

2020

THE **ARRL**
Media Guide

ADVERTISE WITH ARRL

Reach your top customers with ARRL publications!



ARRL
the national association for
amateur radio®

PRINT | DIGITAL | EVENT

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**WELCOME
TO THE
ARRL
MEDIA GUIDE**



We're the influential resource hams rely on when looking to connect with meaningful and informative content, make informed purchasing decisions, learn about radio amateurs and the latest technology, and enhance their experiences with the radio community.

About ARRL

ARRL is the national association for amateur radio and is the only US association devoted to helping licensed hams get active, involved, and on the air. Our members depend on ARRL for reliable information and resources to help them grow their skills and interest in amateur radio. From personal communication to public service and technology pursuits, we support all hams in getting more from their amateur radio license. ARRL members enjoy a range of benefits, including:

Digital access to all four ARRL magazines – *QST*, *On the Air*, *QEX*, and *NCJ*

Advocacy – a unified voice to protect the rights of amateur radio operators

On the Air magazine, podcast, and blog offering targeted help for new hams

Technology Information Service – resources and one-on-one help for technology and operating issues

Learning opportunities from webinars to online courses and in-person forums

QST, ARRL's monthly membership journal, premier source for amateur radio news and information

CIRCULATION

QST

OCTOBER 2020

Direct Mail #	119,517
Digital Only #	31,136
TOTAL Monthly Circulation	150,653

On the Air

SEPT/OCT 2020

Direct Mail #	14,978
TOTAL Bimonthly Circulation	14,978

QEX

SEPT/OCT 2020

Subscriber Copies	
Domestic	4,084
International	850
TOTAL	4,934

NCJ

SEPT/OCT 2020

Subscriber Copies	
Domestic	1,683
International	176
TOTAL	1,859

AUDIENCE ENGAGEMENT

ARRL.ORG MONTHLY METRICS



SOCIAL MEDIA PRESENCE

157,798 followers on social media

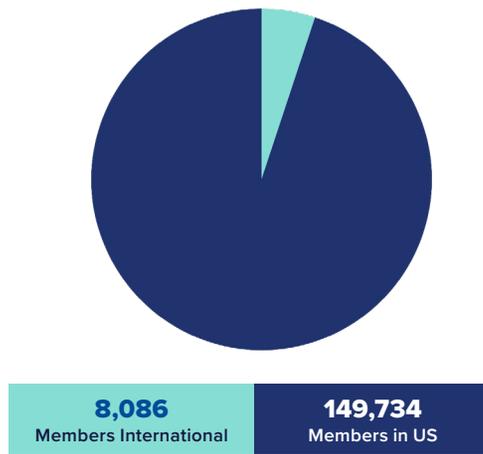
Arrl.org is a top destination for all things amateur radio, connecting hams to the resources and information they need to get the most from their license. We have nine social channels, covering everything from amateur radio news to contests and events, the latest products, and so much more!



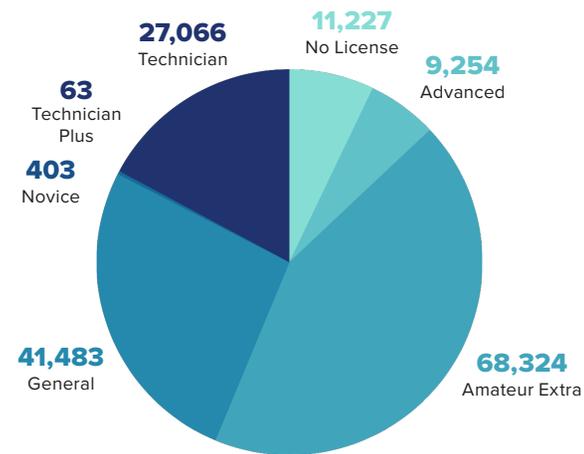
MEET OUR READERS

AS OF OCTOBER 30, 2020

Members: National and International



Member License Class Breakdown



WHAT DO OUR MEMBERS DO WITH HAM RADIO?



