



VETERANS in Sports Media Kit 2025 - 2026

Our Executive Leaders

Tonya Kinsey, Director of Strategic Partnerships

Tonya Kinsey is the backbone of our Strategic Partnerships team and a true force behind the success of ConnectComm Inc. With nearly a decade of experience, Tonya has built strong, lasting relationships with partners across multiple industries. Her expertise lies in creating tailored solutions that drive engagement and maximize impact for our partners.

Tonya Kinsey
Director Of Strategic Partnerships
TKinsey@USVeteransMagazine.com

Alain Monroy, Partnerships Consultant

Alain Monroy is a seasoned partnerships consultant bringing expertise in leadership, revenue generation, and strategic partnerships. With a background spanning military, banking, nonprofit, and sports industries, he excels in business development, sponsorships, and event activations. His work focuses on creating impactful collaborations that support veterans in their career and sports industry pursuits.

Alain Monroy
Partnerships Consultant
AMonroy@USVeteransMagazine.com

Testimonial:

"Partnering with U.S. Veterans Magazine has been a game-changer for our organization. Their innovative marketing strategies helped us achieve record attendance at our annual conference, and their team went above and beyond to ensure our message reached the right audience. We couldn't imagine a better partner." – A Longstanding Partner



Dear Valued Supporter,

As the President and Founder of *U.S. Veterans Magazine*, I am thrilled to share an exciting opportunity with you to make a meaningful difference in the lives of our nation's heroes. This year, we are dedicating our Veterans Day issue to Veterans in Sports, celebrating veterans' incredible contributions on and off the field.

Veterans bring unmatched skills to the sports industry, including leadership, discipline and teamwork. With thousands of career opportunities in professional sports available to veterans, this issue will spotlight their journeys, provide resources for transitioning into sports-related careers, and feature 25 inspiring veterans making an impact in this dynamic field.

To make this initiative a success, we need your support. By becoming a sponsor or partner, you can:

- Showcase your commitment to veterans and their transition into rewarding careers.
- Help fund resources that empower veterans through programs like TAP Centers.
- Highlight your organization's role in supporting veterans, reaching over a million readers who share your passion for honoring our heroes.

This is more than a magazine; it's a platform to connect, inspire, and support veterans in their next chapter. Together, we can amplify their stories and ensure they have access to the opportunities they so deeply deserve.

The deadline to sponsor, nominate, or participate is **June 1, 2025**. 5% of all proceeds from this special issue will go directly to supporting a veteran-related nonprofit of our choice.

If you're ready to join us in this mission, please contact our Partnerships Consultant Alain Monroy. Let's work together to honor our veterans and give back in a way that truly makes an impact.

Thank you for your support and dedication to those who have served our country.

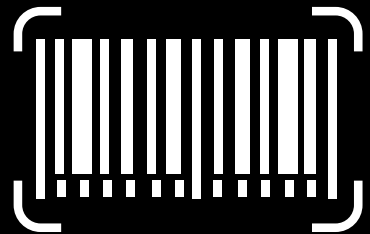
With gratitude,

Mona Lisa Faris
President & Founder

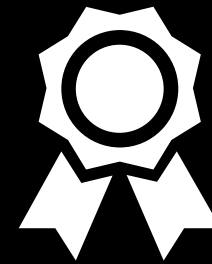
About Us

U.S. Veterans Magazine (USVM) is a premier platform dedicated to empowering individuals and organizations by focusing on recruitment, business, career development, education, and lifestyle. *USVM* aims to assist recruiters in identifying and attracting top talent. Our articles and services are centered around a merit-based approach, providing resources for companies that aim to foster a fair and results-driven recruitment process where both candidates and recruiters prioritize skill and potential. With a commitment to connecting top talent with opportunities, we provide valuable insights and resources to help our readers achieve their goals.

What Makes Us Different



Barcoded & Sold
at Barnes & Noble



Awards & Accolades



Partnering with
over 75-100
Conferences &
Events



Veteran-Friendly



Digital & Print
Advertising



Geotargeting
& Job Board

Package Details

Presenting Partner | \$40K

Duration of all partnership packages 3 months
(Nov '25 - Feb '26)

VALID FOR 1 COMPANY- FIRST-COME, FIRST-SERVED BASIS

• Featured on Page 0 of our website	\$10,000
• Dedicated website article and link	\$5,500
• Website banner	\$10,000
• Editorial newsletter blast	\$6,000
• Name listed in national press release	\$5,000
• Social media post highlighting your brand	\$1,500
• Two-page spread in the publication	\$16,500
• Unlimited job postings (Duration 11/1-2/14)	\$10,000
Sponsors 2 Veterans	\$10,000
TOTAL VALUE	\$74,500

Newsletter



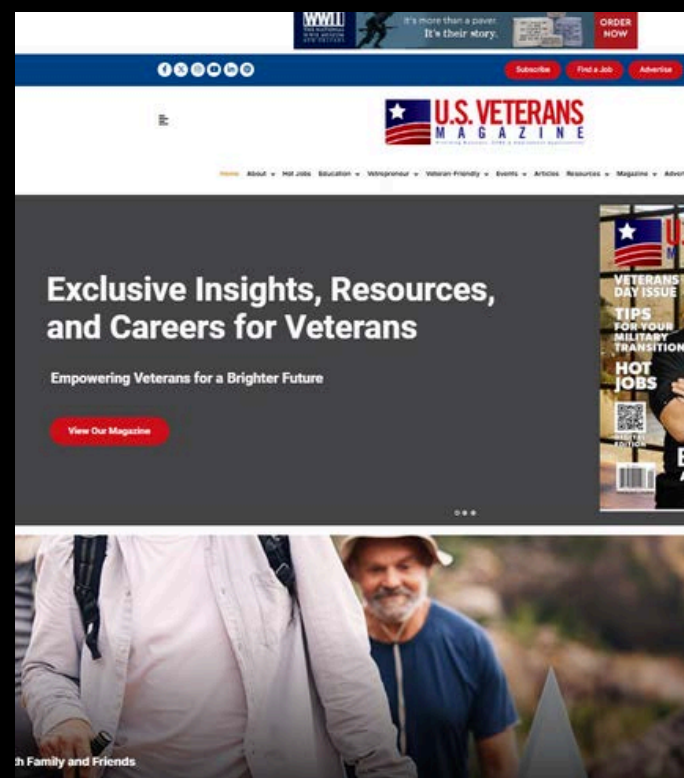
Social Media Post



Founding Partner | \$20K

• Name listed in national press release	\$5,000
• Social media post highlighting your brand	\$1,500
• 1-page ad and 1-page editorial feature	\$16,500
• 1 live editorial for video and a short feature	\$15,500
• 10 job postings	\$1,800
Sponsors 1 Veteran	\$5,000
TOTAL VALUE	\$45,300

Website Banner



Digital Issue



Participating Partner | \$10K

• 1 full-page ad	\$9,500
• 1 full-page editorial	\$9,500
TOTAL VALUE	\$19,000



VetsEXCEL Career Transition Program

U.S. Veterans Magazine is partnering with SFIA's Veteran-Specific Transition Program to help veterans interested in pursuing careers within the sports and fitness sector. SFIA's VetsEXCEL Career Transition Program is a highly regarded professional development and career transition initiative designed to support Veterans interested in pursuing civilian careers within the sports and fitness industry.

