



# Media Kit

## 2025-2026

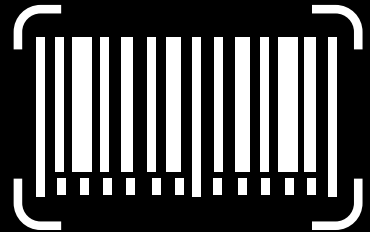




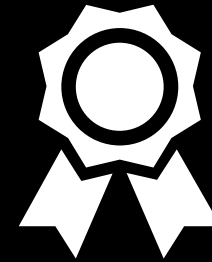
# About Us

**U.S. Veterans Magazine (USVM)** is dedicated to providing veterans, transitioning service members, and military families with opportunities in business, career development, supplier engagement, education, and lifestyle. We connect veterans with the resources, insights, and networks they need to successfully navigate civilian life, whether pursuing a corporate career, starting a business, or exploring educational opportunities. With a merit-based approach, we support companies in fostering a fair and results-driven environment for veteran hiring, supplier engagement and professional growth. Through engaging content and expert-driven resources, **USVM** helps veterans and military-connected individuals achieve their goals and build successful futures.

## What Makes Us Different



Barcoded & Sold  
at Barnes & Noble



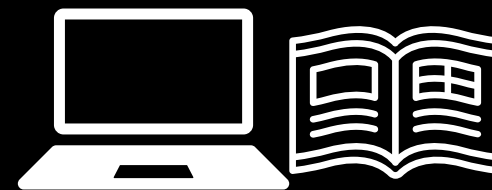
Awards & Accolades



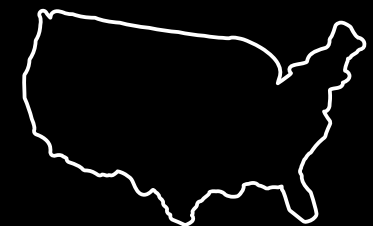
Partnering with  
over 75-100  
Conferences &  
Events



Veteran-Friendly

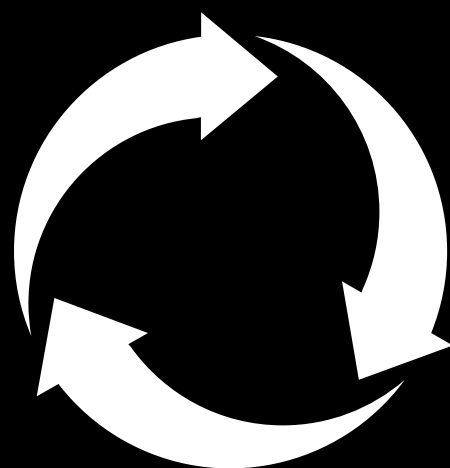


Digital & Print  
Advertising

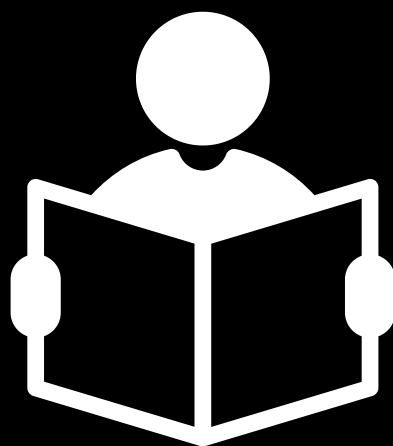


Geotargeting  
& Job Board

# Readership & Circulation



Circulation  
1.2 Million

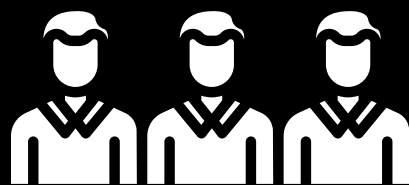


Readership  
425,000

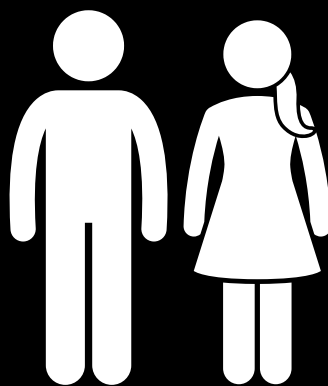


Ages  
18-24  
16%  
25-34  
27%  
35-44  
33%  
45+  
24%

## SUBSCRIBERS



Digital 62%  
Print 38%



Female 25%  
Male 75%



# Targeting Multiple Audiences



**TRANSITIONING  
SERVICE  
MEMBERS**



**CIVILIANS**



**ACTIVE  
DUTY**



**SERVICE  
DISABLED**




**MILITARY SPOUSES  
&  
FAMILIES**



**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**



**B2B  
CERTIFIED**



**NETWORKING**



# Conferences & Events

Unparalleled bonus distribution and event partnerships: With collaborations at 75-100 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 over 300 conferences & events.**

Click here for a full list of 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.



