



# U.S. VETERANS MAGAZINE

Providing Business, DVBE & Employment Opportunities



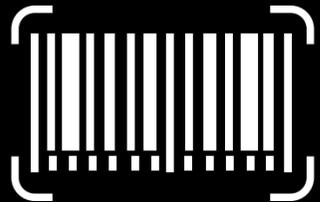
# Media Kit

# 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



Top Veteran Lists



Digital & Print  
Advertising

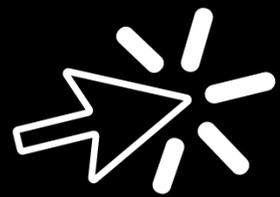


Geotargeting  
& Job Board

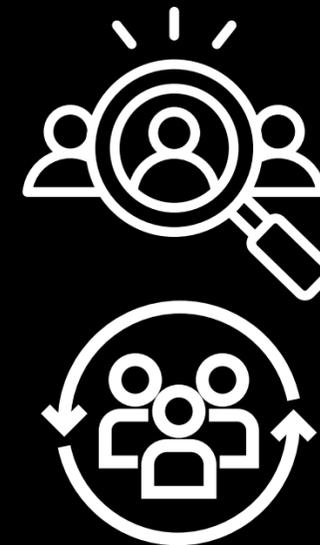
# Tell **YOUR** Story

Veteran Stories Inspire Veteran Hires

Real Voices Drive Real Retention



Click to view  
an example



**RECRUIT**  
&  
**RETAIN**

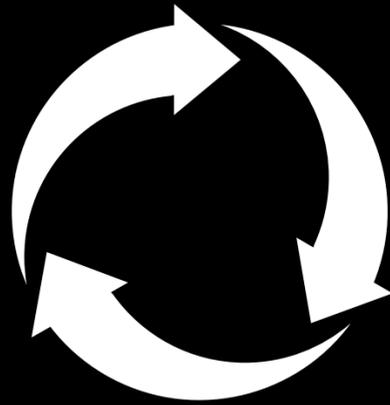
Ask your **Account Executive** about:

- Interviews
- Digital/ Print Editorial
- Video (including a short for social media)
- Website Hyperlinks
- Recruitment Advertisement (includes analytics)

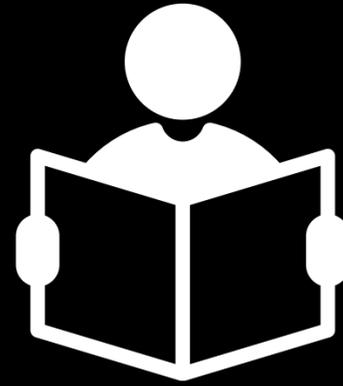
You Can Feature:

- Veteran Employee
- Military Spouse
- Manager/ CEO
- ERG
- VBO/ SDVBO Supplier

# Readership & Circulation



Circulation  
425,000



Readership  
1.2 Million



Ages  
18-24  
16%

25-34  
27%

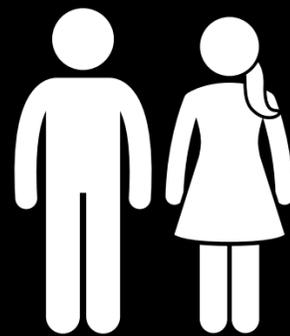
35-44  
33%

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



# Business & Education



# 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

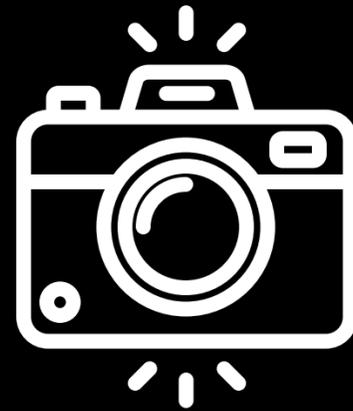
Turn your event into a spotlight feature with our tailored coverage options. Whether you're hosting a conference, workshop, gala, or community event, we can help you amplify its impact through media.