56%

Public Service



56%

Technology Interest



54%

Entertainment/Hobby



23%

Support Wilderness, Off-road, and Other Remote Activities



22%

Personal Safety

BASED ON 2015 READEX MARKET STUDY OF 323,00 RADIO AMATEURS

OUR PUBLICATIONS

QST 12 monthly issues

Devoted entirely to Amateur Radio.

For over 100 years, ARRL, the national association for Amateur Radio, and our monthly membership journal *QST* have served the interest of amateur radio. This industry-leading magazine covers various amateur radio topics and news, from equipment reviews, technical tips, and projects, to stories of public service, advocacy, and volunteerism.

On the Air 6 issues/year

Helping new hams get on the air.

The magazine covers a range of ham radio interests and topics, delivering introductory techniques and stories to help anyone with a beginner-to-intermediate-level of experience. From making your first radio contact to selecting the right equipment, to building projects and getting involved with public service or your local clubs, *On the Air* magazine and its suite of companion benefits will help you make the most of your amateur radio license.



QEX 6 issues/year

The forum for experimenters.

QEX features technical articles and information for radio amateurs and experimenters, as well as communication professionals.

NCJ 6 issues/year

The National Contest Journal.

NCJ, the National Contest Journal, features articles by top contesters on statistics, scores, the *NCJ* North American Sprints, and QSO parties. Whether you're a big gun or a little pistol, *NCJ* provides a valuable source of information on the active world of competitive radio.

EDITORIAL CALENDAR 2021

QST Production Schedule

Issue	Artwork Due	Print Mails	Digital Edition Goes Live
January 2021	November 17, 2020	December 8, 2021	December 9, 2020
February 2021	December 15, 2020	January 5, 2021	January 8, 2021
March 2021	January 14, 2021	February 2, 2021	February 5, 2021
April 2021	February 12, 2021	March 2, 2021	March 5, 2021
May 2021	March 15, 2021	March 30, 2021	April 7, 2021
June 2021	April 15, 2021	May 4, 2021	May 7, 2021
July 2021	May 17, 2021	June 1, 2021	June 9, 2021
August 2021	June 14, 2021	June 29, 2021	July 7, 2021
September 2021	July 16, 2021	August 3, 2021	August 6, 2021
October 2021	August 13, 2021	August 31, 2021	September 10, 2021
November 2021	September 13, 2021	September 28, 2021	October 8, 2021
December 2021	October 14, 2021	November 2, 2021	November 10, 2021
January 2022	November 16, 2021	December 7, 2021	December 10, 2021
February 2022	December 13, 2021	January 4, 2022	January 7, 2022

On the Air Production Schedule

Issue	Artwork Due
March/April 2021	Wednesday, February 17, 2021
May/June 2021	Friday, April 16, 2021
July/August 2021	Wednesday, June 16, 2021
September/October 2021	Wednesday, August 18, 2021
November/December 2021	Monday, October 18, 2021
January/February 2022	Wednesday, December 15, 2021

NCJ and QEX Production Schedule

Issue	Artwork Due
March/April 2021	Monday, February 1, 2021
May/June 2021	Thursday, April 1, 2021
July/August 2021	Tuesday, June 1, 2021
September/October 2021	Monday, August 2, 2021
November/December 2021	Friday, October 1, 2021
January/February 2022	Wednesday, December 1, 2021

DESIGN SERVICES

If you do not have the means to design and create your advertisement, ARRL Creative Services can provide design services at an additional cost. For more information and rates, contact the Advertising Manager.

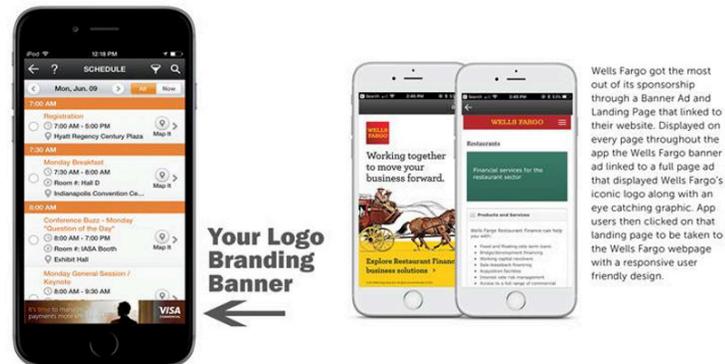
Mobile Event App

In 2019, ARRL introduced a mobile event app sponsored by Dayton Hamvention®. The app generated 4,600 unique downloads from Hamvention attendees.

