



Media Kit

2026-2027

Meet Tonya Kinsey – Our 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. Her deep understanding of the media landscape, combined with her commitment to fostering collaboration, allows her to provide exceptional service to each client. Tonya is known for her unwavering commitment to customer satisfaction and her ability to listen, understand, and meet the unique needs of every partner. Her dedication, integrity, and attention to detail have earned her the trust of organizations nationwide. She is truly an invaluable member of our team, and we're proud to have her at the helm of our strategic partnerships.

Don't Just Take Our Word for It:

"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



Tonya Kinsey
Director Of Strategic Partnerships
TKinsey@USVeteransMagazine.com
 Tonya Kinsey

About Us

U.S. Veterans Magazine (USVM) connects veterans, transitioning service members and military families with real opportunities in careers, business, education and supplier engagement.

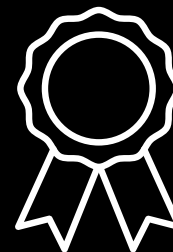
Through trusted content, national exposure and strategic partnerships, **USVM** helps military-connected individuals navigate civilian life and achieve long-term success—whether advancing in the workforce, launching a business or continuing their education.

For organizations, **USVM** delivers direct access to a highly engaged veteran audience, supporting effective recruiting, brand visibility and supplier diversity initiatives.