# Veteran Focused- Partners, Conferences & Events

1st & Goal Project  
AFCEA West Conference  
ALPFA-American Latino Pros in Finance & Accounting  
AFM-Vets on Track Foundation  
AMAC - Airport Minority Advisory Council  
America's Warrior Partnership  
Amputee Coalition  
AMVETS  
Association of the U.S. Army Greater Los Angeles Chapter  
BDPA - Black Data Processing Associates  
Be A Hero Hire A Hero  
BEYA STEM - Black Engineer of the Year Awards  
BIG - Blacks in Government  
CA Veterans Chamber of Commerce  
Cal Vet - California Department of Veteran Affairs  
CCF - City Career Fair  
CCME - Council of College and Military Educators Annual Symposium  
Cheeriodicals  
Commercial UAV Expo  
Disability:IN  
Disability:IN North Carolina  
DVBA - Disabled Veterans Business Alliance  
DVNF - Disabled Veterans National Foundation  
Elite SDVOB-Service-Disabled Veteran-Owned Business  
Employment Development Department Women Veterans Seminar  
FEW - Federally Employed Women  
Final Salute/ Ms. Veteran America

Gary Sinise Foundation  
GEO Week  
GLAAACC  
Global ERG Network  
HirePatriots  
Hire G.I.  
Hire Heroes USA  
Honor Women Veterans Conference  
Hope for the Warriors  
INVets  
Invictus Foundation  
Invictus Games  
LA Fleet Week  
Library of Congress  
LULAC - National Legislative Conference & Gala  
Maryland Military and Veteran Women Business Conference  
MCON Conference  
Military Influencer Conference  
Military MOJO - Military Officer Job Opportunities  
Minority Women Veterans Organization  
MVJ  
NAAAS - National Association of African American Studies  
NAACP - National Association for the Advancement of Colored People  
NABMW  
NASPA-Veterans Conference, A Military Veteran Symposium for Higher Education  
NAVUB - National Association of Veterans Upward Bound  
Navy Gold Coast  
NAWLEE - National Association of Women Law Enforcement Executives  
NBMBAA - National Black MBA Association  
NCHV -National Coalition for Homeless Veterans  
NCOA Career Expos- Noncommissioned Officers Association  
NDVETS - New Directions for Veterans

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NMSDC - National Minority Supplier Development Council  
NNALEA - National Native American Law Enforcement Association  
NOBLE - National Organization of Black Law Enforcement Executives  
NUL - National Urban League  
NVBDC - National Veteran Business Development Council  
NVSBC - National Veteran Small Business Coalition  
NVSBE - National Veterans Small Business Engagement  
NVTSI - National Veteran Transition Services, Inc.





# Veteran Focused- Partners, Conferences & Events

UNIDOS US  
USHCC - United States Hispanic Chamber of Commerce  
USO - United Service Organization  
USVBA - United States Veterans Business Alliance  
USVCC - United States Veterans Chamber of Commerce  
UTAVBOC - UTA Veterans Business Outreach Center  
VA Healthcare Summit  
Value of a Veteran  
VAMBOA  
Veteran Edge Conference  
Veteran Recruiting  
Veteran Saves  
Veterans Ascend  
Veterans Health Alliance of Long Island  
VETNET  
VFW Foundation  
VIB - Veterans in Business  
VIBN- Veterans in Business Network  
VLI - Veterans Legal Services  
WiCyS - Women in Cybersecurity  
WIFLE - Women in Federal Law Enforcement  
Women Veteran Empowerment Conference  
Wounded Warrior Project

Orion Talent  
Paralyzed Veterans of America-National Wheelchair Games  
Project HIRED - Wounded Warriors Job Fairs  
PSWMSDC - Pacific Southwest Minority Supplier Development Council  
PVA - Paralyzed Veterans of America  
SAME OC-Society of American Military Engineers  
SATELLITE 2024  
SCMSDC - Southern California Minority Supplier Development Council  
SHPE - Society of Hispanic Professional Engineers  
Sky Ball  
Small Business Expo  
Stable Strides  
SVA - Student Veterans of America Annual Conference  
TECHEXPO - Top Secret Hiring Events  
The Conference Board  
The Rosie Network  
The Value Of A Veteran

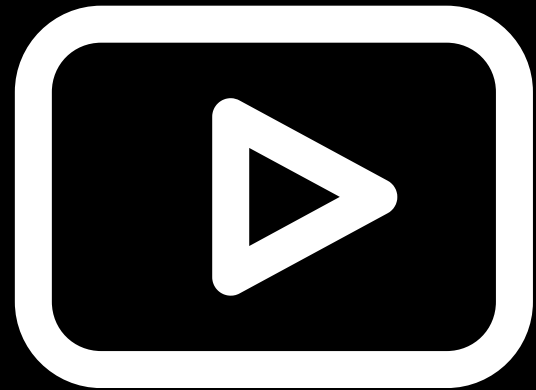




# Spotlight Your Event with Exclusive Media Coverage

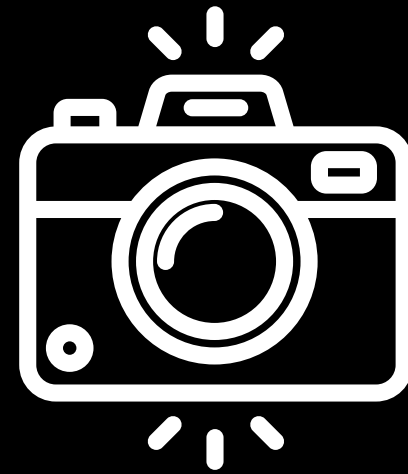
Turn your event into a spotlight feature with our tailored coverage options. Whether you're hosting a conference, workshop, gala, or community event, we can help you amplify its impact through media.

