



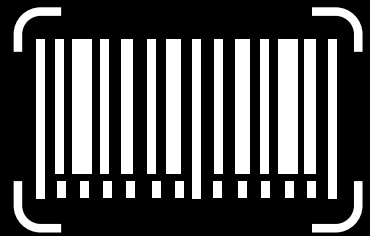
Media Kit

2025-2026

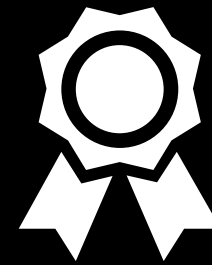
About Us

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



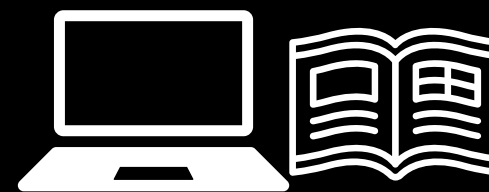
Awards & Accolades



Partnering with
over 75-100
Conferences &
Events



Veteran-Friendly

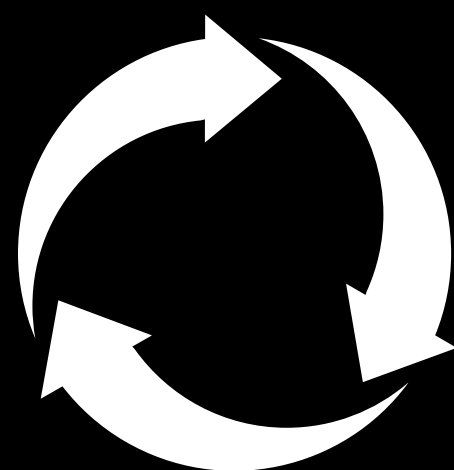


Digital & Print
Advertising

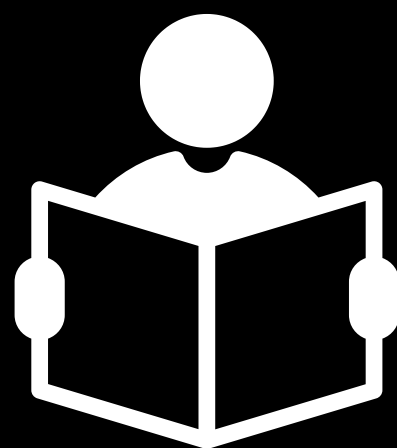


Geotargeting
& Job Board

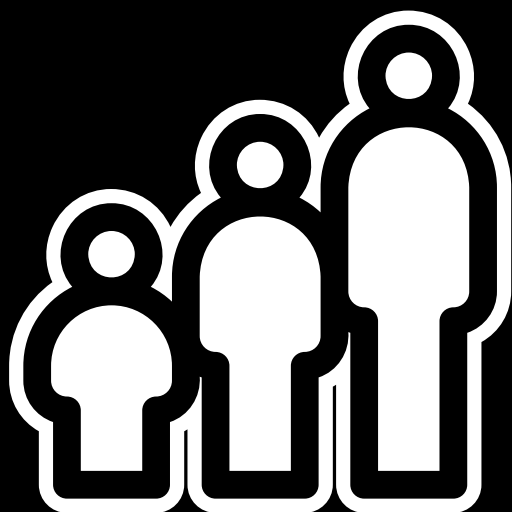
Readership & Circulation



Circulation
425,000

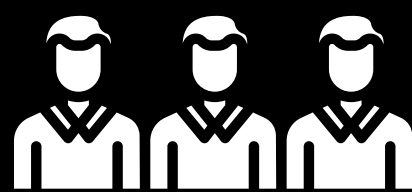


Readership
1.2 Million

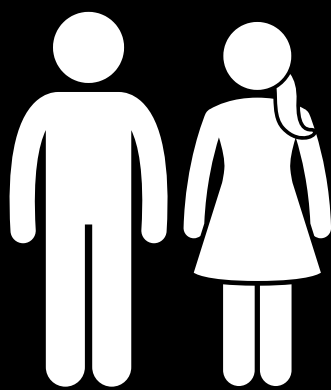


Ages
18-24
16%
25-34
27%
35-44
33%
45+
24%

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

NDVETS – New Directions for Veterans
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

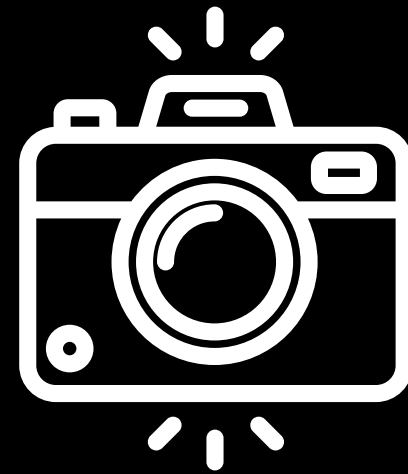
Turn your event into a spotlight feature with our tailored coverage options. Whether you're hosting a conference, workshop, gala, or community event, we can help you amplify its impact through media.