## 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**



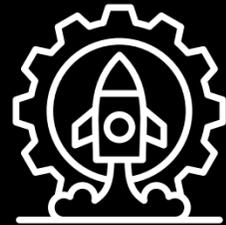
**Pharma**



**Insurance**



**Manufacturing**



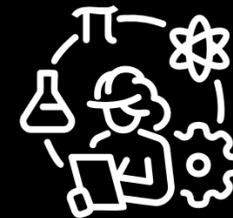
**Aerospace  
&  
Defense**



**Government  
&  
Veterans**



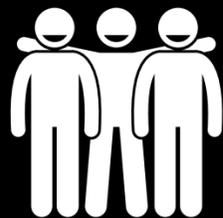
**Energy, Gas  
& Oil**



**STEM  
&  
Cybersecurity**



**Finance  
&  
Banking**



**Top Veteran  
Lists**



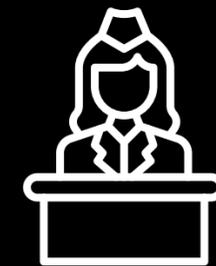
**Military Spouse  
&  
Family**



**Sports, Health  
&  
Wellness**



**Benefits  
&  
Family Resources**



**Retail  
&  
Hospitality**



**Service Disabled  
Veterans**

# National Distribution



**Military Base  
Career Centers**



**TAP & ACAP  
Programs**



**Employment  
Resource  
Centers**



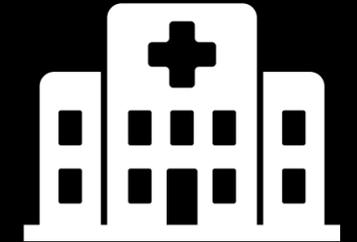
**Yellow Ribbon  
Schools**



**Barnes & Noble**



**Campus Libraries**



**VA  
&  
Military Hospitals**



**Veteran  
Centers**



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



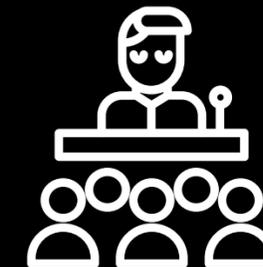
**Family  
Readiness  
Centers**



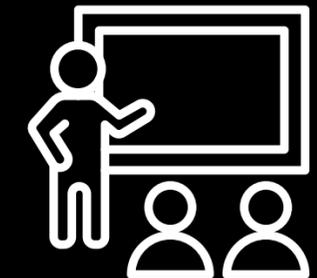
**American  
Legion  
Offices**



**AMVETS  
Offices**

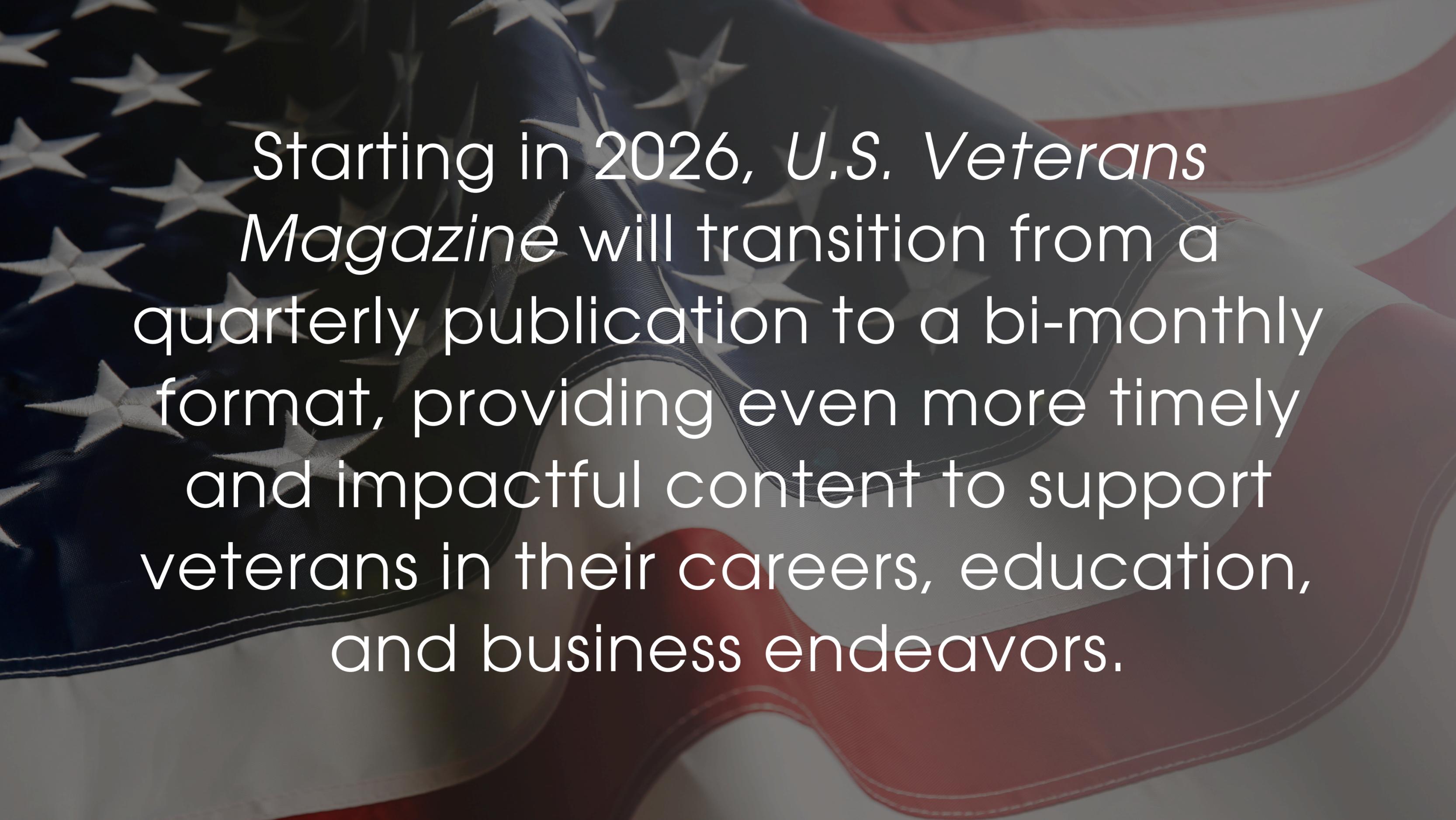


**Veteran  
Conferences**



**Veteran Workshops  
&  
Events**

All military personnel receive free digital downloads

The background of the image is a close-up, slightly blurred view of the American flag, showing the stars and stripes in shades of blue, red, and white. The text is overlaid on this background in a white, sans-serif font.

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

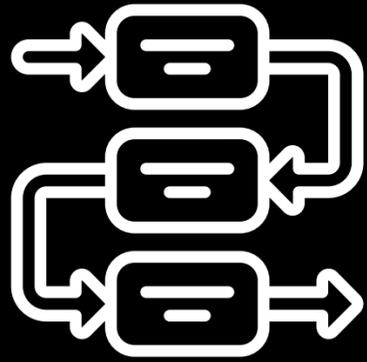