What Makes Us Different



Barcoded & Sold at
Barnes & Noble



Awards & Accolades



Partnering with
over 75-100
Conferences &
Events



Top Companies &
Schools Lists

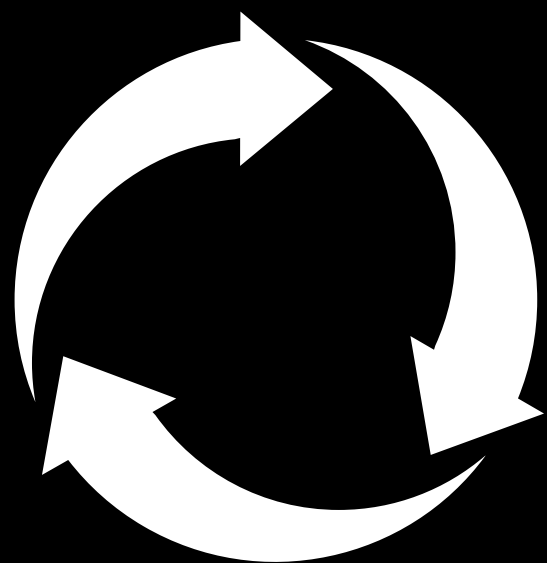


Digital & Print
Advertising

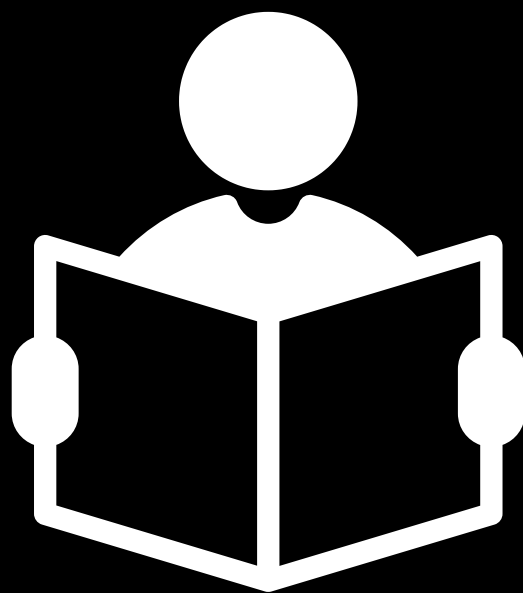


Geotargeting

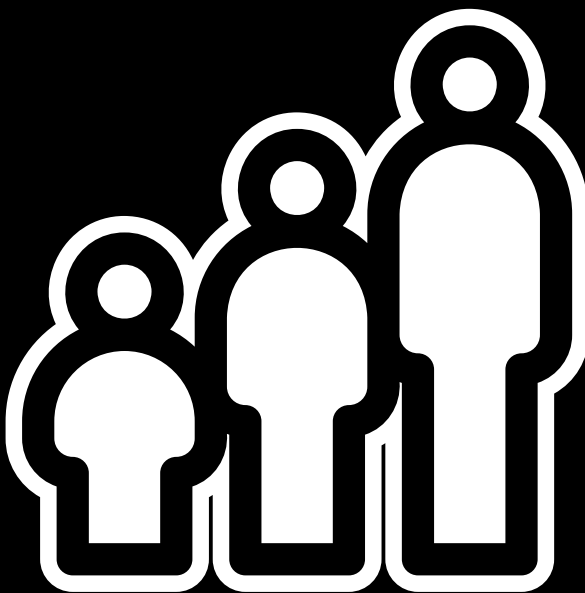
Readership & Circulation



Circulation
425,000



Readership
1.2 Million

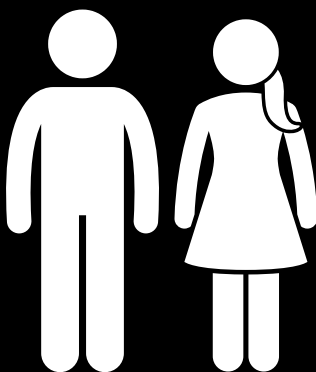


Ages
18-24
16%

SUBSCRIBERS



Digital 62%
Print 38%



Female 25%
Male 75%

25-34
27%

35-44
33%

45+
24%

Targeting Multiple Audiences



**TRANSITIONING
SERVICE
MEMBERS**



CIVILIANS



**ACTIVE
DUTY**



**SERVICE
DISABLED**



**TOP VETERAN
SCHOOLS**



**UNDERGRAD/
GRADUATES/
MBA**



**CERTIFIED VOBS &
SDVOBS**



**GOVERNMENT
AGENCIES**

Recruitment



HOT JOBS



**RECRUITMENT
&
RETENTION**



**INDUSTRY
SPECIFIC**



**MILITARY
SPOUSES**



**TOP VETERAN
EMPLOYERS**



**TRANSITIONING
VETERANS**



**TALENT
AQUISITIONS**



FAMILY

Business & Education



How Do We Stand Out?

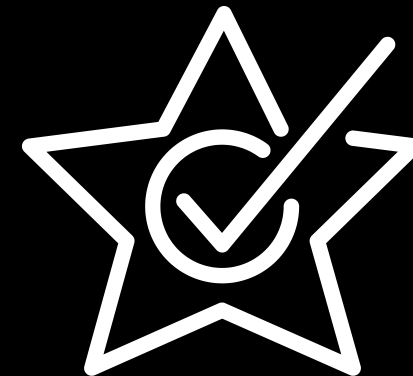
With more than 70 partnerships—and growing—through *U.S. Veterans Magazine*, and over 300 partnerships and counting through ConnectComm Inc., we collaborate with some of the nation's most influential and respected organizations.

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

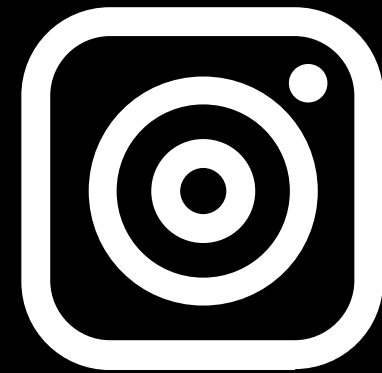
We attend conferences, create engaging reels, and market these highlights year-round to amplify impact.

Social Media

We promote your organization on all our social media platforms.



@U.S.Veterans Magazine



@usveterans.magazine



@U.S.VeteransMagazine



@U.S.VeteransMag



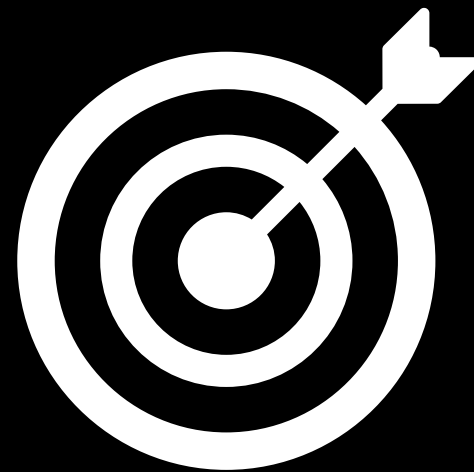
Geotargeting

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

Conferences & Events

Unparalleled bonus distribution and event partnerships: With collaborations at over 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 over 300 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.



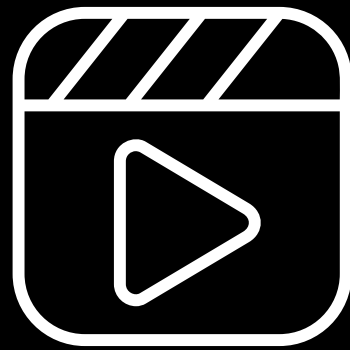
Professional Video Reels:

- 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

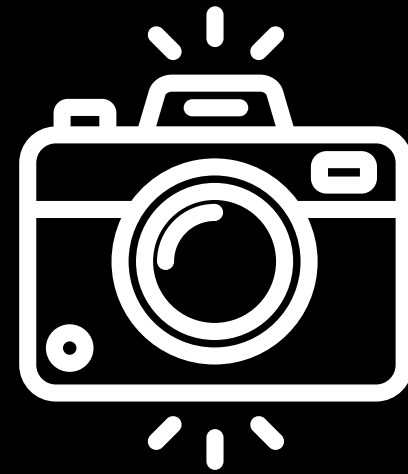
Turn your event into a spotlight feature with our tailored coverage options. Whether you're hosting a conference, workshop, gala, or community event, we can help you amplify its impact through media.