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.

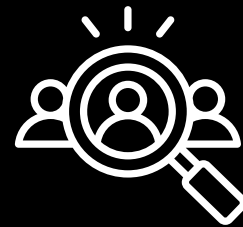
Every Issue Includes Content On



Careers



Education



**Recruitment
&
Retention**



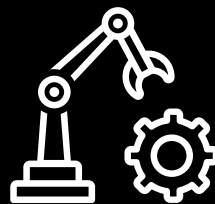
Supplier Engagement



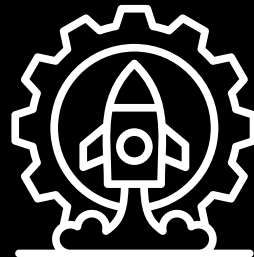
Pharma



Insurance



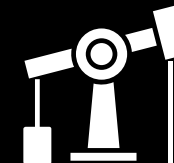
Manufacturing



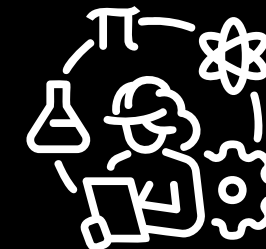
**Aerospace
&
Defense**



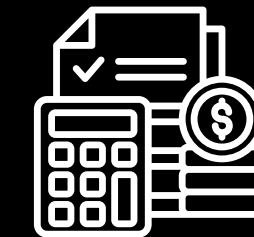
**Government
&
Veterans**



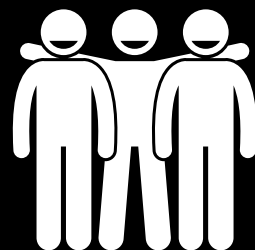
**Energy, Gas
& Oil**



**STEM
&
Cybersecurity**



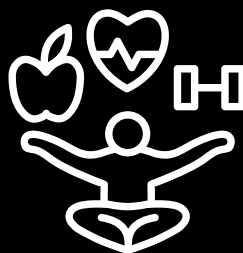
**Finance
&
Banking**



**Veteran-Friendly
Companies**



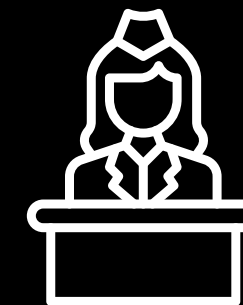
**Military Spouse
&
Family**



**Sports, Health
&
Wellness**



**Benefits
&
Family Resources**



**Retail
&
Hospitality**



**Service Disabled
Veterans**

National Distribution



**Military Base
Career Centers**



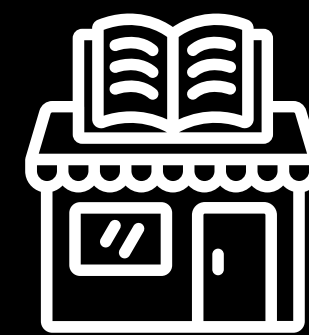
**TAP & ACAP
Programs**



**Employment
Resource
Centers**



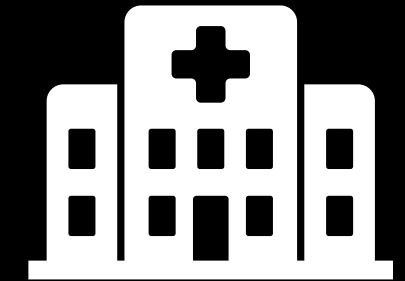
**Yellow Ribbon
Schools**



Barnes & Noble



Campus Libraries



**VA
&
Military Hospitals**



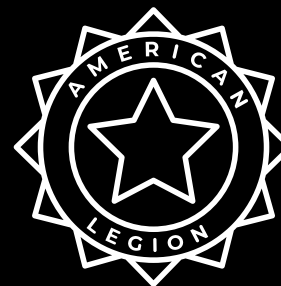
**Veteran
Centers**



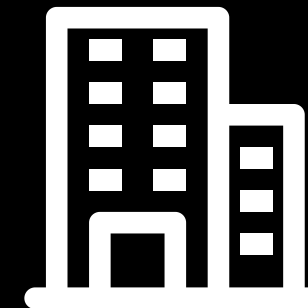
USO
• Lounges
• Airports
• Housing Offices