## 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.



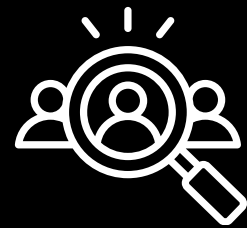
# Every Issue Includes Content On



**Careers**



**Education**



**Recruitment  
&  
Retention**



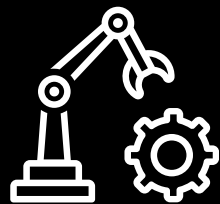
**Supplier Engagement**



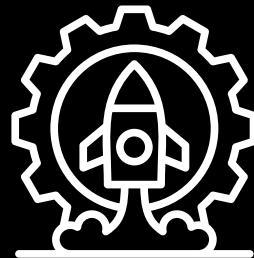
**Pharma**



**Insurance**



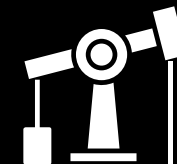
**Manufacturing**



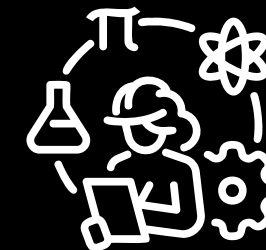
**Aerospace  
&  
Defense**



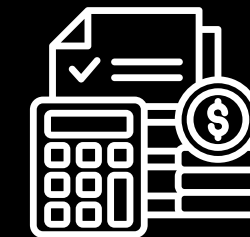
**Government  
&  
Veterans**



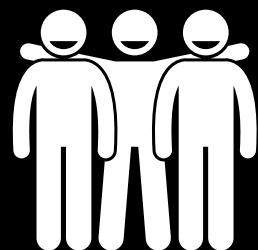
**Energy, Gas  
& Oil**



**STEM  
&  
Cybersecurity**



**Finance  
&  
Banking**



**Veteran-Friendly  
Companies**



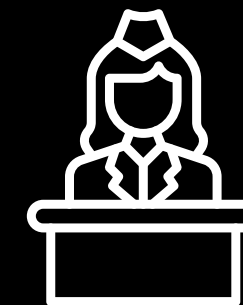
**Military Spouse  
&  
Family**



**Sports, Health  
&  
Wellness**



**Benefits  
&  
Family Resources**



**Retail  
&  
Hospitality**



**Service Disabled  
Veterans**



# National Distribution



**Military Base  
Career Centers**



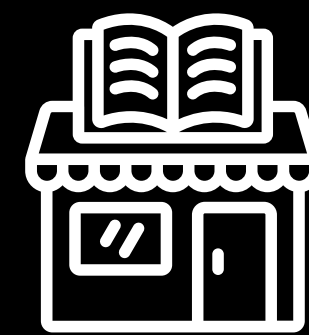
**TAP & ACAP  
Programs**



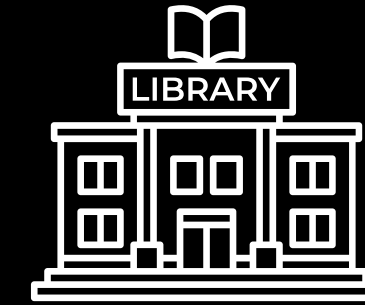
**Employment  
Resource  
Centers**



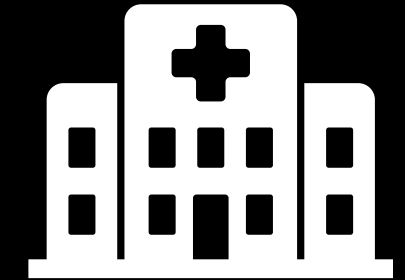
**Yellow Ribbon  
Schools**



**Barnes & Noble**



**Campus Libraries**



**VA  
&  
Military Hospitals**



**Veteran  
Centers**



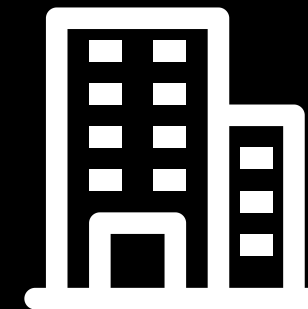
**USO**  
• Lounges  
• Airports  
• Housing Offices



