of ACT—thanks to generous grants from the John D. and Catherine T. MacArthur Foundation and the Ploughshares Fund, the Arms Control Association provides.

# BY THE NUMBERS

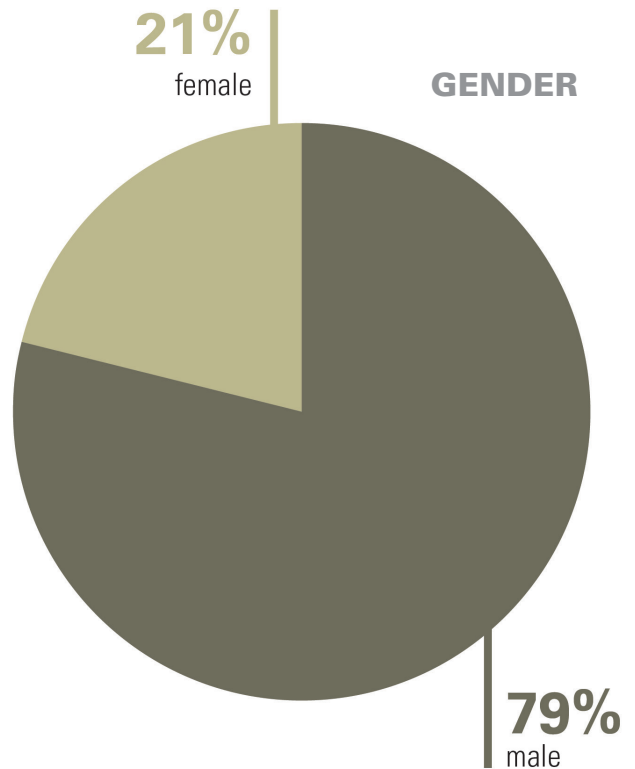
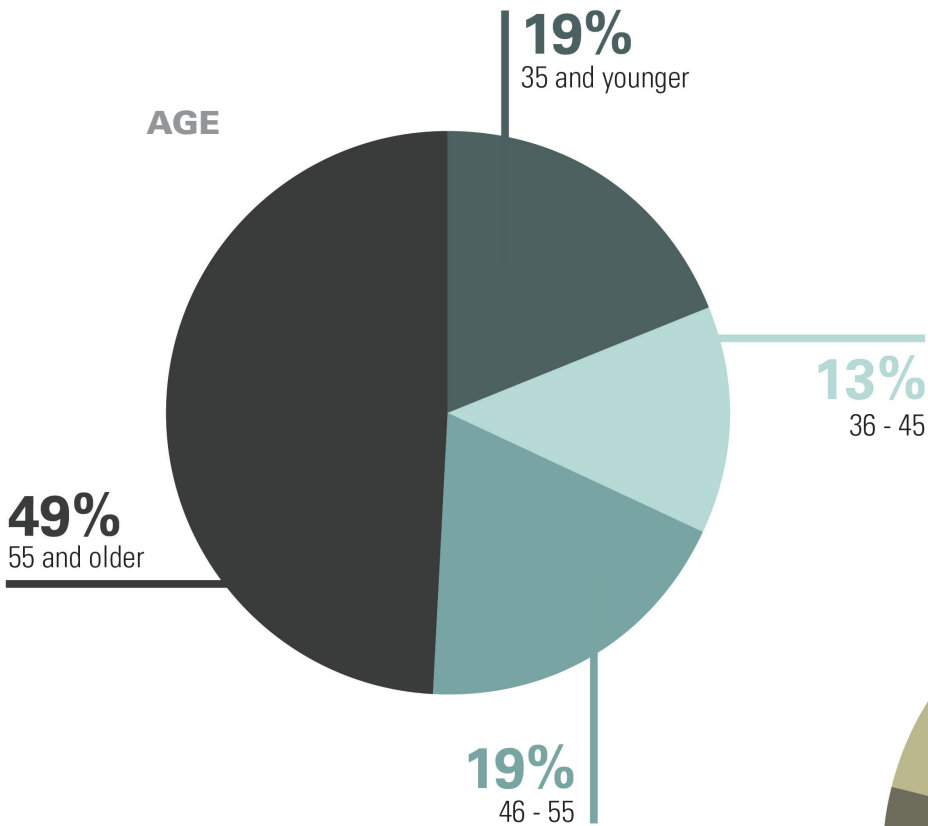
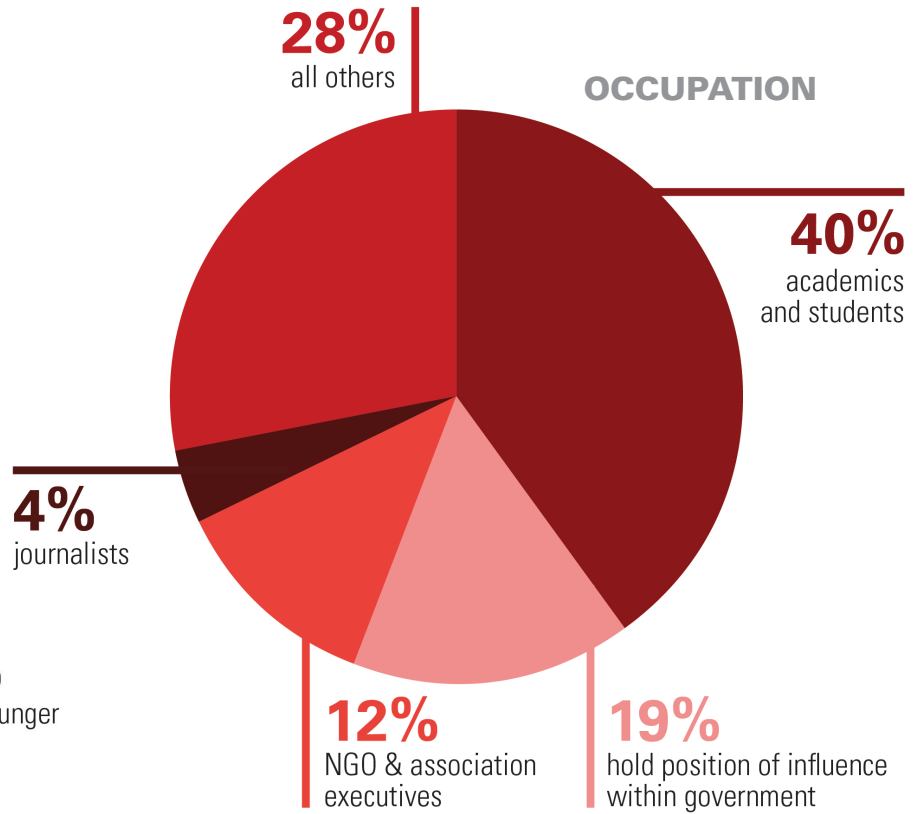
**FREQUENCY:** 10 per year