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Each issue is published on the 1st of the month

S = Space M= Material

Month	Theme	Focus & Industry	Deadlines
<b>Jan</b>	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 Supplier Programs   Value of VBO Certification	S: 11/7/25 M: 11/14/25
<b>March</b>	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
<b>May</b>	Military & Spouse Appreciation	Armed Forces Day   Memorial Day   Military Appreciation   Military Spouse Appreciation Day   Military Spouse Schools, Degrees, Benefits   Top K9s   Top Mil-Spouse Employers   Veterans on Campus Scholarships & Grants   Value of Supplier Networks	S: 2/28/26 M: 3/13/26
<b>July</b>	Boots to Brilliance & U.S.A 250th Anniversary Issue	250th Anniversary of the U.S.A   National Hire a Veteran Day   Top Veteran Employers   Military Credit Transfers, Degrees for Veterans   Procurement Made Simple   Contracting Opps   SDVOB Spotlights   Online Schools	S: 5/1/26 M: 5/15/26
<b>Sept</b>	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
<b>Nov</b>	Veterans Day	Veterans in Sports   Veterans Day   Thriving Veteran Industries   Hiring Veterans   Military Skills to Careers   Top Veteran Schools   Veteran Education Resources   Securing the Contract   VBO Growth Strategies   Best Procurement Practices   Queen Mary: "Service to our country award."	S: 9/4/26 M: 9/11/26

# USVM's Top Veteran Lists



## Methodology

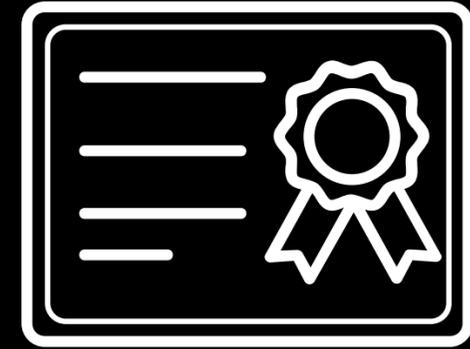
Comprehensive evaluations to independently recognize excellence across various sectors, including employers, government agencies, law enforcement, schools, and supplier programs.