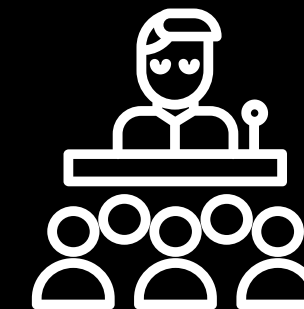
**Family  
Readiness  
Centers**



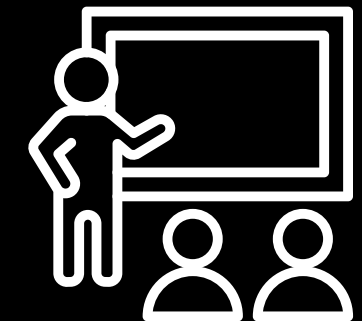
**American  
Legion  
Offices**



**AMVETS  
Offices**



**Veteran-Friendly  
Conferences**



**Veteran Workshops  
&  
Events**

All military personnel receive free digital downloads



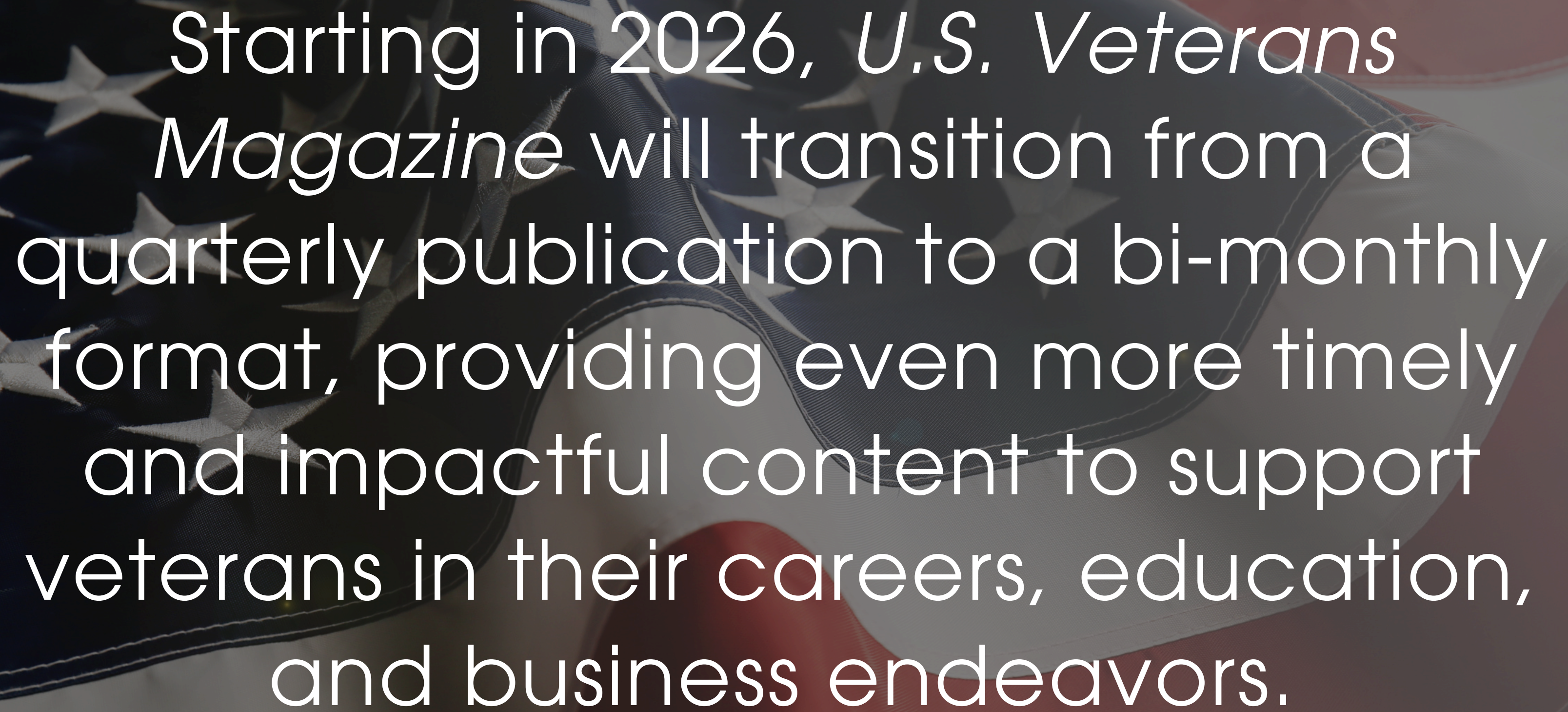
# Editorial Calendar 2025

All advertisements must comply with **Department of Defense guidelines**. We reserve the right to request changes to or reject any submission that does not meet these requirements.

Month	Focus/ Industry	Veteran-Friendly	Space & Material Deadlines
February - Spring	Medal of Honor & Military Appreciation / Aviation	_____	Space: 12/06/24 Material: 12/13/24
May - Summer	Armed Forces & Memorial Day/ Construction/ Military Spouses	_____	Space: 2/28/25 Material: 3/14/25
August - Fall	Suicide Prevention/ Franchise	Top Vet-Friendly Employers & Top Yellow Ribbon Schools	Space: 6/06/25 Material: 6/13/25
November - Winter	Veterans Day/ Hospitality	Top Vet-Friendly Schools	Space: 9/05/25 Material: 9/12/25

Each issue is published on the 15th of the month, except for the November edition, which is released on the 1st to coincide with Veterans Day.



The background of the image is a close-up, slightly blurred view of the American flag. The stars and stripes are visible, with the stars appearing as white on a dark blue field and the stripes as red and white. The flag is draped, creating soft folds and shadows.

Starting in 2026, *U.S. Veterans Magazine* will transition from a quarterly publication to a bi-monthly format, providing even more timely and impactful content to support veterans in their careers, education, and business endeavors.



# Editorial Calendar 2026

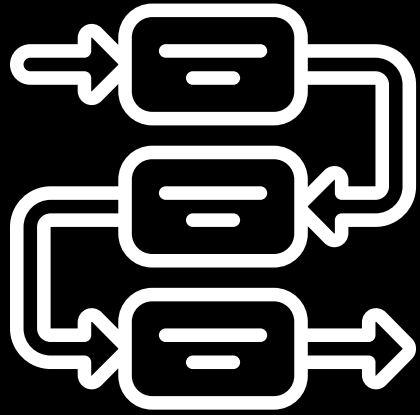
All advertisements must comply with **Department of Defense guidelines**. We reserve the right to request changes to or reject any submission that does not meet these requirements.

Each issue is published on the 1st of the month

Month	Focus/ Industry	Space & Material Deadlines	
January	Top Vet-Friendly Supplier Programs/ Careers for the New Year/ Higher Education/ Aerospace & Defense/ Inclusive Branding/ Cybersecurity & AI/ VOBs	S: 11/8/25	M: 11/14/25
March	Medal of Honor/ Veteran Initiatives/ Supplier Engagement/ Inclusive Branding/ On Campus & Online Programs/ Hire a Veteran	S: 1/10/26	M: 1/16/26
May	Armed Forces & Memorial Day/ Military Appreciation/ Military Spouses & Families/ Hot Jobs/ Veterans on Campus/ Veteran Certification	S: 2/28/26	M: 3/13/26
July	Top Vet-Friendly Employers/ National Hire a Veteran Day/ Veteran Resources/ Salute to a Veteran	S: 5/2/26	M: 5/15/26
September	Top Yellow Ribbon Schools/ Conference Special/ MBA Programs/ Back to School/ Patriot Day/ Recruitment Strategies	S: 7/3/26	M: 7/17/26
November	Veterans Day/ Veterans in Sports/ Top Vet-Friendly Schools/ Securing the Contact/ Veteran Education Resources/ Veteran Branding	S: 9/5/26	M: 9/11/26