**CIRCULATION:** 791

(print subscriptions)

**READERSHIP:** 77,700

(page views of *Arms Control Today* online content in 2019)



## PURPOSE FOR READING

**71%** of readers want to get background material for ongoing research.

**57%** of readers want to gain analysis.

**54%** of readers want to stay connected on arms control issues.

## WHAT PEOPLE ARE SAYING



UN Photo

"I have solid admiration for the [Arms Control] Association and I read every line in the latest issue of *Arms Control Today*, which I think was superb."

**Hans Blix**  
*former Director General of the  
International Atomic Energy Agency*



"ACT has become indispensable! I think it is the combination of the critical period we are in and the quality of the product. I found myself reading the May issue from cover to cover."

**Frank von Hippel**  
*former assistant director  
for national security  
in the White House Office  
of Science and Technology*

"I have always admired the work of the Arms Control Association and, in particular, I actually have a pretty good collection of *Arms Control Today*, which I have read throughout my career. It's one of the few really serious publications on arms control issues, and I think it's very important to keep that alive."

**Gary Samore**  
*Special Assistant to President Obama and  
White House Coordinator for  
Arms Control and WMD Terrorism*



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Monterey Institute of International Studies • The National Interest • Stanford University Press  
University of Minnesota Press • U.S. Naval War College • World Policy Institute

# OUR CONTRIBUTORS

We have had a number of distinguished contributors over the years. Below are a few you may know.



***Mikhail Gorbachev***

Is There A Role for Nuclear Weapons Today?



***Barack Obama***

Presidential Q&A:  
President-elect Barack Obama



***William J. Clinton***

The Questions in 1996



***Joseph R. Biden***

Maintaining the Proliferation Fight In the Former Soviet Union



***Ashton B. Carter***

Steps to Reduce the Nuclear Dangers From the Former Soviet Union



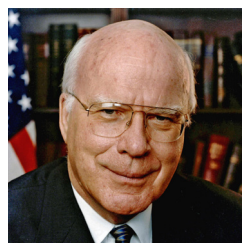
***Sen. Edward M. Kennedy***

We Cannot Afford Delay



***Richard Lugar***

Why George Bush is the Best Arms Control Candidate



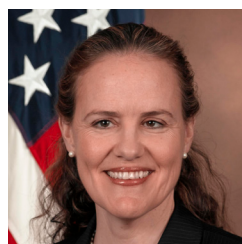
***Patrick Leahy***

The CCW Review Conference:  
An Opportunity for U.S. Leadership  
Landmine Moratorium: A Strategy  
For Stronger International Limits  
The Future of the Freeze