Guided by principles of accessibility, mentorship, and industry engagement, the VetsEXCEL Career Transition Program plays a pivotal role in connecting our military heroes with the insights and training needed to help them excel in civilian careers within the sports and fitness industry.

As the industry association representing the sports and fitness community, SFIA is uniquely positioned to execute this program and support our Veterans.



VetsEXCEL Details

VetsEXCEL Deliverables

- Direct access to SFIA leadership, including the President & CEO and Board Members.
- Career development through training, mentorship, and growth sessions.
- Monthly "Brunch 'N Learn" with industry leaders and veteran professionals.
- Career coaching for professional growth and challenges.
- Networking with SFIA's 200+ members, partners, and alumni.
- Complimentary access to SFIA conferences, webinars, and key events.

Exclusive industry visits to sports facilities and offices when available

Benefits For Associates

- Foster community through collaborative learning and shared professional growth.
- Create a supportive space for peers to share challenges, insights, and experiences.
- Build confidence through structured development and industry engagement.
- Expand industry knowledge with exposure to diverse sectors and leadership perspectives.
- Develop leadership skills to prepare for future roles in the sports and fitness industry.

June - July 2025

Application Process

August 2025

Selection of 10-12 associates to join the program

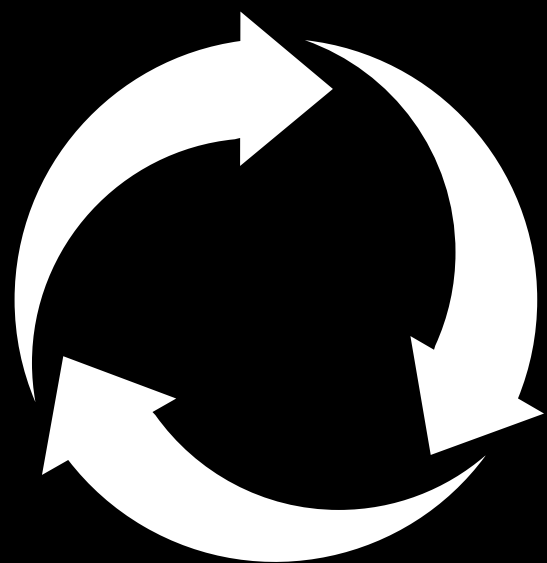
August - December 2025

Core program period featuring professional development, Brunch 'n Learn, mentorship, coaching, and industry engagement activities

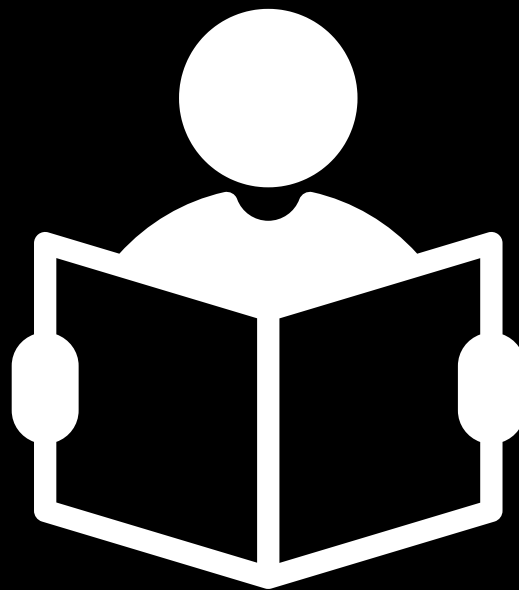
Benefits For Sponsors

- Support veterans by showcasing the sports and fitness industry as a leader in career development for military transitions.
- Enhance career opportunities through targeted mentorship and training programs.
- Facilitate industry connections through exclusive events, leadership initiatives, and networking opportunities.

Readership & Circulation



Circulation
1.2 Million

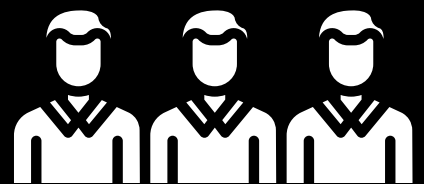


Readership
425,000

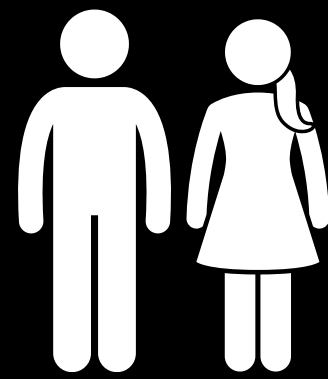


Ages
18-24
16%

SUBSCRIBERS



Digital 62%
Print 38%



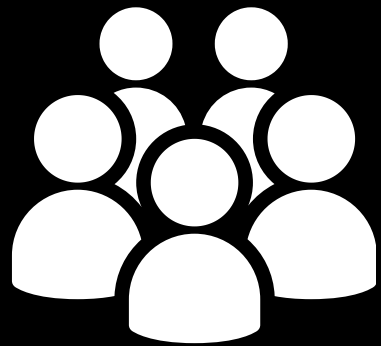
Female 25%
Male 75%

25-34
27%

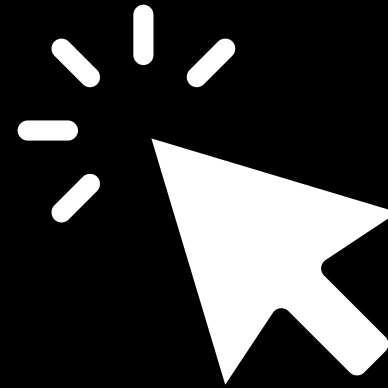
35-44
33%

45+
24%

Website Analytics



Total Users
45,133



Click-Through Rate
5.12%



Google Search Clicks
38,427



Page Views
65,809



Sessions
55,302



Google Search
Impressions
1,050,123

Targeting Multiple Audiences



**TRANSITIONING
SERVICE
MEMBERS**



CIVILIANS



**ACTIVE
DUTY**



**SERVICE
DISABLED**



**VETERAN-FRIENDLY
SCHOOLS**



**UNDERGRAD/
GRADUATES/
MBA**



**CERTIFIED VOBs &
SDVOBs**



**GOVERNMENT
AGENCIES**

Recruitment



HOT JOBS



**RECRUITMENT
&
RETENTION**



**INDUSTRY
SPECIFIC**



**MILITARY
SPOUSES**



**VETERAN-
FRIENDLY
COMPANIES**



**TRANSITIONING
VETERANS**



**TALENT
AQUISITIONS**



FAMILY

Business & Education



**VETERAN-
FRIENDLY
SCHOOLS**



**YELLOW
RIBBON
SCHOOLS**



**GI BILL
BENEFITS**



**CAMPUS
RESOURCES**



VOBs



SDVOBs



**SUPPLY
CHAIN**



NETWORKING

How Do We Stand Out?

With over 70 partnerships and growing with *U.S. Veterans Magazine*, and over 300 partnerships and growing with ConnectComm Inc., we collaborate with some of the most influential organizations in the nation.