## Survey Submission

Submit the survey in order to be considered for recognition.

*U.S. Veterans Magazine*



## Award Logos & Licensing

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

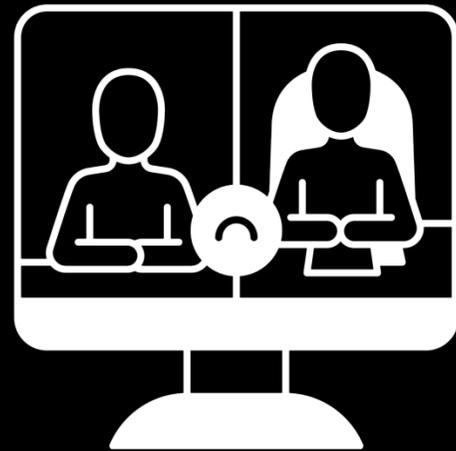


## National Press Release

National recognition through a Cision press release.

# Top Veteran Companies & Schools Executive Interviews

Organizations featured on our recognition 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.

# Top Veteran Employers and Schools 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.

# Top Veteran: Website Ad Examples

## Logo on Top Employers and Top Schools Recognition List Page

**Celebrating Top Veteran Employers, Top Veteran Schools and Top Yellow Ribbon Schools**

At *U.S. Veterans Magazine* we're proud to recognize and celebrate the Top Veteran Employers, Top Veteran Schools and Top Yellow Ribbon Schools. The annual lists are those leading the way in promoting and creating a veteran-inclusive workforce and educational 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 upcoming 2026 surveys coming soon 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 Employers Survey
- Top Veteran Schools and Top Yellow Ribbon Schools Survey
- Top Milspouse Employers (Coming Soon)
- Top Veteran Supplier Programs (January 2026 Survey Closed)



Value of: \$10,000

[Click to view page](#)

## Logo on Recognition Home Page



**Exploring Excellence in Veteran Support**

**THE 2025 RECOGNITION LISTS ARE HERE!**  
Top Veteran Employers, Top Veteran Schools and Top Yellow Ribbon Schools

From innovative corporations to esteemed educational institutions, these lists help to gain insights. Join us in celebrating their achievements and be inspired by their dedication to veterans.

**Still to come:** The **January 2026** recognition list will include **Top Supplier Programs for Veterans Milspouse Employers** list.

**Below** you can explore *U.S. Veterans Magazine's* curated **2025 lists**. Our annual recognition lists s fostering veteran-inclusive environments.



Value of: \$10,000

[Click to view page](#)

