



MEDIA KIT



US CHESS

About US Chess

The US Chess Federation (US Chess) is the official governing body and nonprofit 501(c)(3) organization for chess players and chess supporters in the United States. US Chess represents the United States in the World Chess Federation (FIDE), connecting our members to chess players around the world. Founded in 1939 with the merger of the American Chess Federation and the National Chess Federation, US Chess has grown to serve more than 116,000 members and 1,300 affiliated chess clubs and organizations today. Every year, US Chess sanctions and rates more than 17,000 tournaments and 1.2 million games. We host more than 25 national championships and award titles to amateurs and professionals ranging from elementary school students to senior citizens.

Mission

Empower people, enrich lives, and enhance communities through chess.

Vision

Chess is recognized as an essential tool that promotes inclusiveness and benefits education, rehabilitation, recreation, and friendly competition.

Audience

CHESSLIFE
17K
PRINT COPIES

CHESSLIFE
9K
PRINT COPIES
Kids

CL 
CHESS LIFE ONLINE
110K
UNIQUE VIEWERS
MONTHLY

93K
SOCIAL MEDIA
FOLLOWERS

US CHESS BY THE NUMBERS

US CHESS MEMBERSHIP HAS REACHED
AS HIGH AS 117,000.

This number includes:

99,000

RATED PLAYERS

149 GRANDMASTERS

154 INTERNATIONAL
MASTERS

14,384

FEMALE MEMBERS IN US CHESS

8 US CHESS MEMBERS
ARE 100 YEARS OLD

1,100 MASTERS

1,622 EXPERTS

33 WOMEN
INTERNATIONAL MASTERS

1,265,455

RATED GAMES PLAYED IN 2024,
MOST RUN BY LOCAL CLUBS

71,000,000*

ESTIMATED NUMBER OF CHESS
ENTHUSIASTS IN THE U.S. WHO
HAVE NOT YET JOINED US CHESS.

306 SENIOR
MASTERS

15 WOMEN
GRANDMASTERS

12,341 TOURNAMENTS
HELD IN 2019

Editorial Ads

The rates below are for editorial section ads; please email John Hartmann at john.hartmann@uschess.org if you're interested in editorial ads, or for display ads for your tournament in our Tournament Life Announcement section, a classified ad, or an email blast. All ads need to be submitted at least two months before the issue date. Please note: we reserve the right to reject any advertisement for any reason.

Chess Life

SIZE	1x RATE	2-5 x	6-9 x	10-12 x
Full cover page	\$1,632	\$1,550	\$1,469	\$1,387
Full interior page	\$1,306	\$1,241	\$1,175	\$1,110
1/2 page	\$750	\$713	\$675	\$638
1/4 page	\$450	\$428	\$405	\$383
1/8 page	\$250	\$238	\$225	\$213

Chess Life Kids

SIZE	1x RATE	2+ x
Full cover page	\$1,090	\$1,036
Full interior page	\$870	\$827
1/2 page	\$500	\$475
1/4 page	\$300	\$285
1/8 page	\$170	\$162

SPECIALTY ADS

For specialty ads such as belly bands, cover wraps, etc., please contact John Hartmann at john.hartmann@uschess.org.

AFFILIATE DISCOUNT

Affiliates of US Chess are entitled to an additional 5% discount on listed prices.

CLASSIFIED ADS

Affiliates of US Chess are entitled to an additional 5% discount on listed prices.

SUBMITTING YOUR AD

PREFERRED FILE FORMAT: PRESS-READY PDF

To ensure the highest quality print, please follow these guidelines when submitting your ad.

Preferred File Format

- **Press-Ready PDF** (preferred)
- Alternative Formats: **JPEG, EPS, or PSD** (if necessary)

Text:

- Preferred: **Outlined text** (to ensure consistent appearance)
- Acceptable: **Embedded text** (if outlining is not possible)

Deadlines

- Ad files must be submitted at least **two months prior to the publication date**.

Design & Formatting Requirements

- Resolution: **300 DPI** recommended (150 DPI minimum)
- Color Mode: **CMYK** only (no RGB)
- Transparency: **Flatten all transparency** to avoid unexpected print issues.
- Bleed: **1/8 inch** (0.125") when extending to the edge of the page (full-page ads)
- Margin: **1/8 inch** (0.125") from the edge for important content

Ad Sizes

SIZE	WIDTH X HEIGHT
Full page	8 1/4" (8.25") X 10 3/4" (10.75")
1/2 page (H)	7" X 4 1/2" (4.5")
1/4 page	3 3/8" (3.375") X 4 1/2" (4.5")
1/8 page	3 3/8" (3.375") X 2 1/8" (2.125")

PLEASE NOTE FOR FULL PAGE ADS:

When a printer trims pages, a small amount of shifting occurs. The Bleed and Margin ensure optimal trimming results by accounting for this. All elements meant to extend to the page edge should be extended beyond the edge to create a Bleed, which is represented by the purple box. Important elements should not be placed outside of the Margin, which is represented by the yellow box, to ensure they will not be trimmed off.

FULL PAGE

Live Area (Yellow)
7.625" x 10.1875"

Trim Line (Blue)
8.25" x 10.75"

Size with Bleed (Purple)
8.5" x 11"

**BACK COVER
FULL PAGE**

Live Area (Yellow)
7.625" x 8"

Trim Line (Blue)
8.25" x 8.25"

Size with Bleed (Purple)
8.5" x 8.375"



1/8 PAGE

2 5/16" (2.313") X 2 1/8" (2.125")

1/4 PAGE

3 3/8" (3.375") X 4 1/2" (4.5")



1/2 PAGE

7" X 4 1/2" (4.5")