For 2021, the app will be sponsored by Dayton Hamvention for their event. We offer a logo branding space on every screen of the app that can link to a customized landing page in the app and on your website.

The ARRL app will be promoted in a variety of ways. Once the app is live, it will be announced via an ARRL News posting. The app will be publicized through social media (Facebook, Twitter, Instagram, etc.). At Dayton Hamvention, promotion of the app will be on signs placed around the event, and your logo will be included.

Shown to the right are examples of the banner and landing pages.

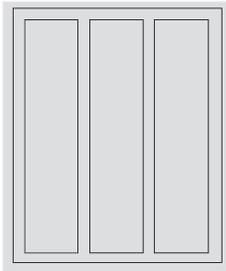


You can find the **ARRL 2019** app anywhere you usually download apps. Explore the app to see all of the functions and why it's so useful and fun for event attendees.

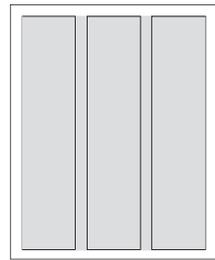
ADVERTISE



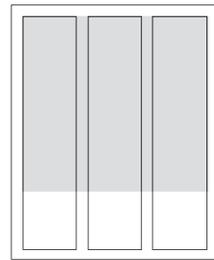
AD SIZES AND SPECS



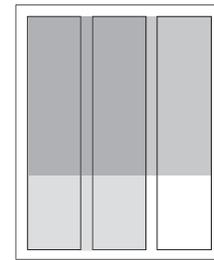
Full Page with .125" Bleed Document Size:
8.25" W x 10.75" H
Crop Marks must be at the Trim Size
8" W x 10.5" H
Trim Size:
8" W x 10.5" H



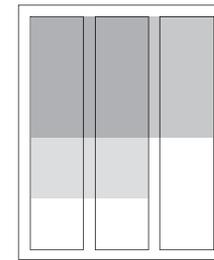
Full Page
7" W x 9.6875" H



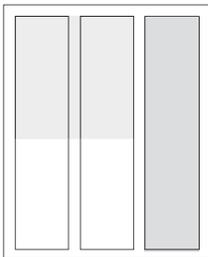
Three-Fourths Vert.
7" W x 7.5" H



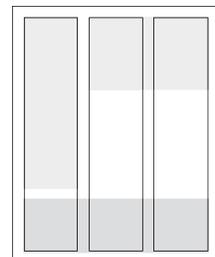
Two-Thirds Horiz.
7" W x 6.75" H
Two-Thirds Vert.
4.625" W x 9.6875" H



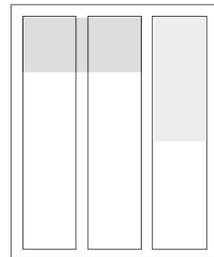
One-Half Horiz.
7" W x 5" H
One-Half Vert.
4.625" W x 7.5" H



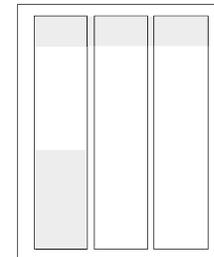
One-Third Horiz.
4.625" W x 5" H
One-Third Vert.
2.25" W x 9.6875" H



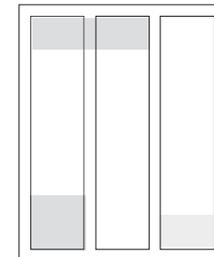
One-Fourth Horiz.
4.625" W x 3.75" H or
7" W x 2.5" H
One-Fourth Vert.
2.25" W x 7.5" H



One-Sixth Horiz.
4.625" W x 2.5" H
One-Sixth Vert.
2.25" W x 5" H



One-Eighth Horiz.
7" W x 1.25" H
One-Eighth Vert.
2.25" W x 3.75" H



One-Twelfth Horiz.
4.625" W x 1.25" H
One-Twelfth Vert.
2.25" W x 2.5" H
One-Twenty-Fourth Horiz.
2.25" W x 1.25" H

QST

Advertisers who provide press-ready material may use the discounted net rates below. ARRL reserves the right to impose a 15% fee for those ads that are not print-ready. QST rate discounts are based on space accumulations within a consecutive 12-month period, not on the frequency of insertions.