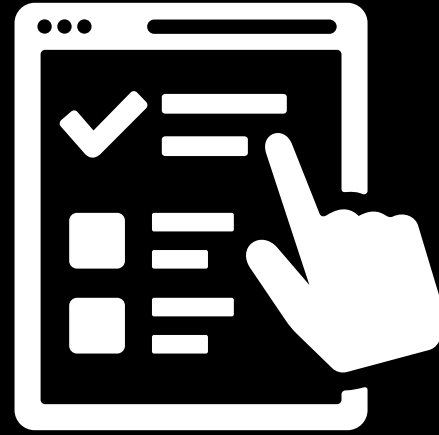


# Veteran-Friendly Lists



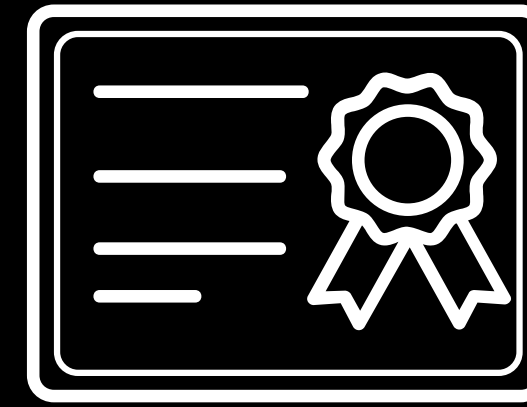
## Methodology

Comprehensive evaluations to independently recognize excellence across various sectors, including employers, government agencies, law enforcement, schools, and supplier programs.



## Survey Submission

Submit the survey in order to be considered for recognition.



## Award Logos & Licensing

- Recognition Certificate: Showcase your award.
- Veteran-Friendly Logo: Free to use for marketing.
- Advertising Discount
- Free Editorial/ Interview
- Publicity Opportunity: Receive a press release template.



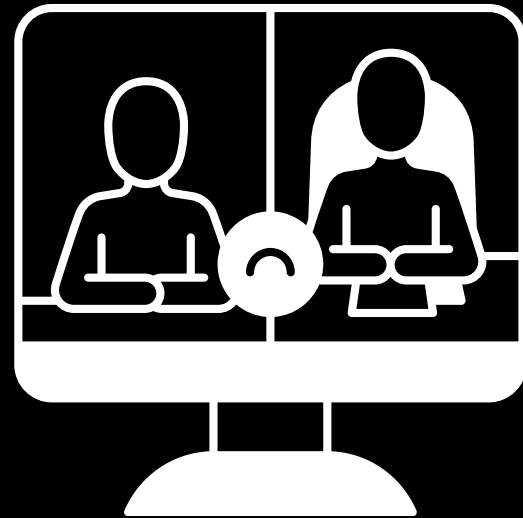
## National Press Release

National recognition through a Cision press release.



# Veteran-Friendly Executive Interviews

Organizations featured on our Veteran-Friendly lists are offered a complimentary editorial spotlight in one issue of their choice. Companies may select from the following options:



## Video Interview

An interview via Teams 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.

THIS OFFER IS VALID FOR ONE EDITORIAL PER ISSUE PER COMPANY.



# Veteran-Friendly Examples

## Video Interview



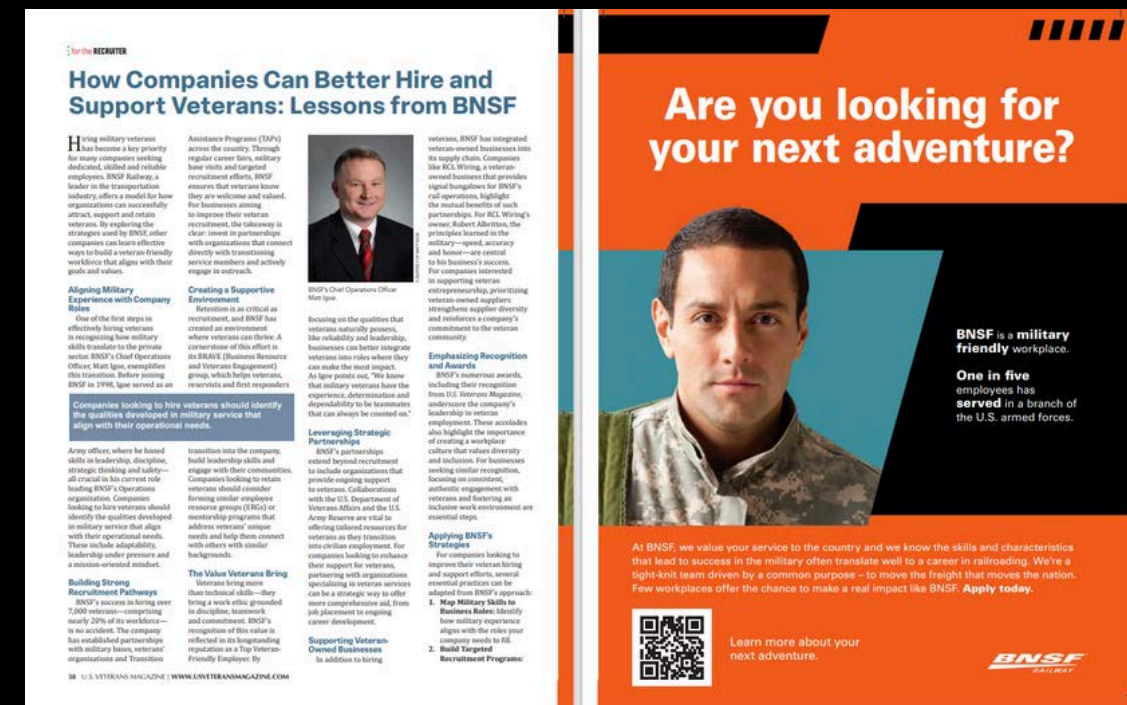
Value of: \$5,000

## Editorial



Value of: \$9,500

## Ad & Editorial Spread



Value of: \$19,000

\*You have the option of purchasing an ad to go alongside your free editorial to create a 2-page spread.