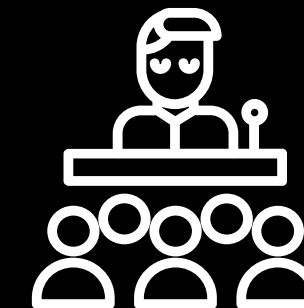
**Family
Readiness
Centers**



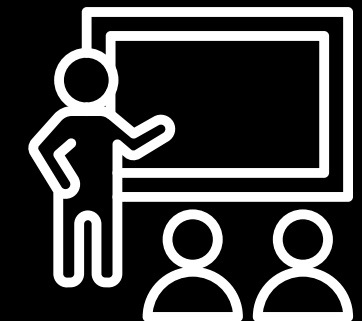
**American
Legion
Offices**



**AMVETS
Offices**



**Veteran-Friendly
Conferences**



**Veteran Workshops
&
Events**

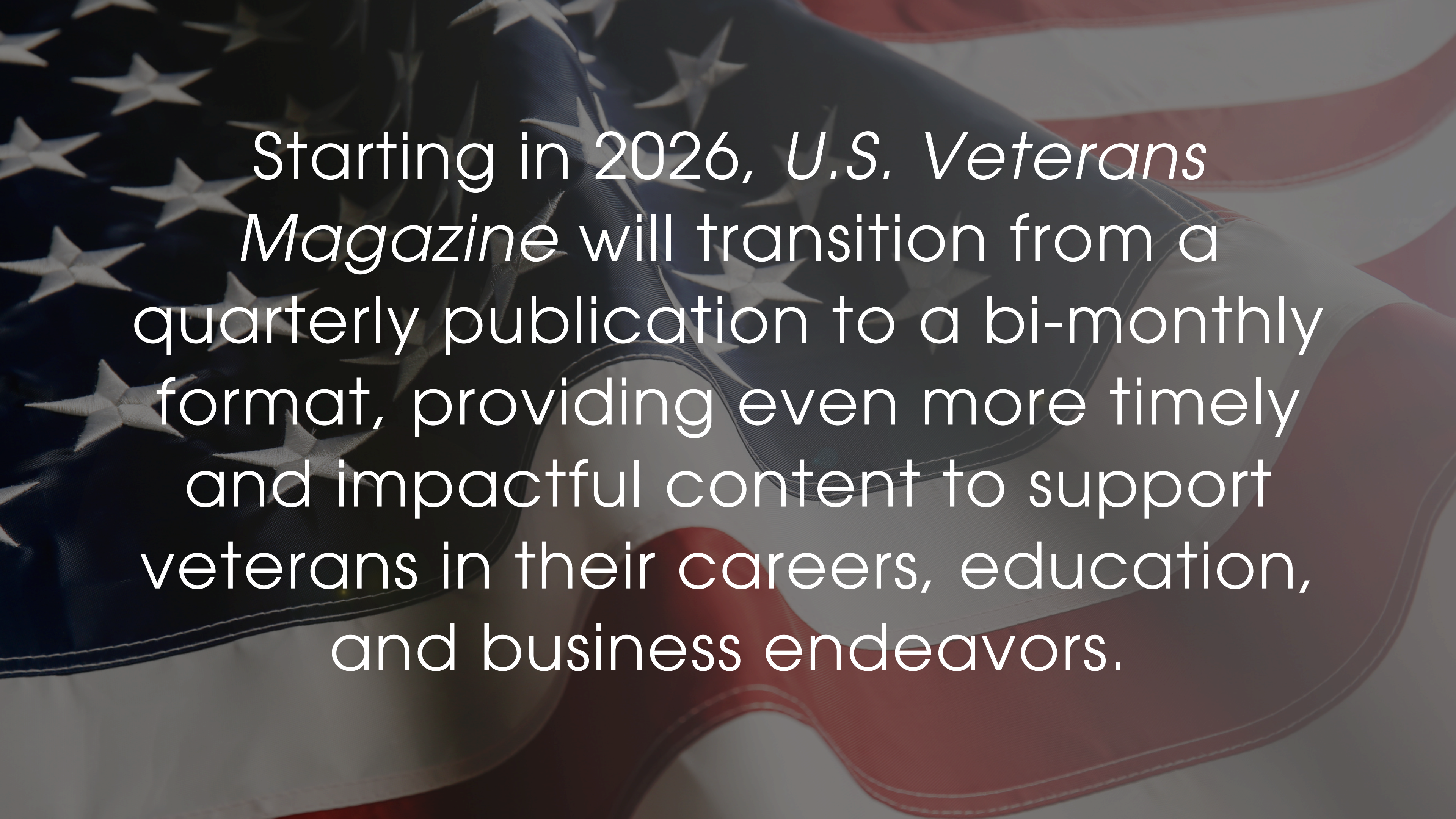
All military personnel receive free digital downloads

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	Salute to Veterans/ 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.