Four-Color Net Rates – Print-Ready

Total Pages	Full	3/4	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/24
1	\$4,659	\$3,670	\$3,326	\$2,640	\$1,979	\$1,628	\$1,293	\$1,114	\$944	\$762
2	\$4,537	\$3,576	\$3,243	\$2,578	\$1,937	\$1,598	\$1,273	\$1,099	\$933	\$757
3	\$4,418	\$3,487	\$3,164	\$2,518	\$1,896	\$1,568	\$1,251	\$1,084	\$922	
4	\$4,302	\$3,339	\$3,086	\$2,460	\$1,856	\$1,537	\$1,231	\$1,069		
5	\$4,192	\$3,315	\$3,011	\$2,403	\$1,819	\$1,509	\$1,212			
6	\$4,082	\$3,233	\$2,939	\$2,350	\$1,781	\$1,482				
12	\$3,978	\$3,154	\$2,869	\$2,296	\$1,745					
18	\$3,877	\$3,077	\$2,798	\$2,244						
24	\$3,777	\$3,001	\$2,732							
36	\$3,681	\$2,928	\$2,668							

Two-Color Net Rates – Print-Ready

Total Pages	Full	3/4	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/24
1	\$4,258	\$3,268	\$2,925	\$2,238	\$1,577	\$1,277	\$891	\$713	\$542	\$361
2	\$4,136	\$3,175	\$2,842	\$2,177	\$1,535	\$1,196	\$870	\$697	\$531	\$356
3	\$4,016	\$3,085	\$2,762	\$2,117	\$1,494	\$1,167	\$849	\$681	\$520	
4	\$3,901	\$2,998	\$2,684	\$2,059	\$1,455	\$1,136	\$828	\$667		
5	\$3,791	\$2,881	\$2,609	\$2,001	\$1,416	\$1,107	\$810			
6	\$3,681	\$2,832	\$2,537	\$1,948	\$1,380	\$1,079				
12	\$3,576	\$2,752	\$2,466	\$1,894	\$1,344					
18	\$3,476	\$2,674	\$2,397	\$1,843						
24	\$3,375	\$2,600	\$2,331							
36	\$3,279	\$2,527	\$2,267							

QST continued

Black & White Net Rates – Print-Ready

Total Pages	Full	3/4	2/3	1/2	1/3	1/4	1/6	1/8	1/12	1/24
1	\$4,079	\$3,089	\$2,747	\$2,059	\$1,399	\$1,049	\$713	\$534	\$363	\$183
2	\$3,957	\$2,997	\$2,664	\$1,998	\$1,357	\$1,017	\$692	\$519	\$353	\$177
3	\$3,838	\$2,906	\$2,583	\$1,938	\$1,316	\$988	\$671	\$503	\$341	
4	\$3,722	\$2,819	\$2,505	\$1,881	\$1,277	\$958	\$650	\$488		
5	\$3,612	\$2,734	\$2,431	\$1,823	\$1,238	\$928	\$631			
6	\$3,503	\$2,653	\$2,358	\$1,769	\$1,201	\$901				
12	\$3,398	\$2,574	\$2,288	\$1,716	\$1,166					
18	\$3,297	\$2,496	\$2,219	\$1,664						
24	\$3,196	\$2,421	\$2,153							
36	\$3,101	\$2,349	\$2,088							

QST Classified ad rates

Member..... \$1.00 per word
 Non-member \$1.50 per word
 Company \$2.25 per word
 Bold..... \$2.50 per word

Classified ads have a maximum of 200 words.
 No advertiser may place more than two ads in one issue.

A last name or call sign must appear in each ad.

Mention of lotteries, prize drawings, games of chance, etc.
 are not permitted in ARRL magazine advertising.
 Some restrictions apply.