# Pricing & Options

## Magazine

2 Page Spread	\$16,500
Full Page	\$9,500
1/2 Page	\$5,500
1/4 Page	\$3,500
Page 0	\$10,000
Back Cover	\$12,350
Inside Front Cover	\$11,875
Inside Back Cover	\$11,875
Video	\$5,000

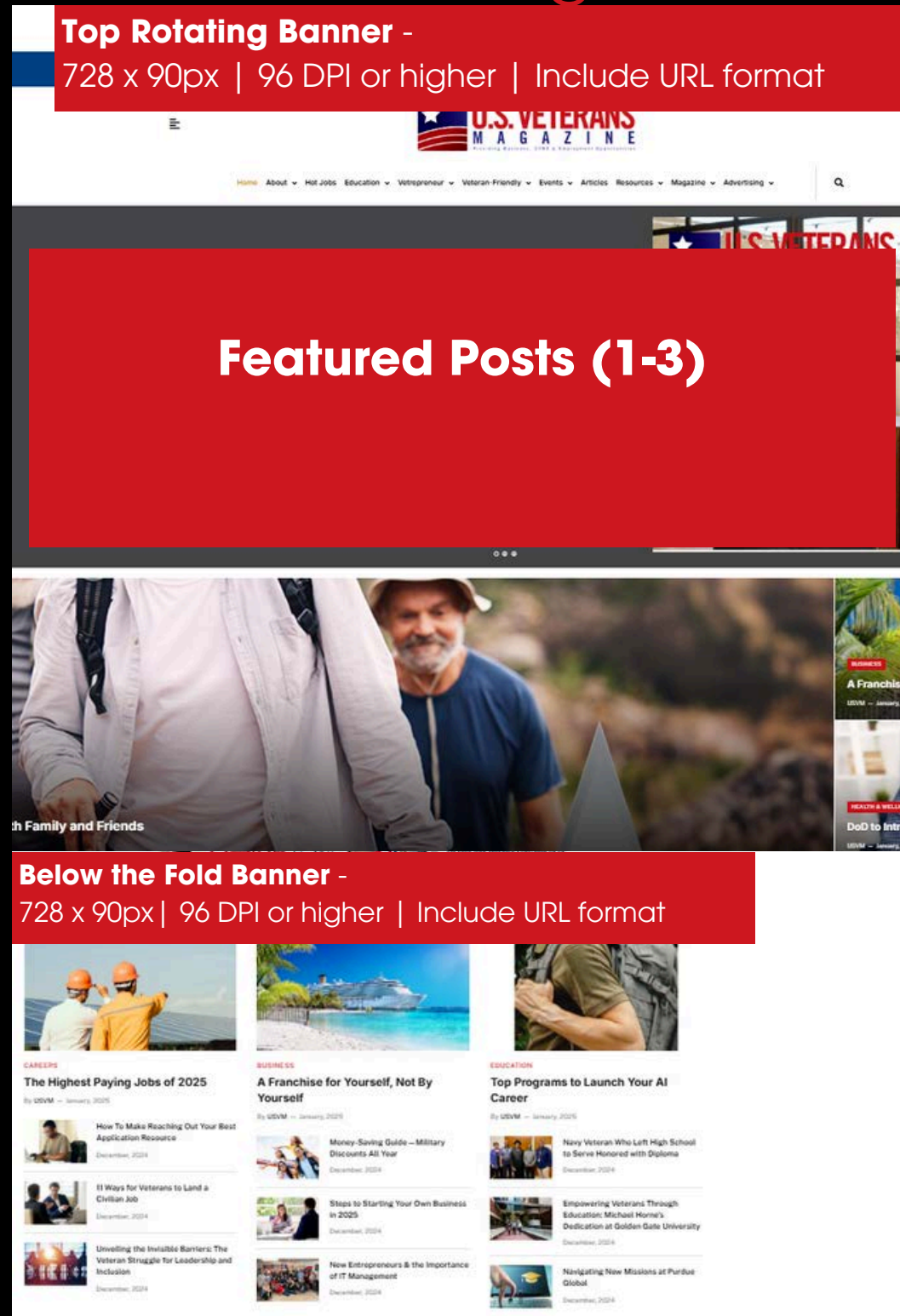
## Website

Top Rotating Banner (1-3)	1: \$10,000 2: \$6,000 3: \$4,000
Below the Fold Banner	\$2,500
Featured Posts (1-3)	1: \$6,000 2: \$4,000 3: \$2,000
Header	\$10,000
Sidebar Ad	\$10,000
Bottom Banner	\$10,000