What We Do



Expand Reach

We assist our partners in growing their membership and enhancing their impact.



Boost Conference Success

Our innovative marketing strategies help organizations increase conference registrations, attract walk-ins, and enhance attendance by an estimated 15–20%.



On-Site Support and Engagement

We attend conferences, create engaging reels, and market these highlights year-round to amplify impact.

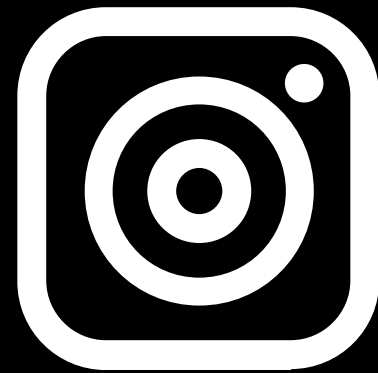


Social Media

We promote your organization on all our social media platforms.



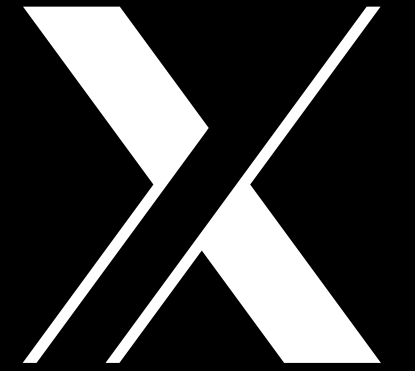
@U.S.Veterans Magazine



@usveterans.magazine



@U.S.VeteransMagazine



@USVeteransMag



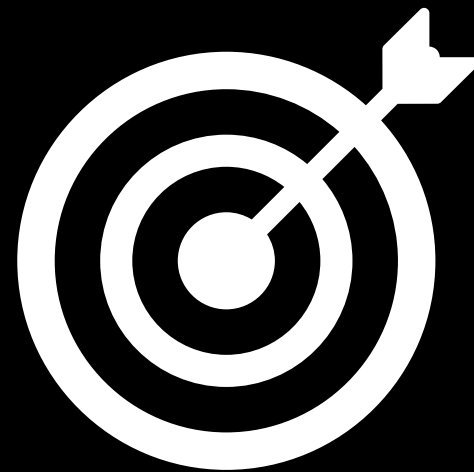
Geotargeting

A cutting-edge digital solution from *USVM*, utilizing premium audience lists to connect advertisers with targeted users across social media and the open web. Our innovative approach ensures precise audience delivery, maximizing your reach and capturing increased attention from your desired demographic.



Capabilities

- Access to our 1st party data.
- Precise geotargeting
- Advanced reporting & analytics
- Enhanced audience segmentation



Target Your Audience

- Location
- Age
- Demographics

Spend	Est. Impressions	Est. CPM*
\$25K	833,333	\$30.00
\$50K	2,000,000	\$25.00
\$200K	10,000,000	\$20.00

*CPM pricing may vary based on campaign parameters

Conferences & Events

Unparalleled bonus distribution and event partnerships: With collaborations at **75-100 veteran focused conferences** and events, we guarantee extra visibility for your ad by showcasing our magazine at prime locations.

What Does that Mean for You?



Magazine on the resource table & inside registration attendee bags at 75-100 conferences & events.



You can also find us at events where our publications are distributed at our booth.



Digital link to the edition in event newsletters reaching all members, attendees & corporate sponsors.



We cover the event as a media partner:

- Educate & inform attendees on your company prior to the event.
- On-the-floor social media coverage.
- Professional images of your booth.
- Real-time interviews for editorial & video reel wrap ups.



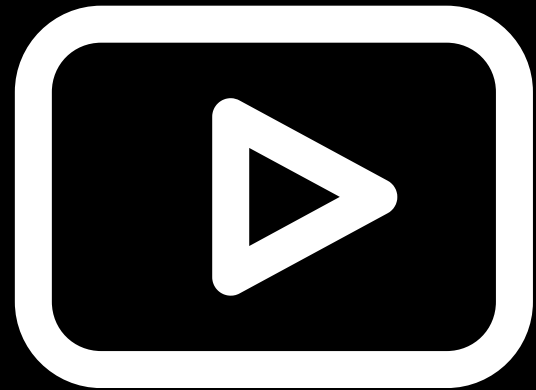
Professional Video Reels:

- Conference wrap up reels posted on our YouTube channel.
- Reels used as PR to boost your event attendance next year.

Spotlight Your Event with Exclusive Media Coverage

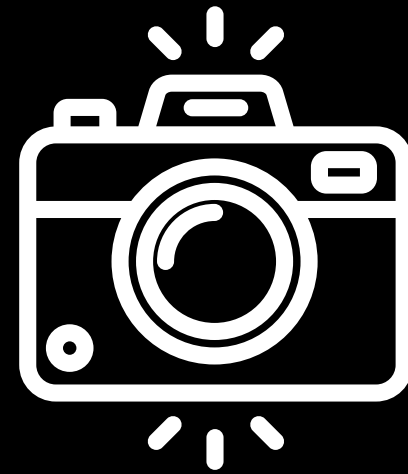
Turn your event into a spotlight feature with our tailored coverage options. Whether you're hosting a conference, workshop, gala, or community event, we can help you amplify its impact through media.

How Can We Do It?



Recap Reels

Capture the highlights of your event with videos and photos, and let us transform them into an engaging recap reel to feature on our YouTube channel.



Live Interviews

Conduct interviews with attendees of your choice, which can be recorded and featured on our YouTube channel, transformed into an editorial, or promoted through geotargeting.



Podcasts

Engage your audience with dynamic podcast coverage that brings your story to life. Our podcast options include in-depth interviews, event highlights, and discussions tailored to your brand's message.