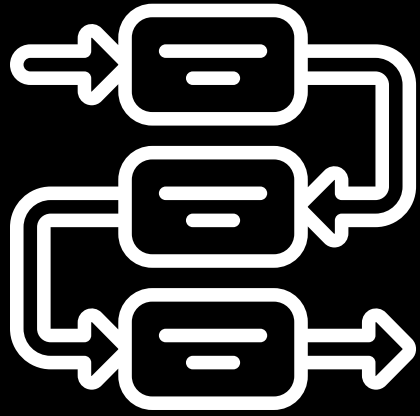
Editorial Calendar 2026

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

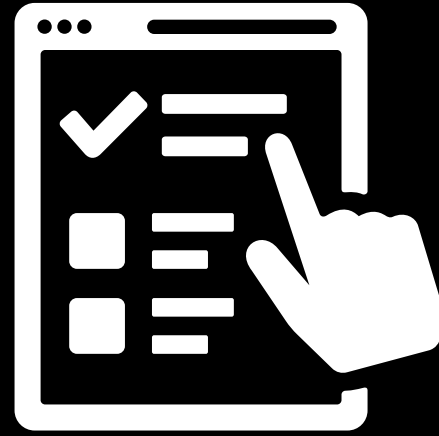
Month	Theme	Focus & Industry	Deadlines
Jan	Service to Success	Careers, Education, & Business for the New Year Transitioning Veterans Hot Jobs Veteran Talent Pipeline GI Bill Advantage Boots to Books Top Veteran-Friendly Supplier Programs Value of VBO Certification	S: 11/7/25 M: 11/14/25
March	Medal of Honor	Veteran Initiatives Mental Health & Wellness Service Disabled Hire a Veteran Military Skills to Careers Employer Spotlight Finance & Banking On-Campus & Online Programs The Power of the GI Bill Veteran-Owned Spotlight Path to Procurement Winning Government Contracts	S: 1/9/26 M: 1/16/26
May	Military & Spouse Appreciation	Armed Forces Memorial Day Military Appreciation Military Spouse Appreciation Day Top Mil-Spouse Friendly Employers Veterans on Campus Scholarships & Grants Access to Opportunity Supplier Partnerships Value of Supplier Networks	S: 2/28/26 M: 3/13/26
July	Boots to Brilliance & U.S.A 250th Anniversary Issue	250th Anniversary of the U.S.A National Hire a Veteran Day Top Veteran-Friendly Employers Military Credit Transfers, Degrees for Veterans Procurement Made Simple Contracting Opps SDVOB Spotlights	S: 5/1/26 M: 5/15/26
Sept	Salute to a Veteran	Patriot Day Conference Special Careers After Service Transition to Workforce Top Yellow Ribbon Schools Back to School, MBA Programs Veteran Owned Advantage Financing Your Business Engaging with Corporations	S: 7/3/26 M: 7/17/26
Nov	Veterans Day	Veterans in Sports Veterans Day Thriving Veteran Industries Hiring Veterans Military Skills to Careers Top Veteran-Friendly Schools Veteran Education Resources Securing the Contract VBO Growth Strategies Best Procurement Practices	S: 9/4/26 M: 9/11/26

Veteran-Friendly Lists



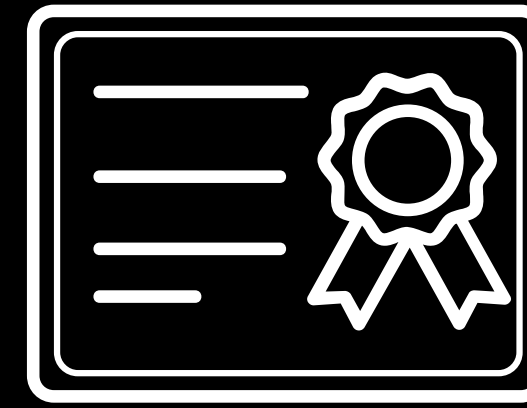
Methodology

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.

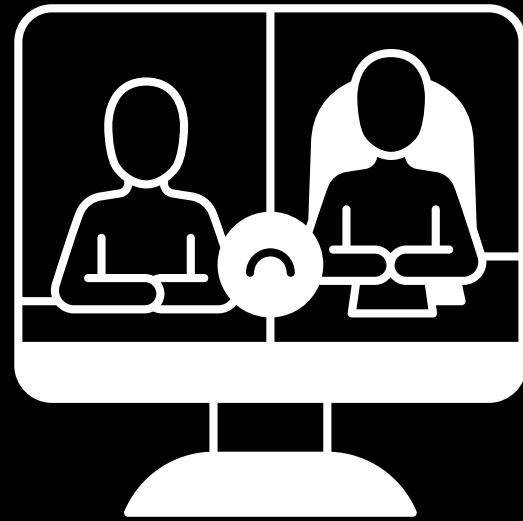


National Press Release

National recognition through a Cision press release.

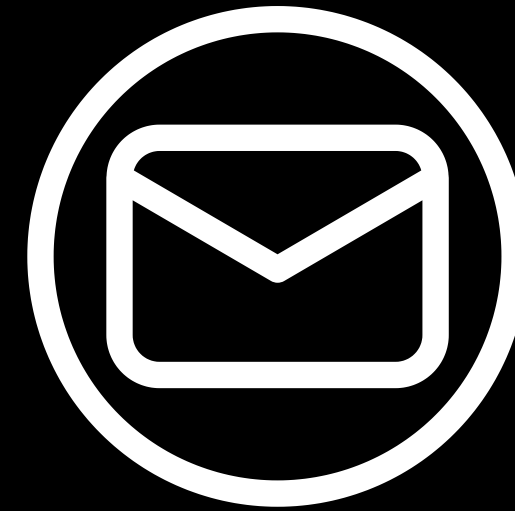
Veteran-Friendly Executive Interviews

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.

