Operation Anakonda 2016, Poland
Photo by Jessy Macabeo
AAFES

MILITARY COMMERCE
MAGAZINE

MEDIA KIT

Effective November 2026

PUBLISHED BY THE AMERICAN LOGISTICS ASSOCIATION

MILITARY COMMERCE MAGAZINE

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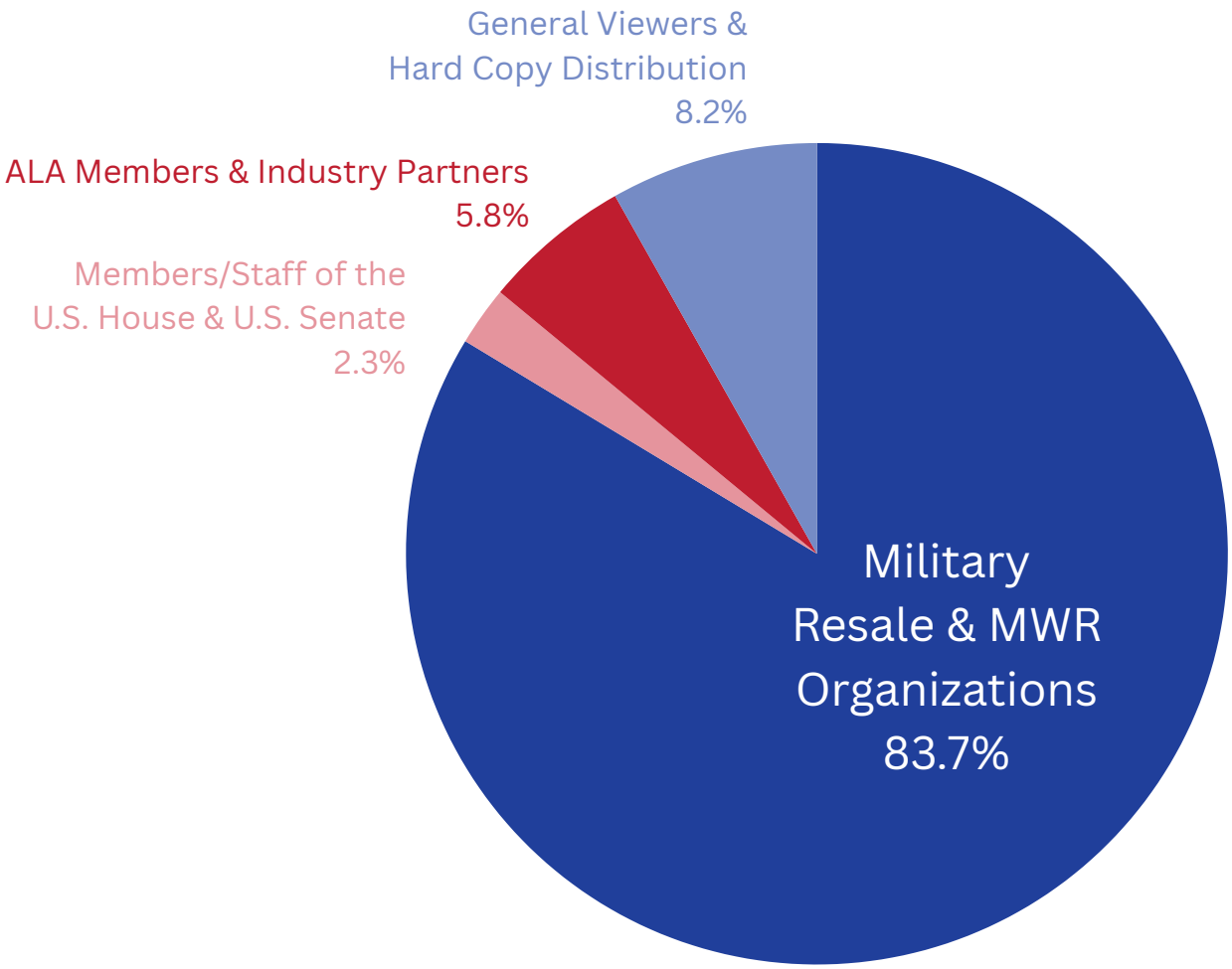
About