Conferences & Events



Awards We Received



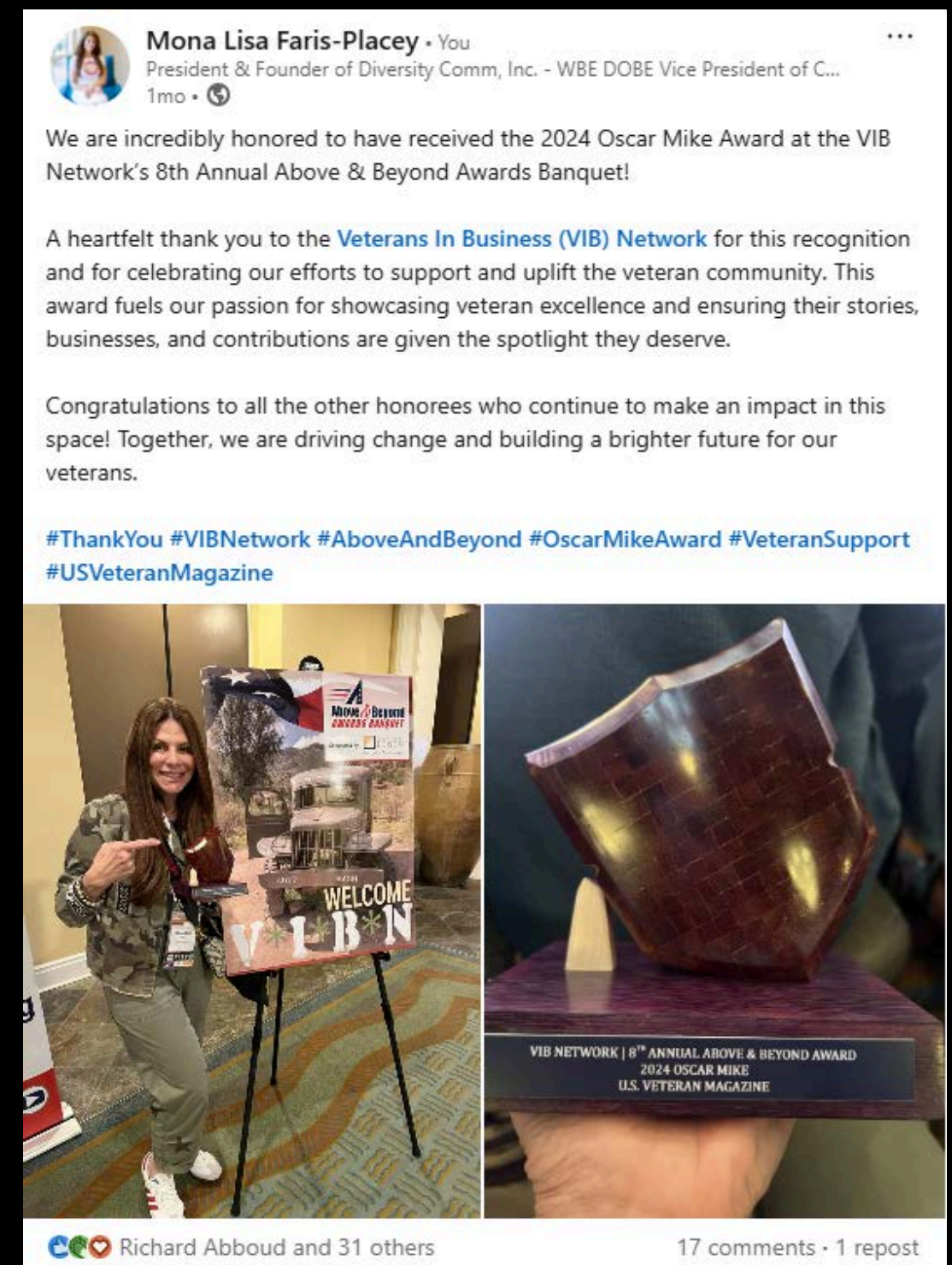
2022 Lawyers for Warriors Community Partner of the Year Award

NVBDC recently awarded U.S Veterans Magazine's, [Tonya Kinsey](#), the "Media Partner of the Year 2022" Award during the recent National Veteran Matchmaking Conference and Vets Night Out Event in Grand Rapids.

The Media Partner of the Year Award is presented to a TV, Radio, or Newspaper Veteran reporter focused on promoting current industry events advocating for Veteran Businesses and Supplier Diversity, Regular stories, advertisements, and features that help Military Service Members and/or Veterans transition into civilian life, supports expanding industry initiatives through ongoing reports that help promote veteran entrepreneurship.

Learn more by visiting our website: <http://bit.ly/3GWMfyk>

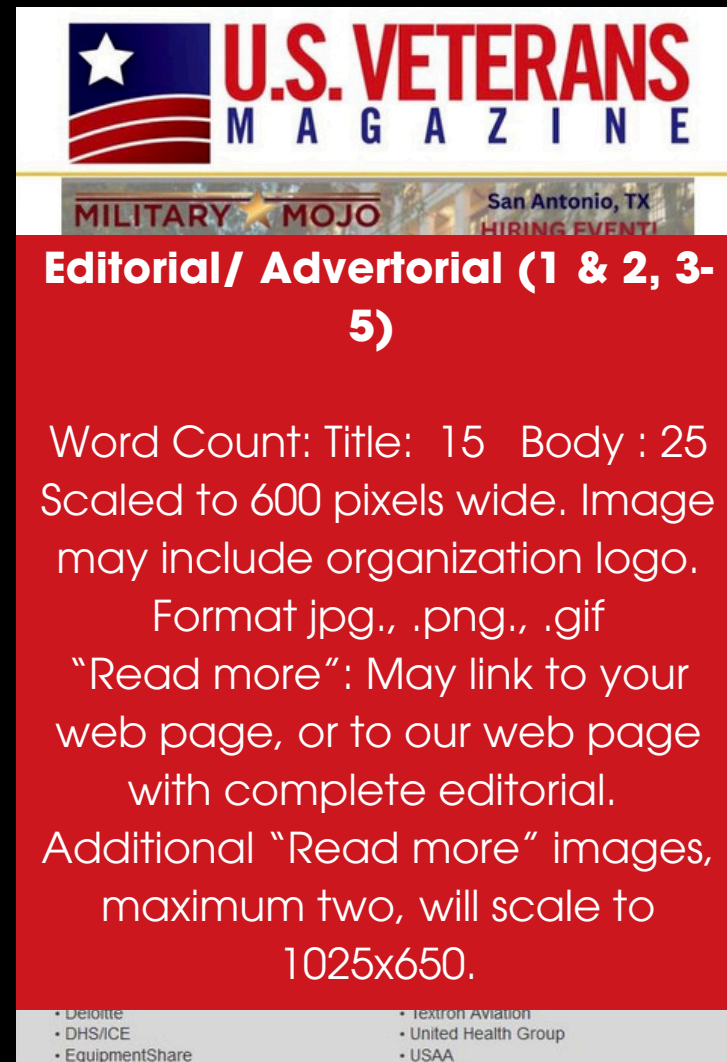
[#888certified](#) [#NVBDC](#) [#supportveteranowned](#) [#supportveteranbusinesses](#) [#Vetsforvets](#) [#vetshelpingvets](#) [#veterans](#)



Featured Newsletters & Specs

We also provide opportunities to be featured in our newsletter *The Veteran*. This includes a link to your event, potentially accompanied by a brief write-up and additional details. The newsletter is distributed to our entire audience, including readers, advertisers, and partners.