# 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

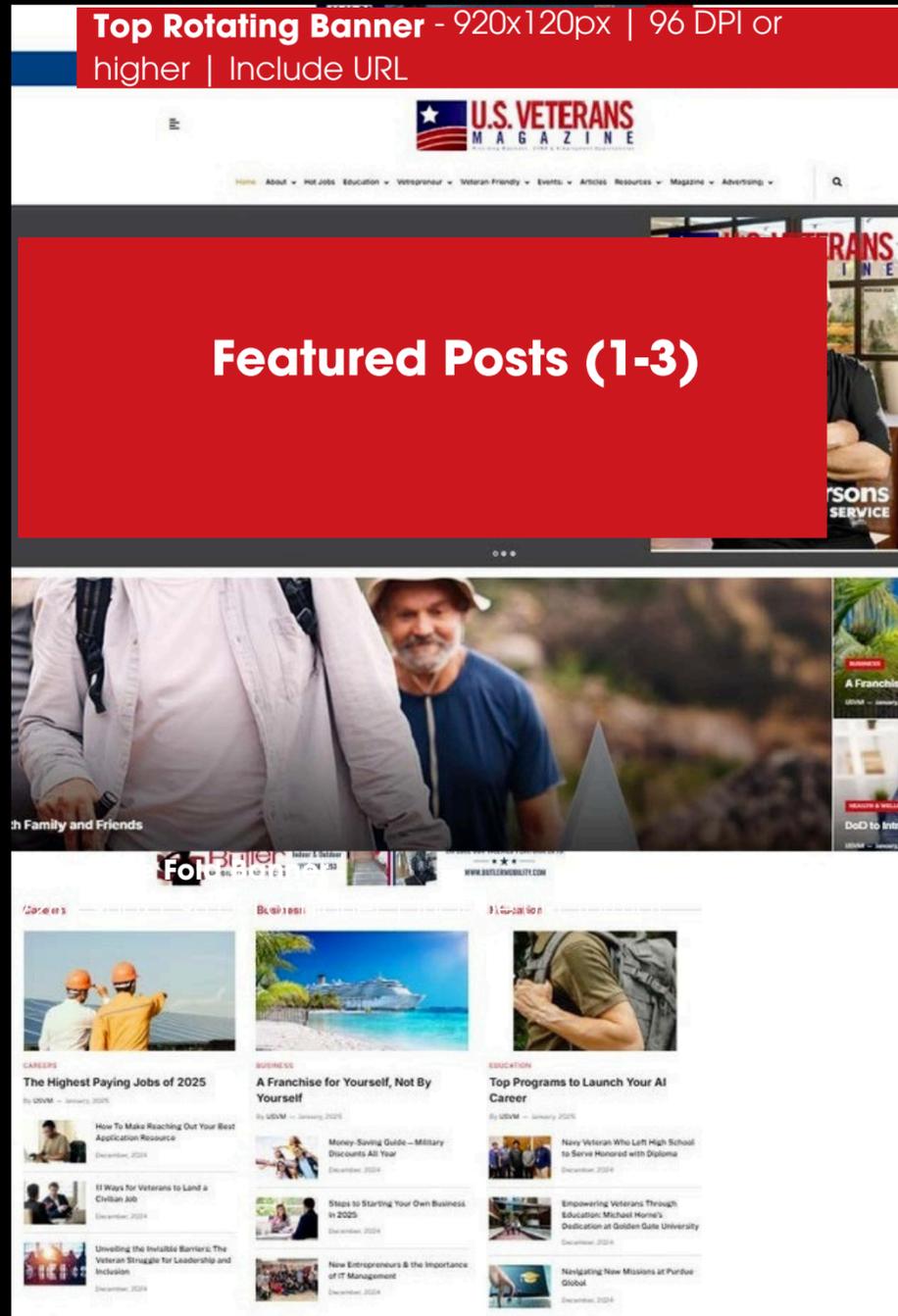
Top Rotating Banner (1-3)	1: \$10,000 2: \$6,000 3: \$4,000
Below the Fold Banner	\$2,500
Featured Posts (1-3)	1: \$6,000 2: \$4,000 3: \$2,000
Header	\$10,000
Sidebar Ad	\$10,000
Bottom Banner	\$10,000