The American Logistics Association's *Military Commerce Magazine* is a dynamic publication created for and about government and industry leaders who support military resale, foodservice, MWR programs, lodging, and other quality-of-life programs. The magazine will be circulated to resale and MWR agency headquarters, regional offices, and down to store operations and department levels, along with industry professionals. The digital magazine will also be distributed to Washington D.C. policy makers, including Trump administration officials and congressional offices. Published bi-monthly in a fully digital format, *Military Commerce Magazine* is designed to inform, inspire, and connect the military commerce community. The platform offers modern capabilities, all to help maximize engagement and drive results for your brand.



Military Commerce Magazine Ad Rates

Annual advertisers are highlighted in Military Commerce Newsletters and Alerts.

Ad Specs — 8.5 inches (W) × 11 inches (L) *JPG or PDF, Resolution at least 300 DPI*

Member Ad Rates	6 Issues	3 Issues	1 Issue
2nd Cover *Static* Ad *	$11,299	$6,399	$2,499
2nd Cover *Video* Ad *	$16,199	$9,199	$3,599
Full Page Ad	$9,499	$5,399	$2,099
1/2 Page Ad	$6,799	$3,799	$1,499
1/4 Page Ad	$3,199	$1,799	$699
Full Page Video Ad	$13,499	$7,699	$2,999
Full Page Advertorial **	—	—	$2,599

Non-Member Ad Rates	6 Issues	3 Issues	1 Issue
2nd Cover *Static* Ad *	$15,799	$8,899	$3,499
2nd Cover *Video* Ad *	$20,699	$11,699	$4,599
Full Page Ad	$13,999	$7,999	$3,099
1/2 Page Ad	$11,299	$6,399	$2,499
1/4 Page Ad	$7,699	$4,299	$1,699
Full Page Video Ad	$17,999	$10,199	$3,999
Full Page Advertorial **	—	—	$3,599

Member Ad Submission Form *[Link]*

Non-Member Ad Submission Form *[Link]*

* 2nd Cover - *Inside Front Cover*

** Full Page Advertorial - *Reads like an article to subtly promote a brand, product or service.*

Publication schedule includes six bi-monthly issues per year.

Contact Bob Ellis for Ads Sales and Membership Assistance bellis@ala-national.org.

2027/2028 Publication Schedule

2027 JANUARY/FEBRUARY ISSUE
Ad Orders Close – 12/4/2026
Ad Materials Due – 12/11/2026

2027 MARCH/APRIL ISSUE
Ad Orders Close – 2/5/2027
Ad Materials Due – 2/12/2027

2027 MAY/JUNE ISSUE
Ad Orders Close – 4/2/2027
Ad Materials Due – 4/9/2027

2027 JULY/AUGUST ISSUE
Ad Orders Close – 6/4/2027
Ad Materials Due – 6/11/2027

2027 SEPTEMBER/OCTOBER ISSUE
Ad Orders Close – 8/6/2027
Ad Materials Due – 8/13/2027

2027 NOVEMBER/DECEMBER ISSUE
Ad Orders Close – 9/17/2027
Ad Materials Due – 9/24/2027

2028 JANUARY/FEBRUARY ISSUE
Ad Orders Close – 12/3/2027
Ad Materials Due – 12/10/2027

2028 MARCH/APRIL ISSUE
Ad Orders Close – 2/4/2028
Ad Materials Due – 2/11/2028

If revised materials are not submitted by the materials deadline for your 3- or 6-issue placement, the current artwork on file will automatically be reused.

MILITARY COMMERCE MAGAZINE

Military Commerce Magazine Circulation

The American Logistics Association (ALA) has a long-established reputation as the trusted voice and advocate for the military resale and quality-of-life network.