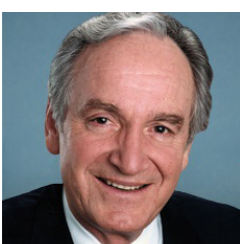
***William Cohen***

The B-2 Complex:  
Hard Medicine to Swallow



***Michèle Flournoy***

START Ends Temporarily as  
Reagan Team Puts Last Touches  
on Negotiating Position



***Tom Harkin***

Star Wars: A Trojan Horse for ASATs



***Sam Nunn***

Access to the ABM Treaty  
Negotiation Record  
A Reality Check for Reagan



# Arms Control TODAY

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## 2021 ADVERTISING RATES

### full color\* (limited availability)

Back cover	\$600
Inside front cover	\$500
Inside back cover	\$500
4-page interior section	please contact

### black and white interior\* (with optional spot color)

Full page after Features well	\$450
Full page	\$400
2/3 page	\$300
1/2 page	\$250
1/3 page	\$200
1/4 page	\$175

### job posting on armscontrol.org\*\* (30 days)

Standard	\$100
Nonprofit	\$75

### discount opportunities

First-time advertiser	ask about current discount
Multi-insertion order	ask about current discount
Nonprofit	10% discount

### service fees

Ad design (optional)***	5% added fee
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### advertising exchanges

*Arms Control Today* participates in advertising exchange agreements with similar publications. Contact us for details.



## Contact Us

**Allen Harris**  
Design & Production Editor  
*Arms Control Today*

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Washington, DC 20036

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202-463-8270 ext. 109

\* Full color = CMYK, Black and white = Grayscale (issue's spot color available upon request).

\*\* Special discounted rates are available to those advertising employment opportunities both in *Arms Control Today* and on the employment page of armscontrol.org.

\*\*\* Clients should provide thumbnails of the suggested layout, exact text, and all artwork/photos.

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## PRINT AD SPECIFICATIONS

### 2021 Deadlines

#### JANUARY/FEBRUARY ISSUE

Dec. 10 - reserve space  
Dec. 17 - submit materials

#### MARCH ISSUE

Feb. 12 - reserve space  
Feb. 19 - submit materials

#### APRIL ISSUE

March 8 - reserve space  
March 15 - submit materials

#### MAY ISSUE

April 5 - reserve space  
April 12 - submit materials

#### JUNE ISSUE

May 3 - reserve space  
May 10 - submit materials

#### JULY/AUGUST ISSUE

June 7 - reserve space  
June 14 - submit materials

#### SEPTEMBER ISSUE

Aug. 9 - reserve space  
Aug. 16 - submit materials

#### OCTOBER ISSUE

Sept. 10 - reserve space  
Sept. 17 - submit materials

#### NOVEMBER ISSUE

Oct. 8 - reserve space  
Oct. 15 - submit materials

#### DECEMBER ISSUE

Nov. 8 - reserve space  
Nov. 15 - submit materials

### mechanical requirements (width x height)

Full page (trim size)	8.5" x 11" (please add .125" bleed on all sides)
Full page (no bleed)	8" x 10.5"
Back cover	8.5" x 8.75" (add .125" bleed on all sides)
2/3 page (vertical)	4.5" x 9.6875"
1/2 page (horizontal)	7" x 4.75"
1/3 page (vertical)	2.25" x 9.6875"
1/4 page	3.5" x 4.75"

**Interior ads:** black and white (optional spot color, Contact production editor for spot color). **Cover ads (limited availability):** full-color, CMYK only.

### file formats

- High resolution (300dpi) PDF (preferred).
- We also accept Adobe InDesign files (all links and fonts must be included).
- All full-color ads—including all images used in ads—must be converted from RGB to CMYK prior to submission. Ads not completely converted to CMYK will be converted by *Arms Control Today* using a generic color conversion and cannot guarantee results or client satisfaction.

### payments

- Invoices are issued for payment upon publication.
- Payment is due within 30 days of receipt.

### terms & conditions

- All advertisements are subject to the approval of the editor and publisher.
- The publisher is not responsible for the content of the advertisements. The advertiser and its agency indemnify the publisher from any suits or claims based on the contents of its advertising.
- The publisher reserves the right to add the word 'advertisement' at the top of any page that, in the judgment of the publisher, too closely resembles editorial.

## ad dimensions / diagrams

Please note that only full page ads may bleed.

Trim: the publication's actual size.

Bleed: any part of an image that continues off the edge—or bleeds—off the side of the page. Please create a bleed according to the diagram.