Veteran-Friendly Website Ad Examples

Logo on Veteran-Friendly Home Page

Home » Veteran-Friendly

Celebrating Veteran-Friendly Companies and Schools

At U.S. Veterans Magazine we're proud to recognize and celebrate the Top Veteran-Friendly Companies and Schools. The annual list are those leading the way in promoting and creating a veteran-friendly workforce and education environments. Our lists feature companies from various industries committed to recruiting and retaining veterans. These companies and schools are setting the standard for their commitment to veterans. Participate in the surveys for consideration.

1

Take the Survey: Discover Your Veteran Culture with Our Surveys
2025 surveys are now closed. Please check back to take our carefully crafted 2026 surveys to accurately assess your organization's commitment to being veteran-friendly.
[Top Veteran-Friendly Employers](#) [Top Veteran-Friendly Schools](#)
[Top Veteran-Friendly Yellow Ribbon Schools](#) [Top Veteran-Friendly Supplier Programs \(January 2026\)](#)

2

Submit on Time to Be Considered for Veteran-Friendly Lists
Our submission deadlines guarantee that we exclusively review entries from prompt industry leaders who prioritize veteran support.
2025 Survey submissions deadline is Friday, April 4, 2025.

3

Promote Veteran-Friendly Environments and Earn Recognition
Our team will provide you with access to the award assets to display your dedication to veterans.
[Methodology](#) [Take our Surveys](#)
[Benefits of the Veteran-Friendly](#) [Request Awards](#)

Value of: \$10,000
[Click to view page](#)

U.S. Veterans Magazine

Logo on Veteran-Friendly Recognition List Page

Home » Veteran-Friendly Lists

Exploring Excellence in Veteran Support



COMING AUGUST 2025: THE 2025 RECOGNITION LISTS WILL BE AUGUST 15, 2025.
Top Veteran-Friendly Employers and Top Yellow Ribbon Schools
From innovative corporations to esteemed educational institutions, these lists help to gain insights into their commitment to representation and opportunity. Join us in celebrating their achievements and be inspired by their dedication to veterans.
Still to come: The November 2025 recognition list will include Top Veteran-Friendly Schools.
The January 2026 recognition list will include Top Veteran-Friendly Supplier Programs.

Value of: \$10,000
[Click to view page](#)

Ask your Account Executive for more details.

Pricing & Options

Magazine

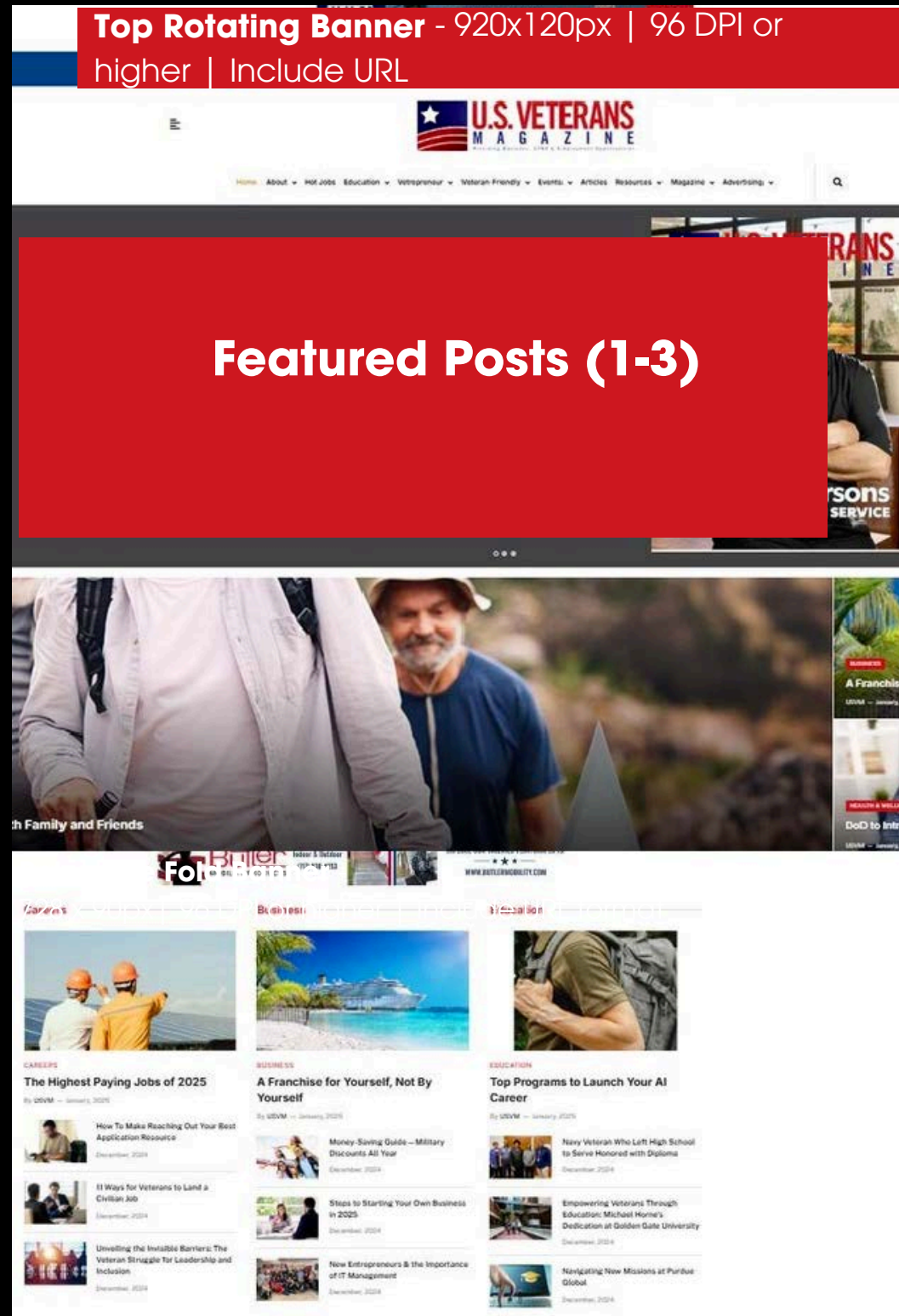
2 Page Spread	\$16,500
Full Page	\$9,500
1/2 Page	\$5,500
1/4 Page	\$3,500
Page 0	\$10,000
Back Cover	\$12,350
Inside Front Cover	\$11,875
Inside Back Cover	\$11,875
Video	\$5,000