## Newsletter

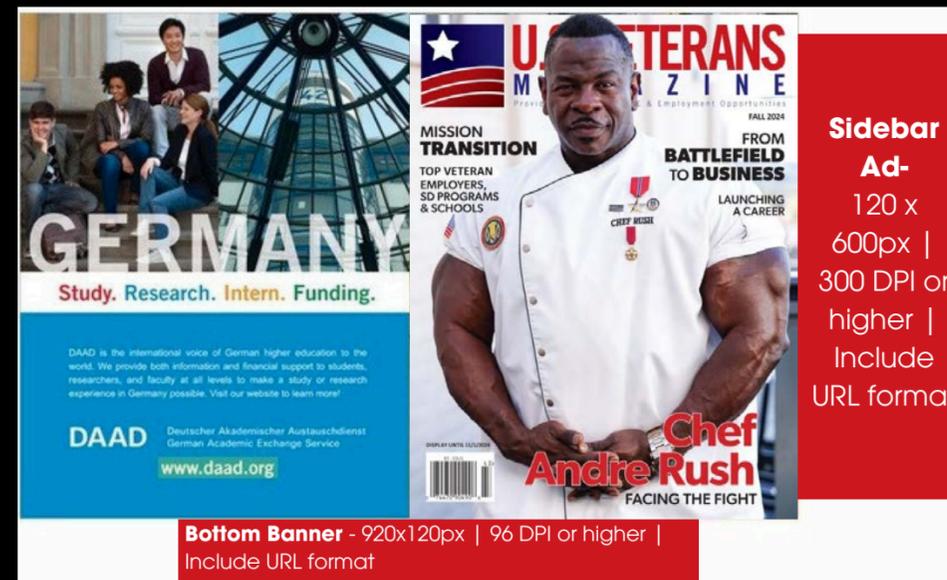
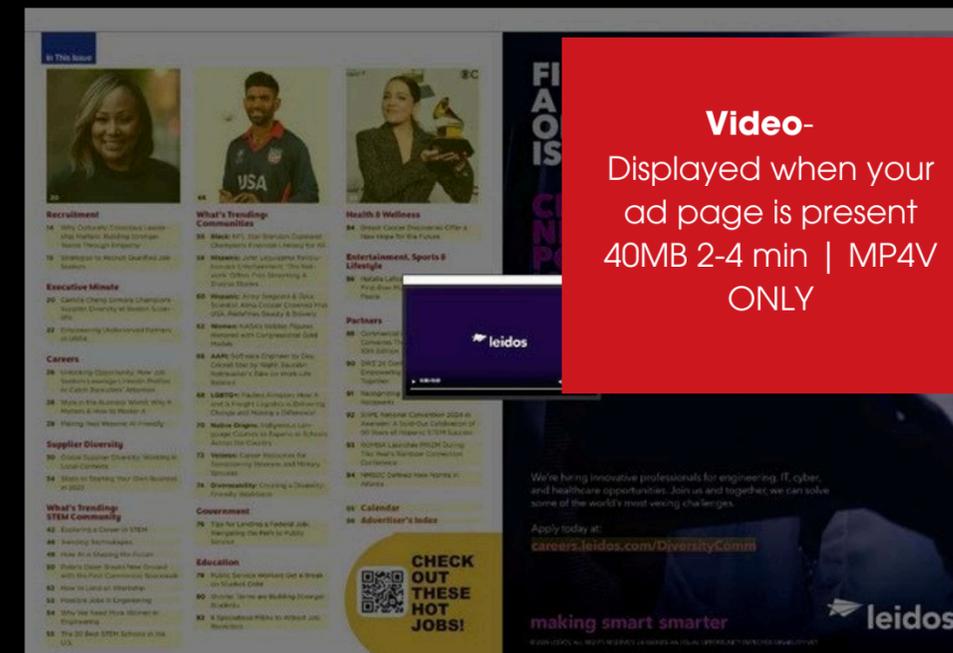
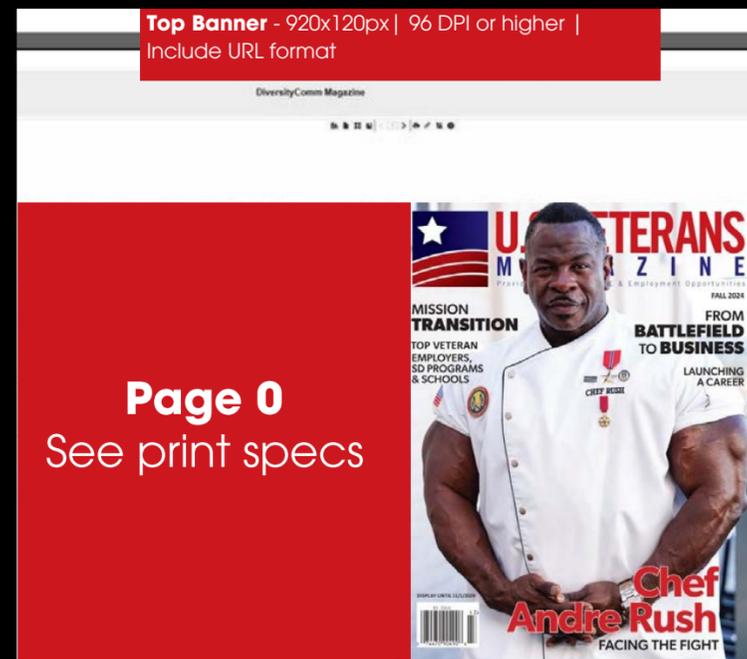
Top Banner	\$5,000
Editorial/Advertorial #1	\$6,000
Editorial/Advertorial #2	\$5,000
Editorial/Advertorial #3-5	\$4,000
YouTube Video	\$5,000
Below Banner	\$3,000