Our diverse membership—including manufacturers, distributors, brokers, and service providers—relies on ALA to bridge the gap between industry and the Department of Defense. ALA connects industry partners with military exchange, commissary, and MWR systems across all branches—Army, Navy, Marine Corps, Air Force, Space Force, Coast Guard, and Veterans Affairs. Through strategic access to decision-makers at AAFES, NEXCOM, MCX, CGX, DeCA, VCS, the Department of Defense, and Capitol Hill, ALA helps members navigate policy, uncover opportunities, and align with initiatives that support service members and their families. Built on a foundation of professionalism, integrity, and purpose, ALA provides a vital platform for advancing business goals while championing a stronger quality-of-life for those who serve.

Defense Commissary Agency (DeCA)
- Headquarters Leadership and HQ Staff
- Regional Directors
- Category Managers
- Installation-Level Store Managers

Army & Air Force Exchange Service (AAFES)
- Senior Leadership and HQ Staff
- Regional Directors and Staff
- Procurement and Category Managers
- Installation-Level Store Managers

Navy Exchange Service Command (NEXCOM)
- Executive Leadership and HQ Staff
- Regional Directors and Staff
- Merchandising Team
- Installation-Level Store Managers

Marine Corps Community Services (MCCS/MCX)
- Leadership Team and HQ Staff
- Category Buyers
- Installation-Level Store Managers

Coast Guard Exchange (CGX)
- Senior Leadership and HQ Staff
- Retail Managers
- Installation-Level Store Managers

Air Force Services
- Senior Leadership and HQ Staff
- Regional Directors and Staff
- Installation-Level Store Managers

Navy MWR (CNIC – Commander, Navy Installations Command)
- Senior Leadership and HQ Staff
- Program Directors
- Regional Staff
- Installation-Level Store Managers
- Shipboard Ship Store/Services Personnel

Army MWR (IMCOM – Installation Management Command)
- Senior Leadership and HQ Staff
- Program Managers
- Regional Staff
- Installation-Level Store Managers

Veterans Canteen Service (VCS)
- Executive Leadership and HQ Staff
- Retail and Food Operations
- Location-Level Managers

OSD Staff and M&RA and HQ-Level Staff/Military Services
- MWR & Resale Policy
- Navy M&RA Staff
- Army M&RA Staff
- Air Force M&RA
- OUSD P&R, A&S, I&S
- Defense Health Agency

Other Government & Legislative Recipients
Members/Staff of the U.S. House and U.S. Senate
- Congressional committees related to military affairs, commerce, and veteran services
- Key legislative staff members

Industry
ALA Members & Industry Partners
- Manufacturers
- Distributors
- Brokers
- Service Providers Supporting Military Resale

General Viewers
- Resale and MWR/Government Viewers
- Retirees – Government, Resale, Military

Hard Copy Distribution

Military Commerce Ecosystem

Military Resale Facilities & Programs

In addition to circulating the digital magazine to senior-level government personnel, it will also be distributed to managers and supervisors of these programs and facilities at the installation level.

Retail & Shopping Facilities

- **Main Exchange (BX/PX/NEX/MCX/CGX) –** Department-store style retail with clothing, electronics, cosmetics, etc.
- **Express (AAFES), Mini-Mart, or Shoppette –** Convenience store selling snacks, drinks, quick meals, and tobacco.
- **Class Six Store –** Sells alcoholic beverages and party supplies (mainly on Army/Air Force bases).
- Military Clothing Sales Store (MCSS) – Uniforms, boots, insignia, and other required military clothing.
- **Furniture Store –** Furniture and home décor (usually at larger installations).
- **Car Care Center –** Automotive parts and services, minor maintenance.
- **Outdoor Recreation Sales/Leisure Travel Services –** Gear for camping, fishing, travel/tour packages.
- **Troop Stores –** Limited retail stores located near training areas or in remote locations.

Food & Beverage Outlets

- **Military Dining Facilities** (non-resale facilities)
- **Food Court –** Branded fast food options (e.g., Subway, Panda Express, Burger King, etc.).
- **Snack Bars / Coffee Shops –** Often Starbucks or local-style cafés.
- **Restaurants / Casual Dining –** Some exchanges operate full-service dining (e.g., Chili's Too, Pizza Hut).
- **Mobile Concessions / Food Trucks –** Often found near barracks or events.