Website

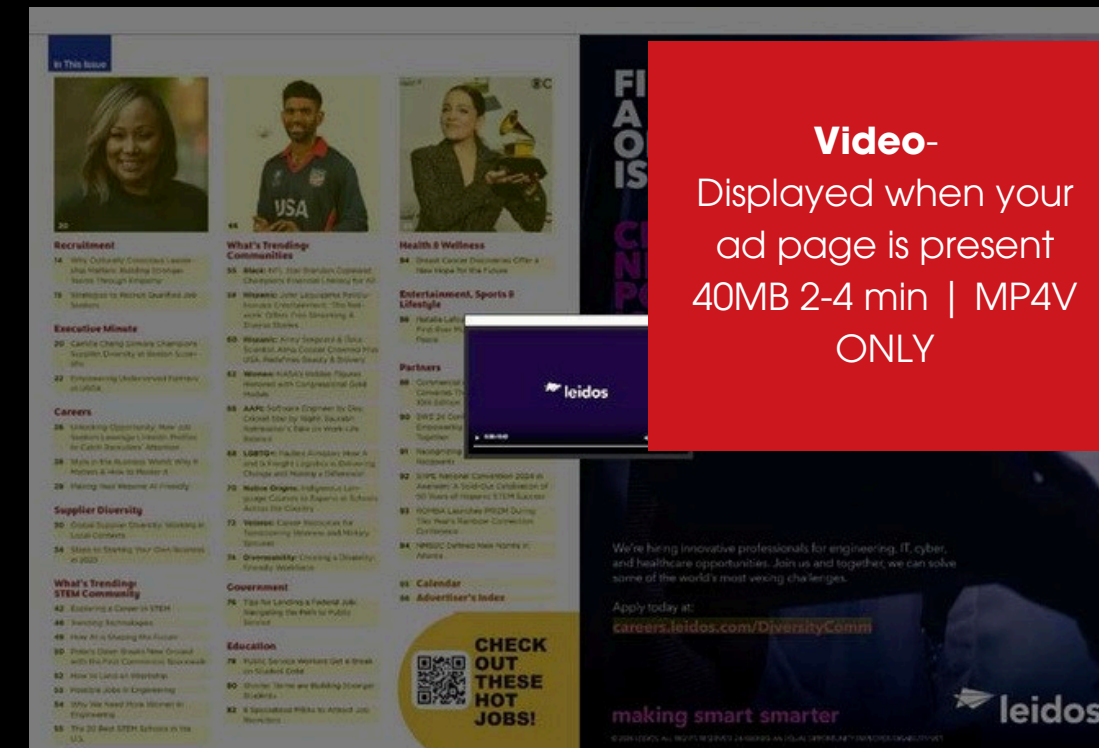
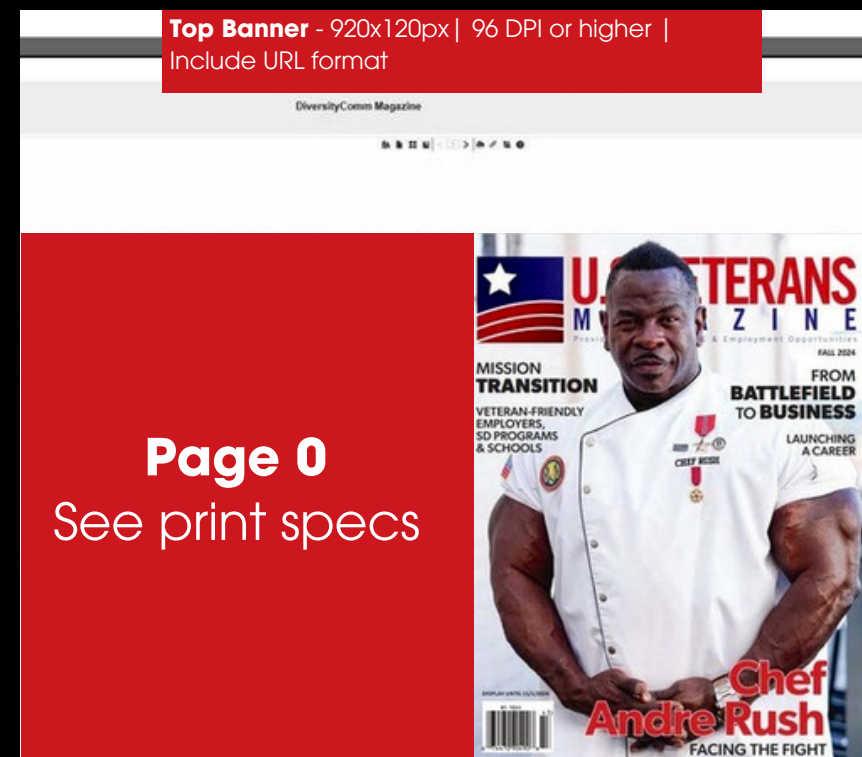
Top Rotating Banner (1-3)	1: \$10,000 2: \$6,000 3: \$4,000
Below the Fold Banner	\$2,500
Featured Posts (1-3)	1: \$6,000 2: \$4,000 3: \$2,000
Header	\$10,000
Sidebar Ad	\$10,000
Bottom Banner	\$10,000