Single Event Based



**U.S. VETERANS
MAGAZINE**

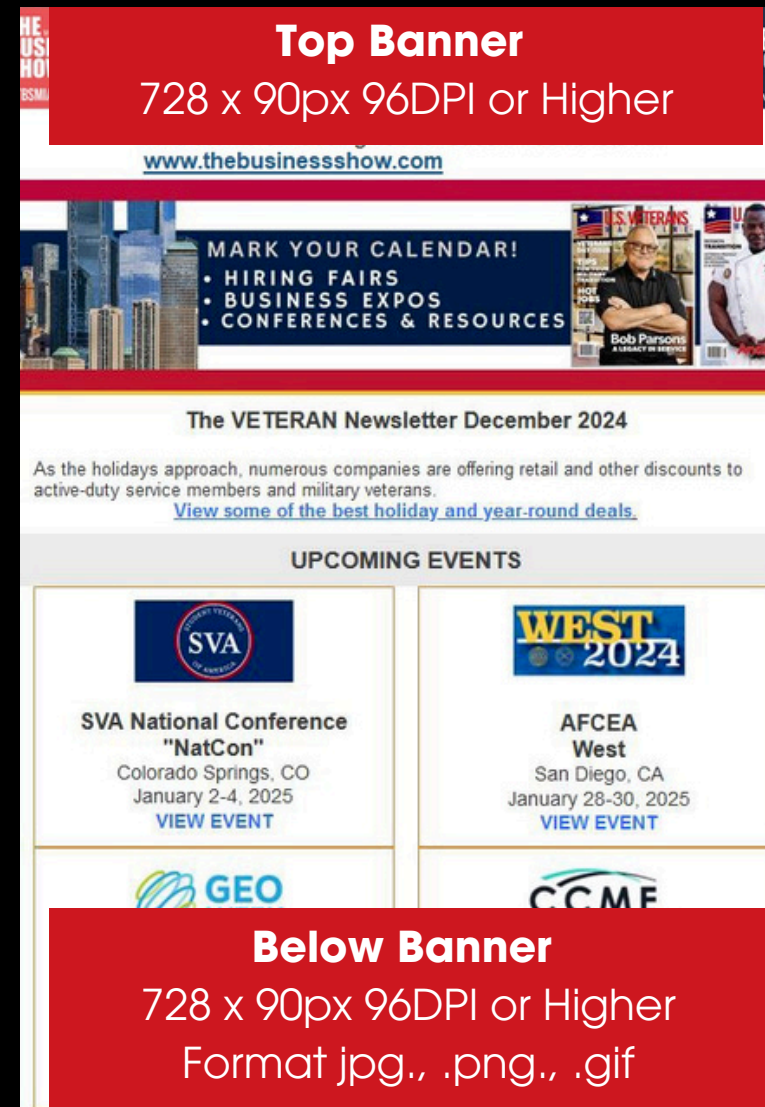
MILITARY MOJO San Antonio, TX
HIRING EVENT!

Editorial/ Advertorial (1 & 2, 3-5)

Word Count: Title: 15 Body : 25
Scaled to 600 pixels wide. Image may include organization logo.
Format jpg., .png., .gif
"Read more": May link to your web page, or to our web page with complete editorial.
Additional "Read more" images, maximum two, will scale to 1025x650.

• Deloitte • Textron Aviation
• DHS/ICE • United Health Group
• EquipmentShare • USAA

Multiple Event Based







Top Banner
728 x 90px 96DPI or Higher
www.thebusinessshow.com

MARK YOUR CALENDAR!
• HIRING FAIRS
• BUSINESS EXPOS
• CONFERENCES & RESOURCES

The VETERAN Newsletter December 2024

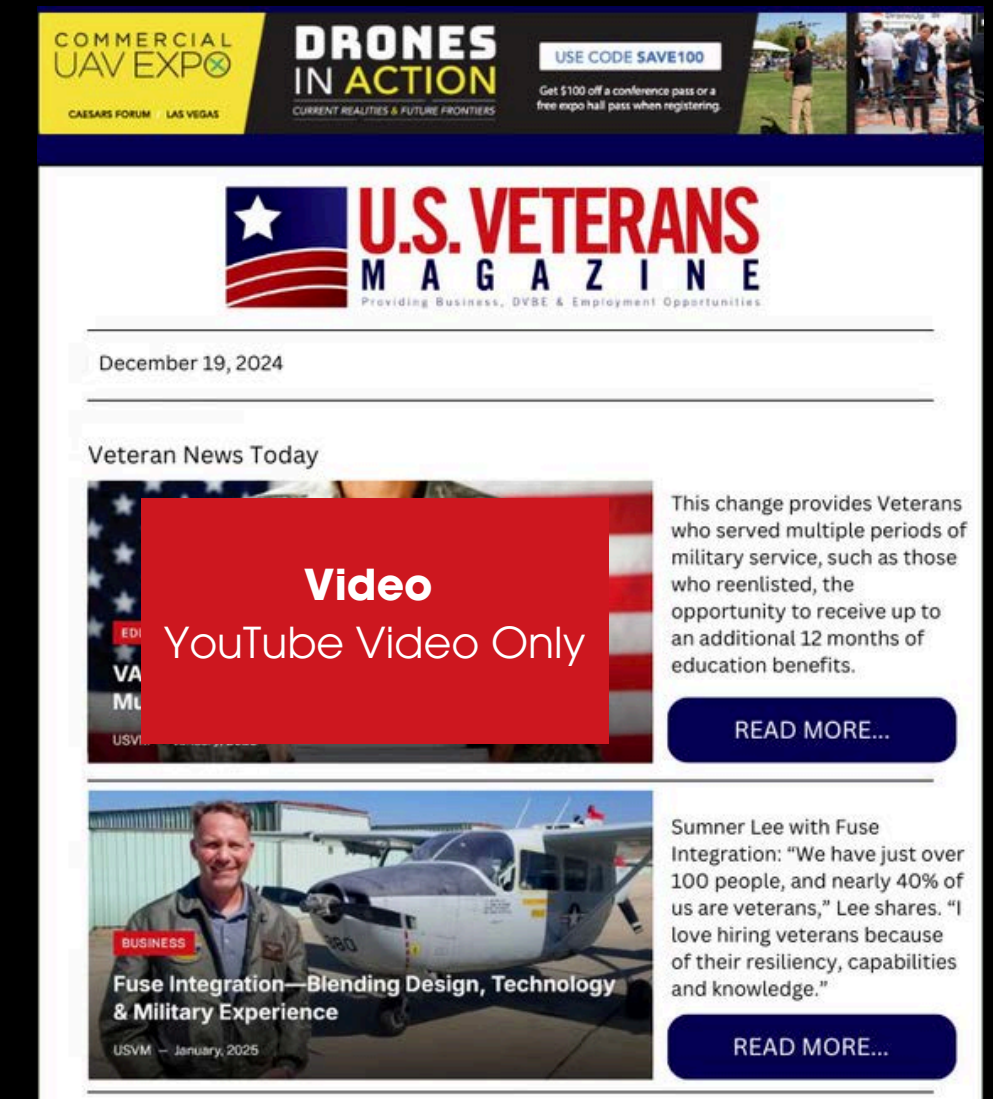
As the holidays approach, numerous companies are offering retail and other discounts to active-duty service members and military veterans.
[View some of the best holiday and year-round deals.](#)

UPCOMING EVENTS

 SVA National Conference "NatCon" Colorado Springs, CO January 2-4, 2025 VIEW EVENT	 AFCEA West San Diego, CA January 28-30, 2025 VIEW EVENT
	

Below Banner
728 x 90px 96DPI or Higher
Format jpg., .png., .gif


Article Based



**U.S. VETERANS
MAGAZINE**
Providing Business, DVBE & Employment Opportunities


December 19, 2024

Veteran News Today



Video
YouTube Video Only

This change provides Veterans who served multiple periods of military service, such as those who reenlisted, the opportunity to receive up to an additional 12 months of education benefits.
[READ MORE...](#)



Fuse Integration—Blending Design, Technology & Military Experience
USVM — January, 2025