Automotive

- **Gas Station**
- **Car Wash**
- **Auto Skills Center –** DIY car repair bays and tools.
- **Used Car Sales Lot** (AAFES Auto Sales)

Personal Services

- **Barber Shop / Beauty Salon**
- **Optical Center / Eyewear**
- **Pharmacy** (sometimes inside exchange)
- **Tailor / Alterations**
- **Dry Cleaning & Laundry Services**
- **Shoe Repair / Engraving / Watch Repair**

Entertainment & Recreation

- **Game Room / Arcade**
- **Movie Theater** (Reel Time Theater, Navy Motion Picture Service)
- **Bookstore / Newsstand**
- **Music & Instrument Sales**
- **Hobby Shop / Craft Center –** Supplies for DIY hobbies.

Children & Family Services

(Some Offered via MWR)

- **Toy Store / Children's Clothing**
- **Child Care Center Info / Registration**
- **School Supply Store** (seasonal)

Other Services

- **Package/Mail Center (FedEx/UPS/USPS) –** Mailing and shipping services.
- **Financial Services / ATM –** Including credit union branches or kiosks.
- **Cell Phone Stores –** Verizon, AT&T, T-Mobile, etc.
- **Telecommunications / Internet Services**
- **Travel Office / ITT** (Information, Tickets & Travel)

Military Commerce Ecosystem

Morale, Wellness, and Recreation Facilities & Programs

In addition to circulating the digital magazine to senior-level government personnel, it will also be distributed to managers and supervisors of these programs and facilities at the installation level.

Mission-Sustaining Facilities

- Physical Fitness Centers *(Gyms)*
- Parks and Parade Fields
- Libraries
- Community Centers
- Unit-Level Sports and Athletics Programs

Community Support Facilities

- Child Development Centers *(CDC)*
- Youth Centers
- Recreation Centers
- Outdoor Recreation Programs *(Equipment Rental, Camping, Hiking)*
- Pool Facilities *(Indoor and Outdoor)*
- Automotive Skills Centers
- Hobby and Craft Shops *(Arts and Crafts, Framing, Woodworking)*
- Information, Tickets, and Travel *(ITT)* Offices
- Single Service Member/Liberty Centers

Revenue-Generating Activities

- Golf Courses
- Bowling Centers
- Clubs and Restaurants *(Officer/Enlisted Clubs, Community Clubs)*
- Marinas and Boat Rentals
- RV Parks and Campgrounds
- Official and Recreational Lodging
- Movie Theaters
- Horse Stables and Riding Programs
- Amusement and Recreation Arcades
- Skeet and Trap Ranges
- Paintball/Laser Tag Facilities
- Go-Kart Tracks or Similar Attraction

MILITARY COMMERCE

Digital Magazine Capabilites

Clickable Ads with Direct Links
Hyperlink advertisements directly to product pages, company websites, or promotional landing pages to drive immediate traffic and conversions.

Embedded Video Content
Feature up to 30-second video ads within articles or ad space. Include teaser reels with a clickable link to view the full video for deeper engagement.

Interactive Polls & Surveys
Embed polls or short surveys directly into pages to gather reader feedback, preferences, or opinions in real-time.

Lead Capture & Intake Forms
Include embedded contact or intake forms to collect reader information, newsletter sign-ups, or inquiries directly within the magazine.

Seamless Social Media Integration
Add clickable social icons or feeds to connect readers with your brand's platforms and encourage sharing.

Rich Media Storytelling
Use animations, image sliders, or parallax scrolling to enhance the visual storytelling experience.

Custom CTA Buttons
Place visually engaging call-to-action buttons within ads or editorial content to prompt clicks, downloads, or purchases.

Analytics & Reader Insights
Track engagement metrics like clicks, views, form submissions, and time spent on pages to refine content and ad strategies.