Website Specs

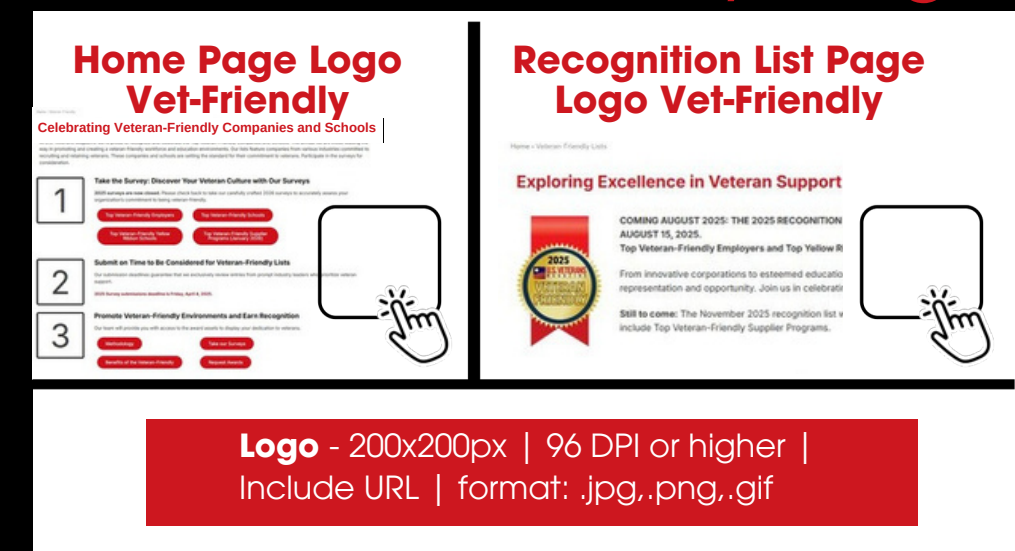
Home Page



Digital Issue



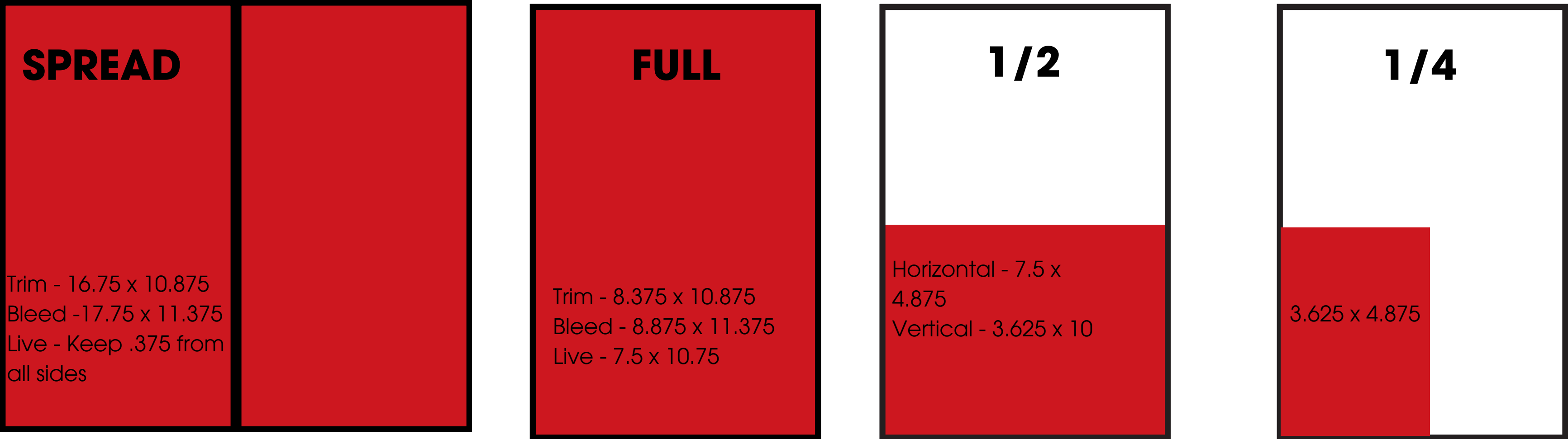
Veteran-Friendly Logo



Print/Digital Specs

****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.**

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

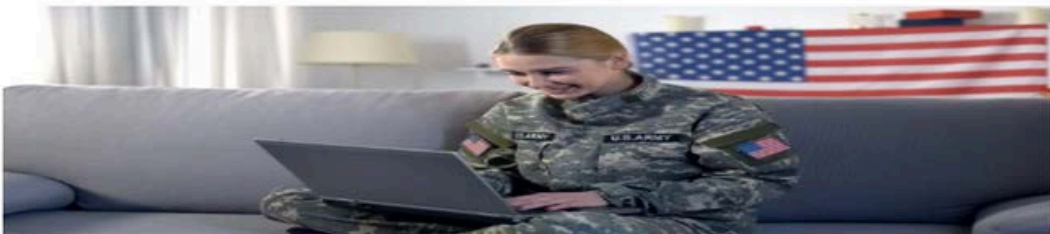
Featured Employers



About Us

U.S. Veterans Magazine's job board is a dedicated platform designed to assist veterans in navigating the transition from military to civilian careers. Our site offers a wide array of opportunities tailored to the unique skill sets and experiences of veterans. We feature employers committed to supporting veterans in their career journeys. Additionally, U.S. Veterans Magazine's job board provides valuable resources and articles to aid veterans in their transition, such as guides on successful [job hunting](#), strategies for excelling