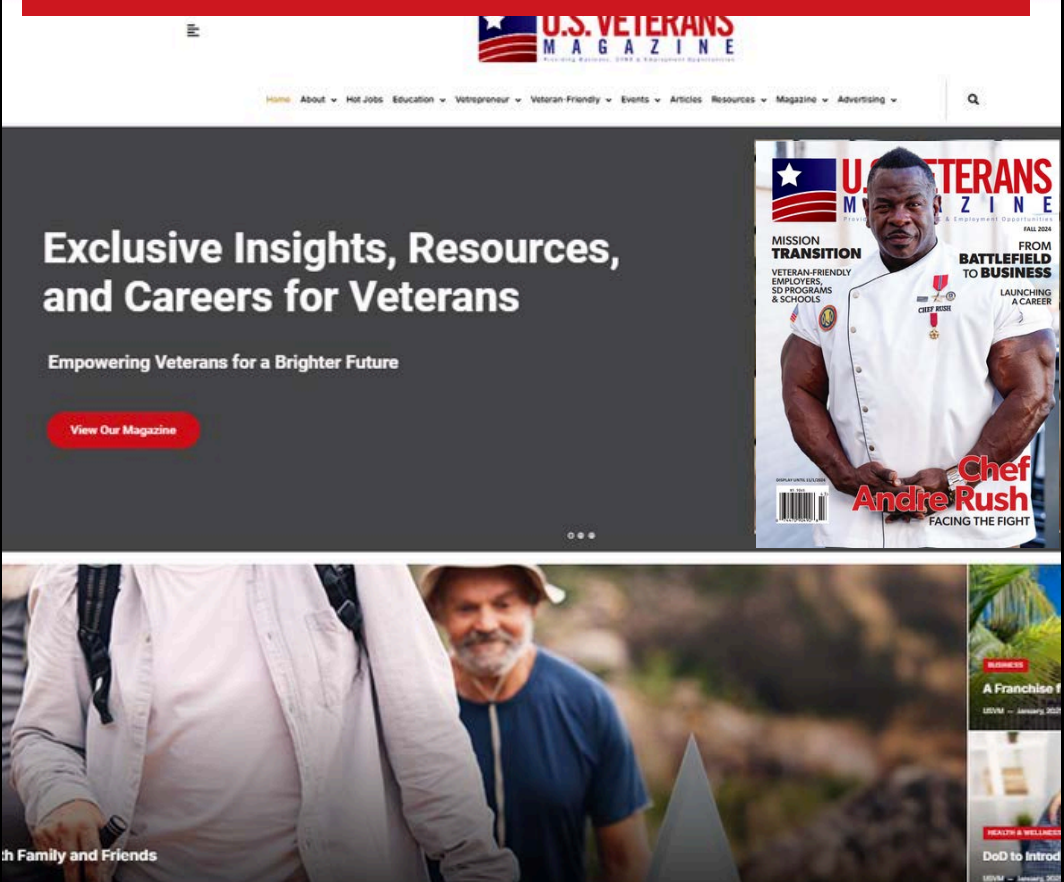
Sumner Lee with Fuse Integration: "We have just over 100 people, and nearly 40% of us are veterans," Lee shares. "I love hiring veterans because of their resiliency, capabilities and knowledge."
[READ MORE...](#)