Please call or email for more information:
 Phone: 860-594-0255
 Fax: 860-594-4285
 Email: hamads@arrl.org





On the Air

New Member Benefit! All three of ARRL’s bimonthly magazines — *On the Air*, *QEX*, and *NCJ* — are available to all members, with print editions available as an option..

ARRL, the national association for Amateur Radio®, launched a new magazine, *On the Air*, in January 2020. Published on a bimonthly basis, *On the Air* offers new and beginner-to-intermediate-level radio amateurs a fresh approach to exploring radio communications. Each issue includes advice and insight on various amateur radio interests and activities, such as radio technology, operating, equipment, project building, and emergency communications. The goal of this new magazine is to be a vital resource in helping new and newer radio amateurs get active and involved in radio communications.

Ad space is limited and is sold on a yearly basis.

OTA Rates:

Cover 4.....	\$750.00
Cover 3.....	\$550.00
Full page	\$450.00
1/3 page	\$225.00

NCJ

NCJ: National Contest Journal, published bimonthly, features articles by top contesters, letters, hints, statistics, scores, as well as information about the NCJ-sponsored North American Sprints and QSO parties. Whether you're a big gun or little pistol, *NCJ* provides a valuable source of information on the active world of competitive radio. Sent to 2,000 extreme contesters.

NCJ Rates:

Full Page	\$412	1/3 Page.....	\$130
3/4 Page.....	\$270	1/4 Page.....	\$103
2/3 Page	\$248	1/6 Page.....	\$78
1/2 Page	\$185		

QEX: A Forum for Communications Experimenters

QEX is published bimonthly, featuring technical articles, columns, and other items of interest to radio and experimenters, as well as communications professionals. Articles range from construction projects to progress in radio technology and theory. Sent to 6,200 avid experimenters.

QEX Rates:

Full Page	\$412	1/3 Page.....	\$130
3/4 Page.....	\$270	1/4 Page.....	\$103
2/3 Page	\$248	1/6 Page.....	\$78
1/2 Page	\$185		



ADVERTISE IN ARRL'S MOST POPULAR BOOKS

2022 ARRL Repeater Directory

The new *2021 Repeater Directory* will be the fifth edition to include “crowdsourced” data contributed by users, repeater owners, and volunteer frequency coordinators. Data for the *Repeater Directory* is supplied by ARRL partner RFinder, the creator of a web- and app-based directory of amateur radio repeaters worldwide. This means more data, and updates more often. Your ad from the 2020 edition can be picked up or updated. We can convert existing *QST* advertisements for interior black-and-white ads. Those who purchase covers will be provided with full-bleed specs.

Full-page Black & White Preferred Position	\$495 (in front of requested state)
Full Page Black & White Run of book	\$425
4-Color Cover 2 & 3 EACH	\$2,550
4-Color Cover 4	\$3,190

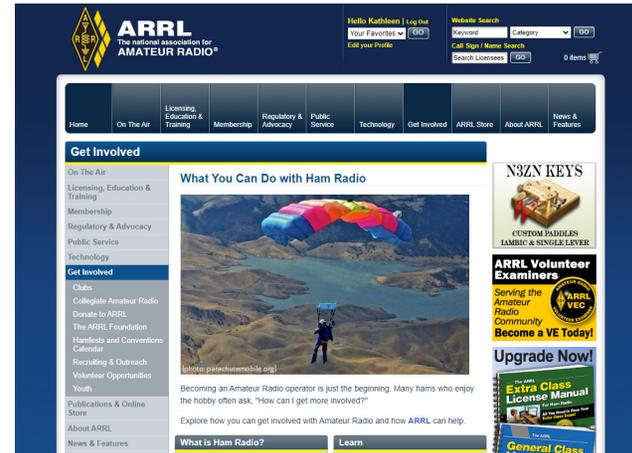
Reservations must be received by October 20, 2021. Materials are due October 31, 2021.

The ARRL Handbook for Radio Communications – NEW 2021 Edition

Known as the ARRL flagship title, or simply, “The Handbook,” virtually every active amateur buys or has access to this book. Revised each year, the Handbook is now being distributed in major book chains, libraries, and other mainstream sales points, and is experiencing continuing popularity in the traditional amateur market.