in [interviews](#), and effective [resume writing](#) techniques. In essence, U.S. Veterans Magazine's job board serves as a comprehensive platform that bridges the gap between veterans and prospective employers, ensuring a successful transition to civilian life.

Latest Job Search Articles



Unlocking Opportunities: Exploring the U.S. Veterans Magazine Job Board

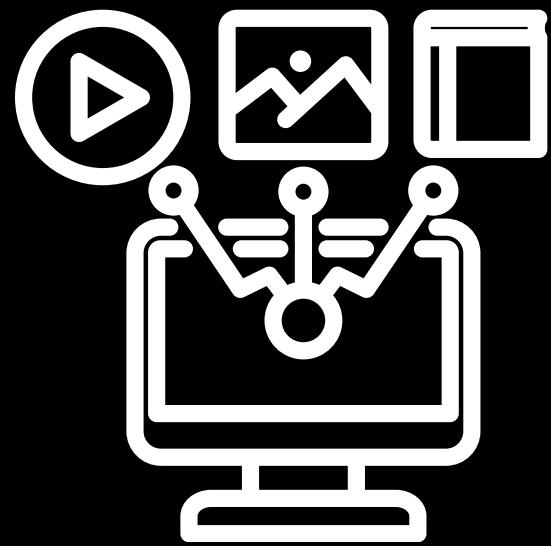
Leveraging Job Boards in Your Job Search Journey Searching for the right job as a veteran transitioning into civilian life can be a challenging endeavor....

[Read More](#)



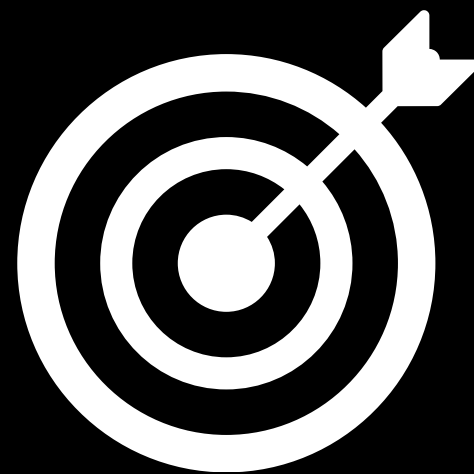
Geotargeting

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



Mona Lisa Faris
President & Publisher
MonaLisa@USVeteransMagazine.com



Sheila Hill
Account Executive
SHill@USVeteransMagazine.com



Richard Abboud
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