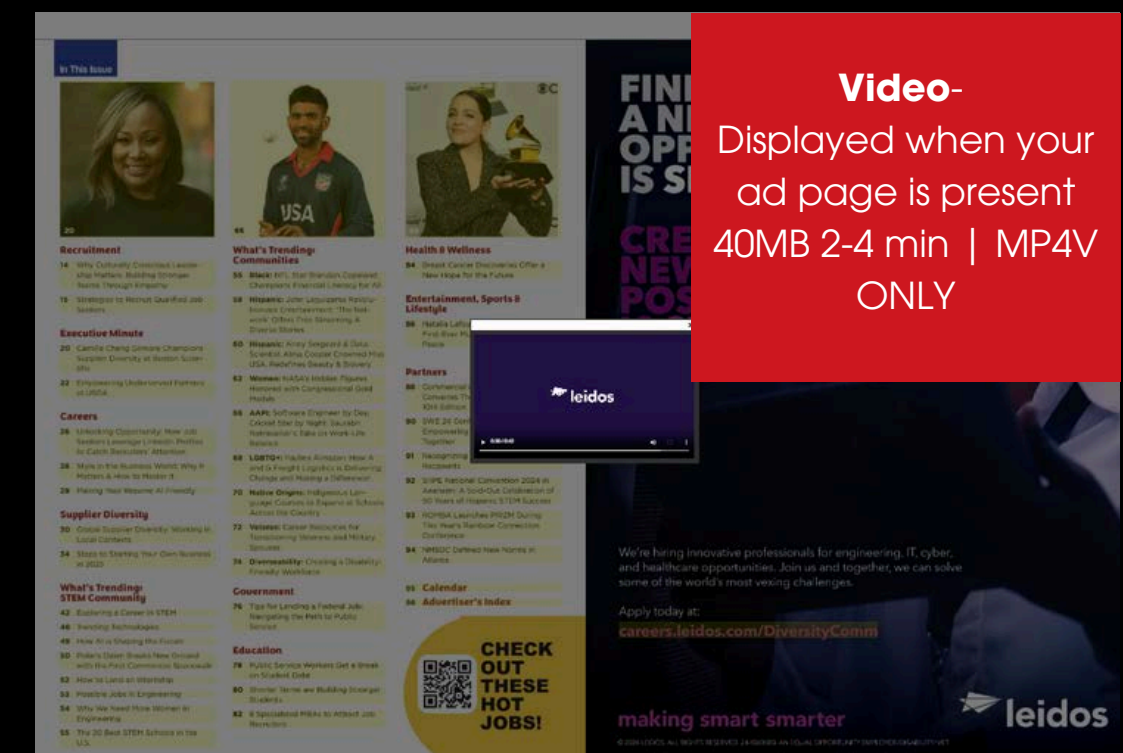
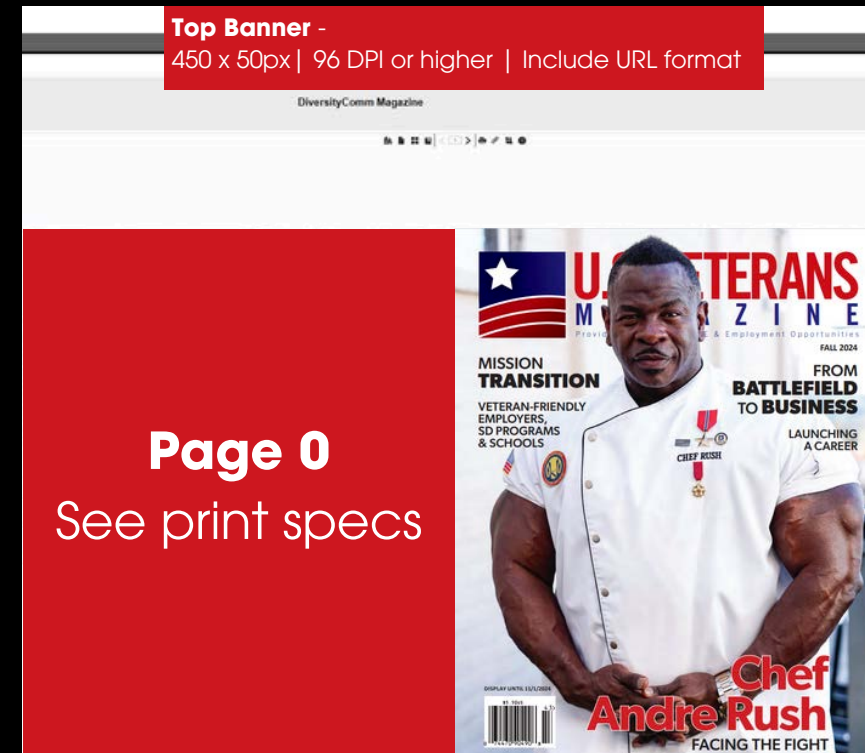


