

# United States Naval Institute

66,044 USNI Masterfile \$150/M

The United States Naval Institute (USNI) represents the largest membership organization of active duty and retired flag rank and senior officers of the U.S. Navy, Marine Corps, and Coast Guard. USNI membership also includes senior executives in the maritime and sea service-related defense industries.

USNI was established in 1873 to provide an open forum for the exchange of ideas, to disseminate and advance the knowledge of sea power, and to preserve naval and maritime heritage. Membership in the U.S. Naval Institute has grown to more than 40,000.

Additionally, USNI's inhouse publishing unit (Naval Institute Press) publishes and sells magazines (monthly *Proceedings* and bimonthly *Naval History*) as well as fiction and nonfiction books.

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#### Available selections and raw counts:

41,282	active U.S. members	+\$15/M
16,667	<i>Naval History</i> subscribers	+\$15/M
11,076	Book buyers	+\$15/M

#### By USNI Join Dates:

1,584	1922-1964 Silent Generation	+\$15/M
3,906	1965-1983 Baby Boomers	+\$15/M
5,860	1984-2000 Gen X	+\$15/M
26,298	2000-present Gen Y / Echo Boomers	+\$15/M

#### If this list interests you, we also manage:

Society of Naval Architects & Marine Engineers  
Special Libraries Association  
*University Business* subscribers

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USNI reserves the right to refuse orders deemed by USNI to be contrary to the best interest of the membership.



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Book Buyers	\$15/M
Active Members	\$15/M
Join Dates	\$15/M
State, SCF	\$15/M
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