Website Specs

Home Page

Top Rotating Banner

728 x 90px | 96 DPI or higher | Include URL format



Digital Issue

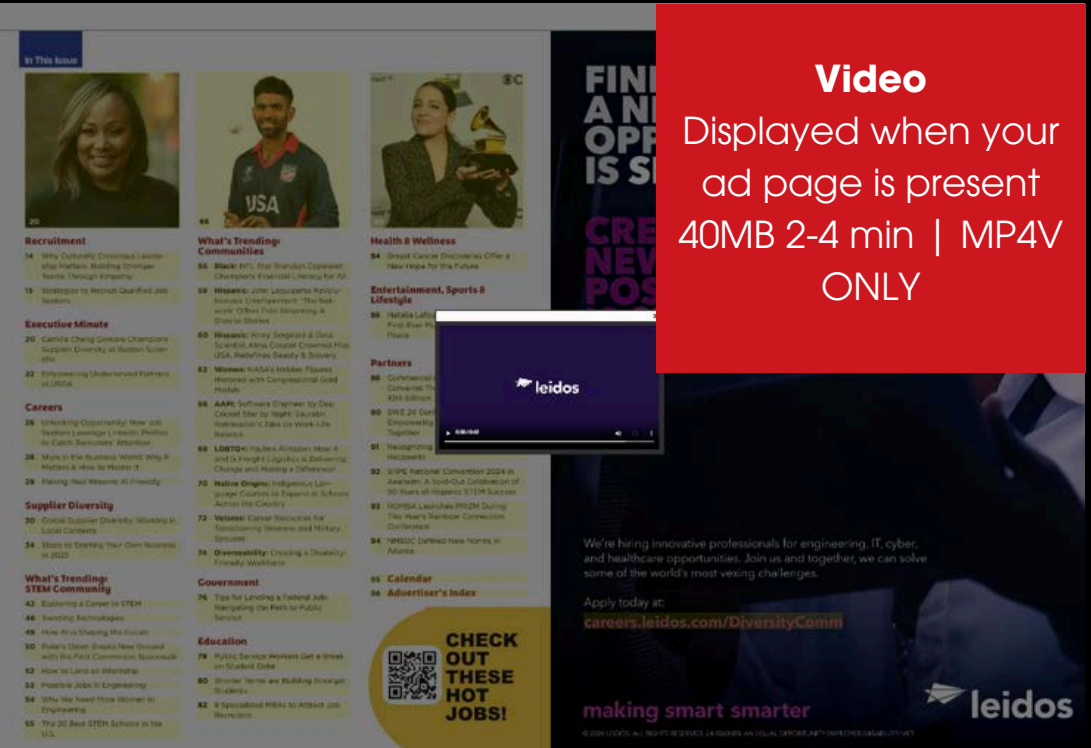
Top Banner

450 x 50px | 96 DPI or higher | Include URL format



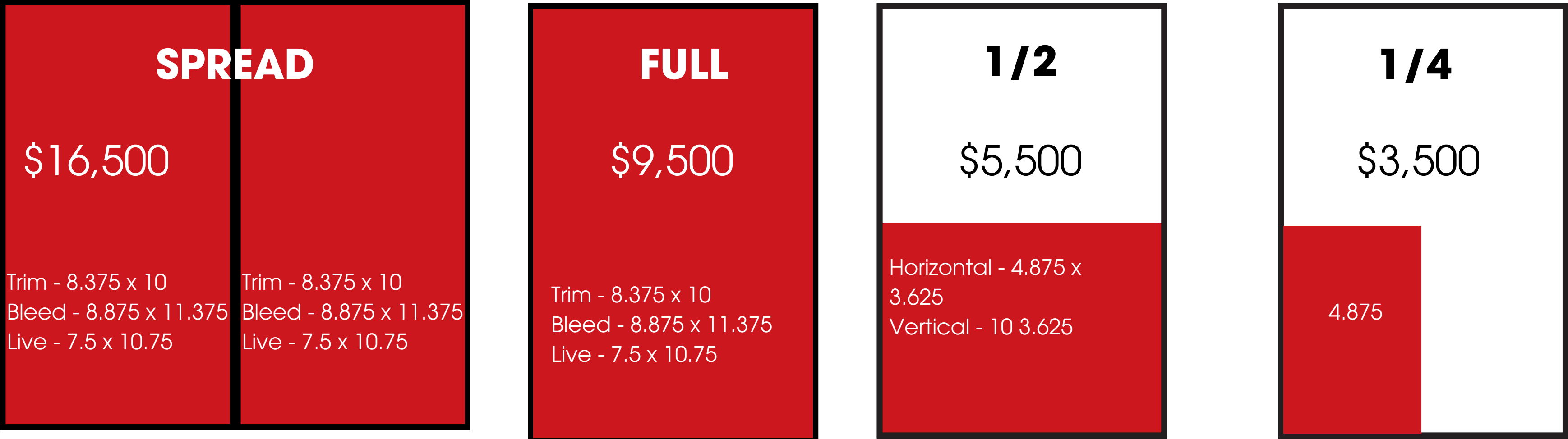
Video

Displayed when your ad page is present
40MB 2-4 min | MP4V ONLY



Print/Digital Specs & Pricing

WXH (in.)



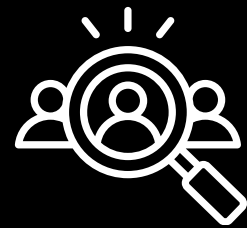
Every Issue Includes Content On



Careers



Education



**Recruitment
&
Retention**



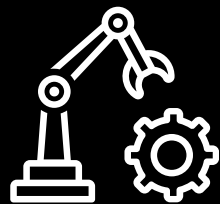
Supply Chain



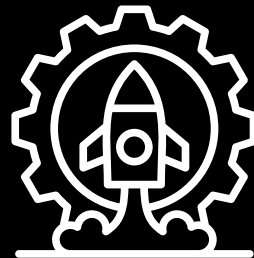
Pharma



Insurance



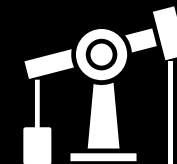
Manufacturing



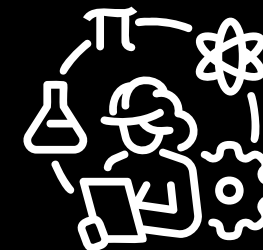
**Aerospace
&
Defense**



**Government
&
Veterans**



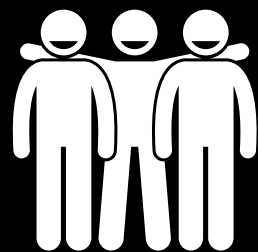
**Energy, Gas
& Oil**



**STEM
&
Cybersecurity**



**Finance
&
Banking**



**Veteran-Friendly
Companies**



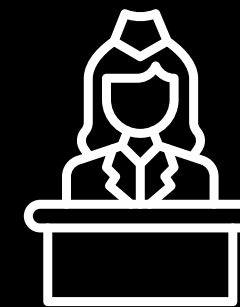
**Military Spouse
&
Family**



**Sports, Health
&
Wellness**



**Benefits
&
Family Resources**



**Retail
&
Hospitality**



**Service-Disabled
Veterans**

National Distribution



**Military Base
Career Centers**



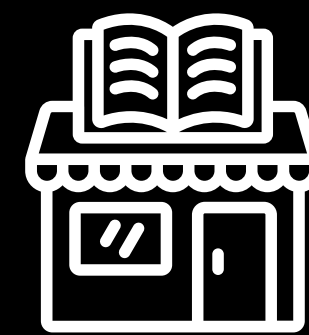
**TAP & ACAP
Programs**



**Employment
Resource
Centers**



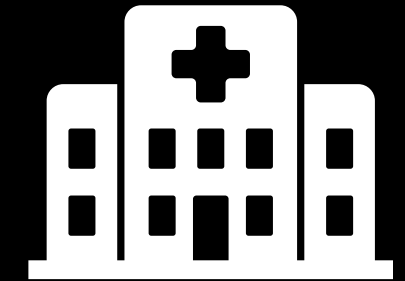
**Yellow Ribbon
Schools**



Barnes & Noble



Campus Libraries



**VA
&
Military Hospitals**



**Veteran
Centers**



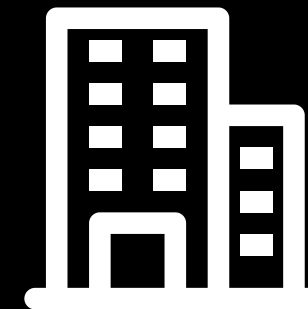
USO
• Lounges
• Airports
• Housing Offices



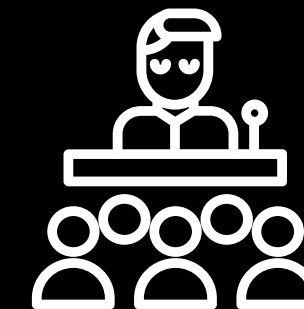
**Family
Readiness
Centers**



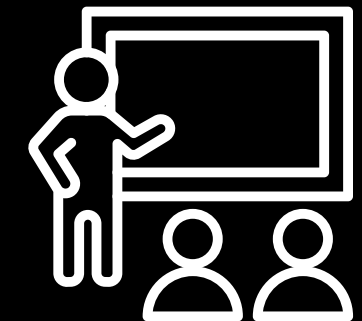
**American
Legion
Offices**



**AMVETS
Offices**



**Veteran-Friendly
Conferences**



**Veteran Workshops
&
Events**

All military personnel receive free digital subscriptions

Veterans In Sports Editorial Calendar 2025

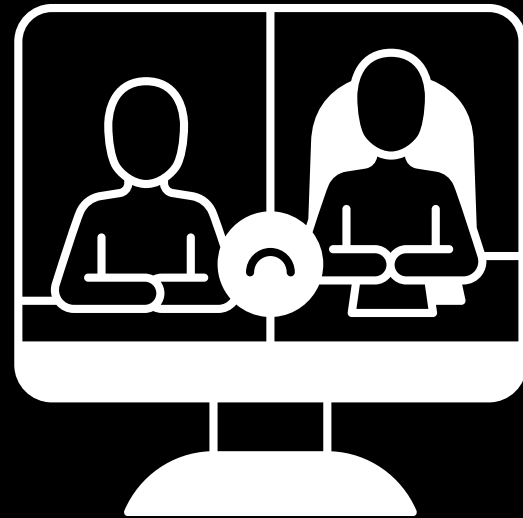
Month	Focus	Deadlines
November Issue 11/01/2025- 2/14/2026	Veterans Day Issue- Special Edition Veterans In Sports	
Reservation Date		6/5/2025
Material Due Date		9/12/2025
Publishing Date		11/1/2025

Submit materials to your Account Executive

Veteran Interviews

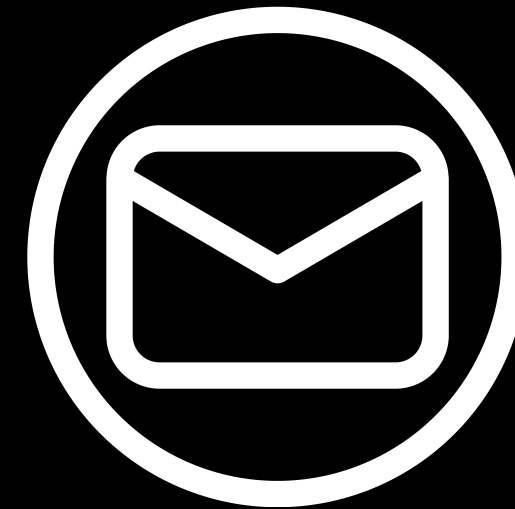
Organizations have the opportunity to feature an editorial spotlight in the issue of their choice. This includes an interview with our president, which will be crafted into a polished editorial piece.