Cover 2 (4 Color)	\$3,115	1/4 Page Interior (Black & White).....	\$287
Cover 3 (4 Color).....	\$3,115	1/6 Page Interior (Black & White)	\$229
Full Page Interior (Black & White).....	\$700	1/8 Page Interior (Black & White)	\$184
2/3 Page Interior (Black & White)	\$560	1/12 Page Interior (Black & White).....	\$147
1/2 Page Interior (Black & White)	\$448	1/24 Page Interior (Black & White).....	\$117
1/3 Page Interior (Black & White)	\$358		

Reservations must be received by July 10, 2021. Materials are due by July 16, 2021.



WEB ADVERTISING

New! Sign a contract for one year and receive a 10% discount.

Home Page

The ARRL Home Page will be undergoing changes in 2021. Please contact the Advertising Sales Manager for more information on available advertising opportunities.

Secondary Pages

Three sizes and a limited number of advertisers per spot are available for maximum visibility. All ads for each ad slot will rotate through over 20,000 web pages! Change ads as often as you like.

Top of the Page

This advertisement appears “above the fold,” top right. The 180-pixel wide x 150 high ad is **\$150 per month, one-month term minimum commitment.**

Need More Space?

This advertisement occupies a double space, right-hand position. The 180-pixel wide x 300 high ad is **\$275 per month, one-month term minimum commitment.**

Bottom of the Page

This advertisement appears in the bottom right position. The 180-pixel wide x 150 high ad is **\$150 per month, one-month term minimum commitment.**

OPT-IN E-NEWSLETTERS

New! Sign a contract for one year and receive a 10% discount.

Reinforce your message by advertising in one of our ARRL e-newsletters. These newsletters are delivered to ARRL members who have opted in to receive them. You'll be able to measure effectiveness by the click-through rates and be able to place timely specials (and change them frequently) in these electronic newsletters. Currently, we have three newsletters.

The ARRL Letter

Offering timely and late-breaking amateur radio news every week.
The circulation for this e-newsletter is over 111,000.

The ARRL ARES Letter

Presenting information related to all aspects of the Amateur Radio Emergency Service (ARES) every month. Over 41,000 ARRL members subscribe.

The ARRL Contest Update

Containing hints, tips, and the latest on contesting.
A biweekly must-read for over 36,000 contesters.

Prices:

200 x 250 pixels..... \$250/month
468 x 200 pixels..... \$300/month
200 x 650 pixels..... \$500/month



PODCAST

Your company will be introduced as the sponsor of the podcast in the intro. Wherever the podcast is referred to, including episode teasers, in the ARRL website news crawl, editorial mentions, and social media, your sponsorship information—logo, sponsorship identification, and web address—will appear as well.

The cost of the sponsorship is \$500.00 per episode.

If there is interest from more than one sponsor, all sponsors will be mentioned in the intro, but the first sponsor will have a 15-second “commercial” in the middle of the podcast.

On the Air Companion Podcast

Podcast Downloads: 58,121

On the Air podcast is a companion to the bimonthly magazine and takes a deeper dive into special features and projects. Each month, the 15-minute podcast will offer additional resources, techniques, and hints to help readers get the most from the magazine’s content.

Eclectic Tech

Podcast Downloads: 87,419

Every two weeks, the Eclectic Tech podcast brings you news, interviews, and commentary about technology and science—all with an amateur radio twist!

EXTRA EXPOSURE

In addition to the traditional and digital advertising options, ARRL also offers innovative ways to promote your brand to our members and the public through educational initiatives, in-person product sponsorships, and event apps.

Contact ARRL Advertising today to discuss cost-effective standard and custom advertising packages designed to deliver results!

CONTACT INFORMATION



Janet Rocco, W1JLR, Advertising Sales Manager

Telephone: 860-594-0203

Email: jrocco@arrl.org

Fax: 860-594-0303

Lisa Tardette, Marketing Specialist, Advertising

Telephone: 860-594-0255

Email: ltardette@arrl.org

Fax: 860-594-0303