# Website Specs

## Home Page



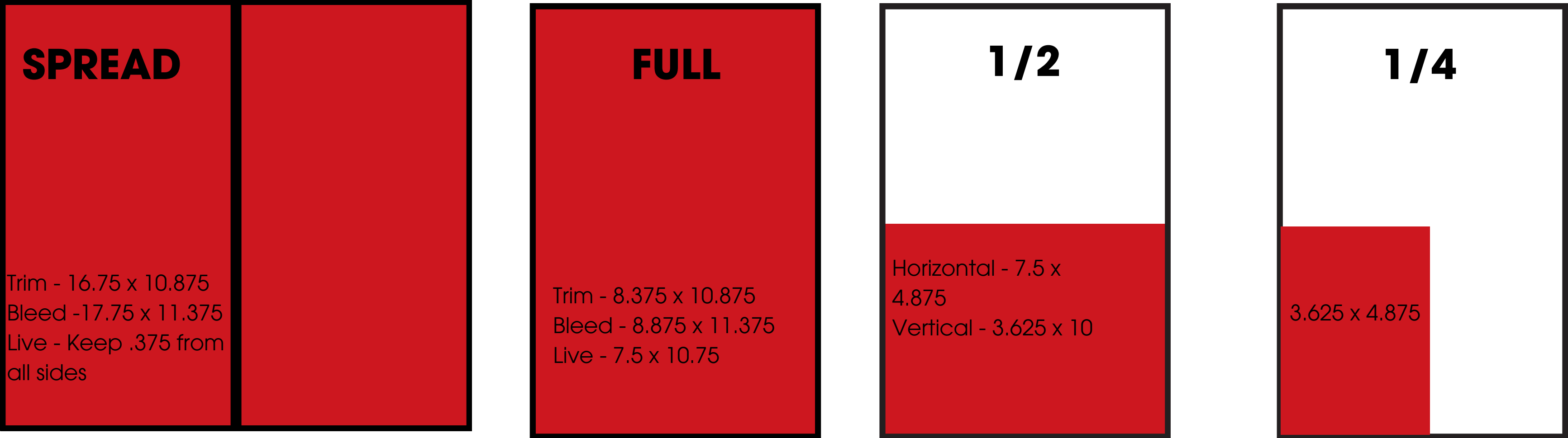
## Digital Issue



# Print/Digital Specs

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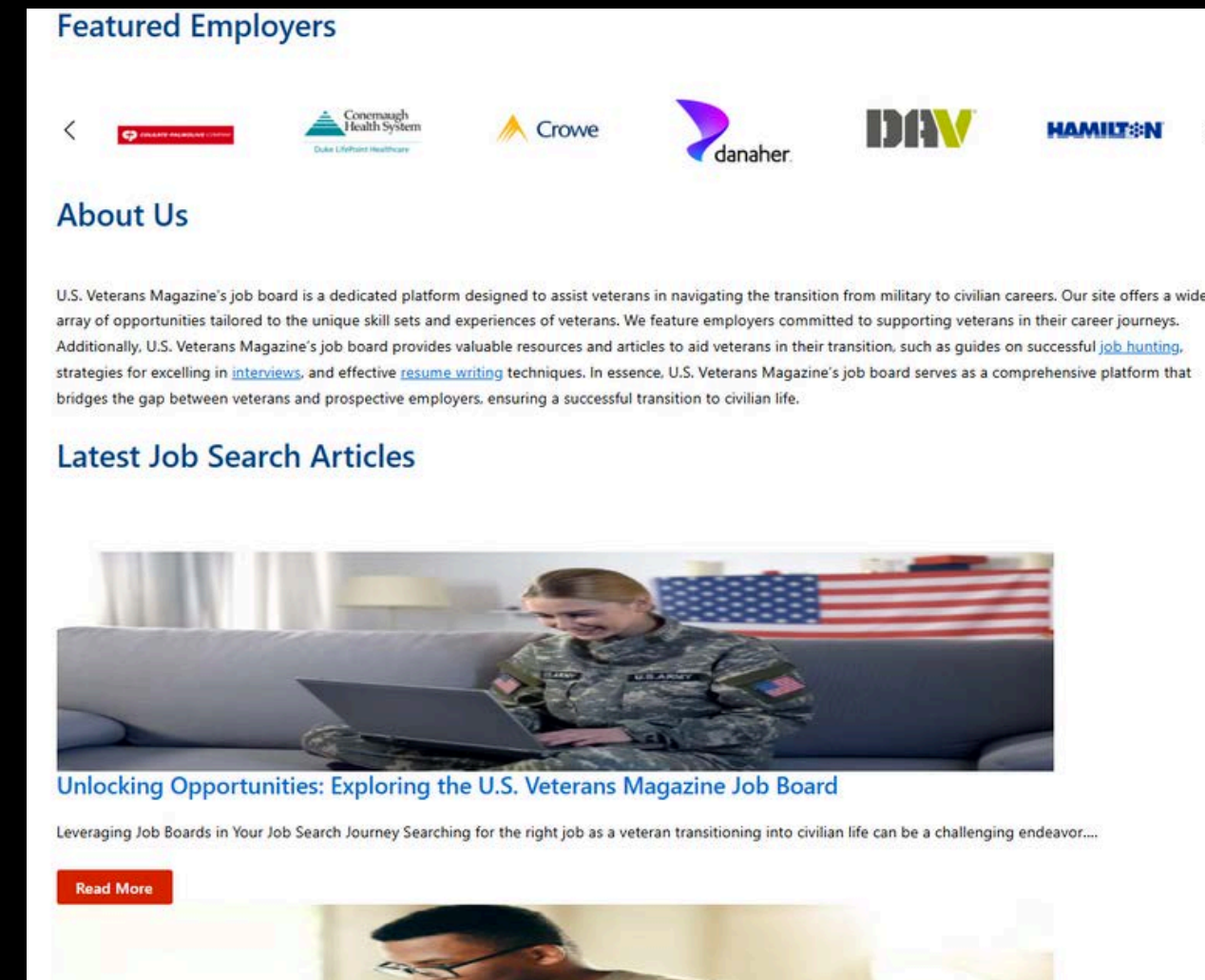
WXH (in.)





# Job Board Pricing

Single Job Posting	\$200
10	\$1,800
20	\$2,900
30-49	\$3,900
50-100	\$6,900
6 Month Package	\$10,000
1 Year Package	\$25,000



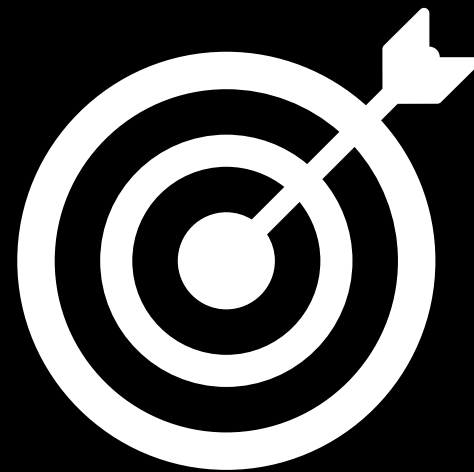
# Geotargeting

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 geo-targeting
- 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



# Current Advertisers



# Contact Us



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