You may choose from the following options:



Video Interview

An interview via Teams with a CEO, President or Executives of your choice that is turned into an editorial & posted on our YouTube channel.



Email Interview

Answer interview questions via email, that gets turned into an editorial for an upcoming issue.

ALL INTERVIEWS MUST BE SCHEDULED BY 07/05/2025

Interview Examples

Video Interview

Editorial

Ad & Editorial Spread



Mona Lisa Faris
Founder/Publisher

Kelvin E. Gumbs

Iron Riders: The Ride Continues...2024

Preserving, Promoting and Perpetuating the History of the Buffalo Soldiers

By Bobby McDonald



On June 18th, 1897, Lt. James Mear and 28 members of the U.S. Army's 25th Infantry Regiment Bicycle Corps undertook an experimental endeavor to test the feasibility of using bicycles as a mode of military transportation. The 25th Infantry Regiment Bicycle Corps, also known as the Iron Riders, was part of the segregated U.S. Army units that came to be known as the Buffalo Soldiers.

This undertaking involved a challenging 8-day, 1,500-mile bicycle ride from Fort Muenster, Montana, to Fort Lewis, Missouri.

This little-known story and adventure would later be considered the United States Army's greatest cycling experiment ever undertaken by men in the military—and the Buffalo Soldiers performed that experiment.

Then and Now

In 2024, in celebration of the 125th anniversary of the ride, a 2024 documentary was always part of the plan. The new documentary, *Iron Riders: The Ride Continues*, highlights the 125th anniversary of the ride and explores the impact the recent Iron Riders Celebration had on the local communities they encountered in the five states (Montana, Wyoming, South Dakota, Nebraska and Missouri) they passed through on their epic journey.

With the provision of a military operation, the Iron Riders Celebration went off without a glitch. The planning committee, members, supporters and the local communities accomplished their mission of celebrating the

significant historic ride, the 125th anniversary of the ride, a 2024 documentary was always part of the plan. The new documentary, *Iron Riders: The Ride Continues*, highlights the 125th anniversary of the ride and explores the impact the recent Iron Riders Celebration had on the local communities they encountered in the five states (Montana, Wyoming, South Dakota, Nebraska and Missouri) they passed through on their epic journey.

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Veterans Legal Institute Celebrates Ten Years, Ten Thousand Veterans Served

By Heidi Plummer, Esq.



Co-founded by Executive Director Antoinette Nadine in 2014, Veterans Legal Institute (VLI) celebrates serving over 10,000 low-income and homeless veterans in Southern California—a monumental undertaking given the magnitude of the need. Last year, 80% of discharge upgrade clients received a favorable outcome, more than four times the national average. Simultaneously, VLI secured over \$2.9 million in benefit awards for disabled veterans, including over \$143,000 in monthly compensation.

VLI successfully co-sponsored \$8,400 with Senator (CA) Tom Uehling, ensuring that service-connected veterans would not have their disability compensation viewed as a detriment and disqualify when seeking services at VA's medical and legal aid. This collaboration afforded disabled veterans a higher chance to qualify for legal aid throughout the state of California.

In honor of its 10th anniversary, VLI is hosting a celebration on Nov. 15, 2024, at Fort the Venue in Costa Mesa. Over the past several years, Wright Ford Young & Co. has been the title sponsor and confirmed attendees to date include two Medal of Honor recipients, high-ranking military officers, the who's who of the legal profession, veterans, politicians, and other parties who want to celebrate a worthy cause. The event will include unlimited wine tasting with seven wineries, a silent and live auction with carefully curated items and experiences, a live band, dancing, and a live special would from select dignitaries.

All proceeds from the event are earmarked to support low-income and homeless veterans. VLI anticipates that this event will be one of the most well-attended of its kind and has high expectations that it will sell out quickly.

Thanks to the generosity of law firm partner John Mailli, a Navy Veteran, with Mailli & Foulds, a \$100,000 donation will be presented to VLI to support a legal fellow for one year who will be dedicated to providing free legal services to veterans in need.

This year's honorees include:

- Veteran of the Year:** Tom Boscamp, U.S. Army Veteran, Coastline Community College
- Law Firm of the Year:** Ford & Diulio PC
- Attorney of the Year:** Rosanna E. Fristed, Esq.
- Community Partner of the Year:** Judge West
- Veteran Advocate of the Year:** The Farnsworth Law—Sahar Hanna, Silviana Sarkis, Vivien Hyman, Heidi Plummer

For more information about Lawyers for Warriors, visit bit.ly/L4W2024

LAWYERS FOR WARRIORS

THE DIAMOND ANNIVERSARY

PRESENTED BY WRIGHT FORD & YOUNG

ATTORNEY OF THE YEAR
ROSANNA E. FRISTED, ESQ.

LAW FIRM OF THE YEAR
FORD & DIULIO PC

VETERAN ADVOCATES OF THE YEAR
SAHAR HANNA
SILVANA SARKIS
HEIDI PLUMMER
VIVIEN HYMAN

VETERAN OF THE YEAR
TOM BOSCOMP

COMMUNITY PARTNER OF THE YEAR
JUDICATE WEST

Please note our new location

FÊTE THE VENUE

3101 RED HILL AVENUE - COSTA MESA, CA 92626

NOVEMBER 15, 2024 5:30PM - 10:30PM

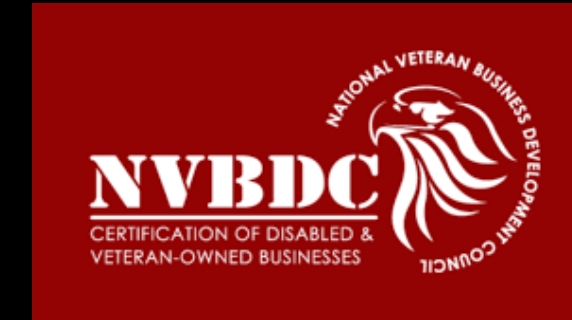
FORMAL CIVILIAN & MILITARY ATTIRE

INDIVIDUAL TICKET \$250.00 / JUDGES \$75.00



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The background of the entire image is a close-up, slightly blurred view of the American flag. The stars and stripes are visible, with the stars appearing on the left and the stripes flowing towards the right. The colors are muted, with a dark blue for the stars and a deep red for the stripes.

THANK YOU

For your service & collaboration!!

We look forward to partnering with
you.

U.S. Veterans Magazine Team

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