# Website Specs

## Home Page



## Digital Issue



## Top Veteran Logo



# Newsletter Specs

The *Events Newsletter* includes a link to your website, potentially accompanied by an advertisement and additional details. The newsletter is distributed to our entire audience, including readers and partners.

**56% Open Rate**



**Editorial/ Advertorial**  
Word Count:  
Title: 15    Body : 25  
Image scaled to 600 pixels wide.  
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.



**Top Banner**  
728 x 90px    96DPI or Higher  
[www.thebusinessshow.com](http://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

 <b>SVA National Conference "NatCon"</b> Colorado Springs, CO January 2-4, 2025 <a href="#">VIEW EVENT</a>	 <b>AFCEA West</b> San Diego, CA January 28-30, 2025 <a href="#">VIEW EVENT</a>
	

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



COMMERCIAL UAV EXPO  
CAESARS FORUM LAS VEGAS

**DRONES IN ACTION**  
CURRENT REALITIES & FUTURE FRONTIERS  
USE CODE SAVE100  
Get \$100 off a conference pass or a free expo hall pass when registering.

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...](#)

# 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.)

**SPREAD**

Trim - 16.75 x 10.875  
Bleed - 17.75 x 11.375  
Live - Keep .375 from all sides

**FULL**

Trim - 8.375 x 10.875  
Bleed - 8.875 x 11.375  
Live - 7.5 x 10.75

**1/2**

Horizontal - 7.5 x 4.875  
Vertical - 3.625 x 10

**1/4**

3.625 x 4.875

# 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.

**Family Chat** | All Veterans and their families can join Navy Federal. We could all earn & save \$461 a year! | **NAVY FEDERAL Credit Union** JOIN TODAY. Navy Federal is insured by NCUA.

**Latest Job Search Articles**

[What We Can Learn From Stressful Environments](#)  
By John Register, CSP, CPAE High performance demands high recovery. It's a truth I learned not just through

[Top Careers Built for Veterans](#)  
Years of service forge more than just discipline—they develop strategic thinkers, decisive leaders and mission-driven professionals who know how to

[No Limits: Gabrielle White Becomes First Woman to Conquer Best Ranger](#)  
In a groundbreaking moment for gender integration and combat readiness, Army First Lt. Gabrielle White has become the first woman

[Is Integrity Dead in America?](#)  
By Larry Broughton With ethical lapses in every nook and cranny of society occurring by the minute these days...it's a

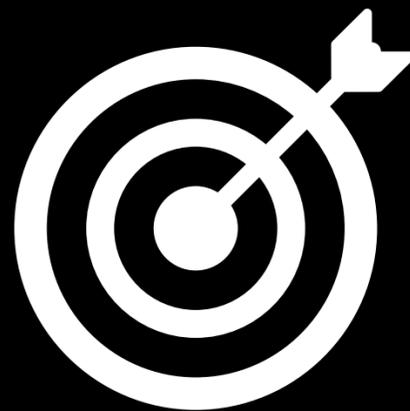
# Geotargeting

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



FIFTH THIRD



# Contact Us



Mona Lisa Faris  
**President & Publisher**  
MonaLisa@USVeteransMagazine.com



Sheila Hill  
**Account Executive**  
SHill@USVeteransMagazine.com



Richard Abboud  
**Photographer & Videographer**  
RichardAbboud@USVeteransMagazine.com



Tonya Kinsey  
**Strategic Partnerships**  
TKinsey@USVeteransMagazine.com



Salwa Schipul  
**Account Executive**  
SSchipul@USVeteransMagazine.com



Danielle Jackola  
**TAP Centers**  
DJackola@USVeteransMagazine.com



Olivia Watts  
**SocialMedia/ Submissions Editor**  
OWatts@ConnectCommInc.net



Yogi Hernandez  
**USVM Ambassador  
Retired Navy Chief**  
Yogi@usveteransmagazine.com