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 I-Reach.



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



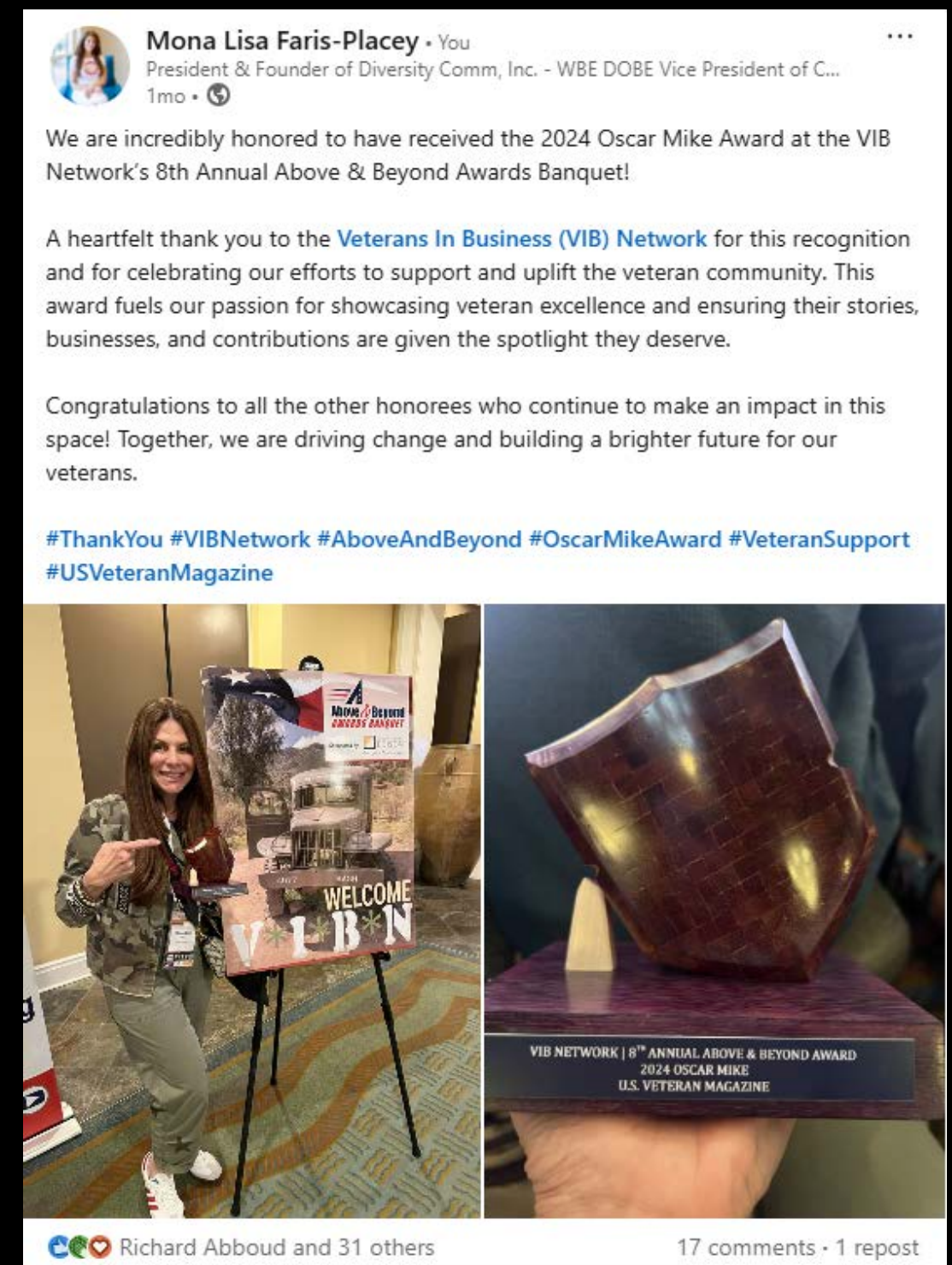
2022 Lawyers for Warriors Community Partner of the Year Award

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>

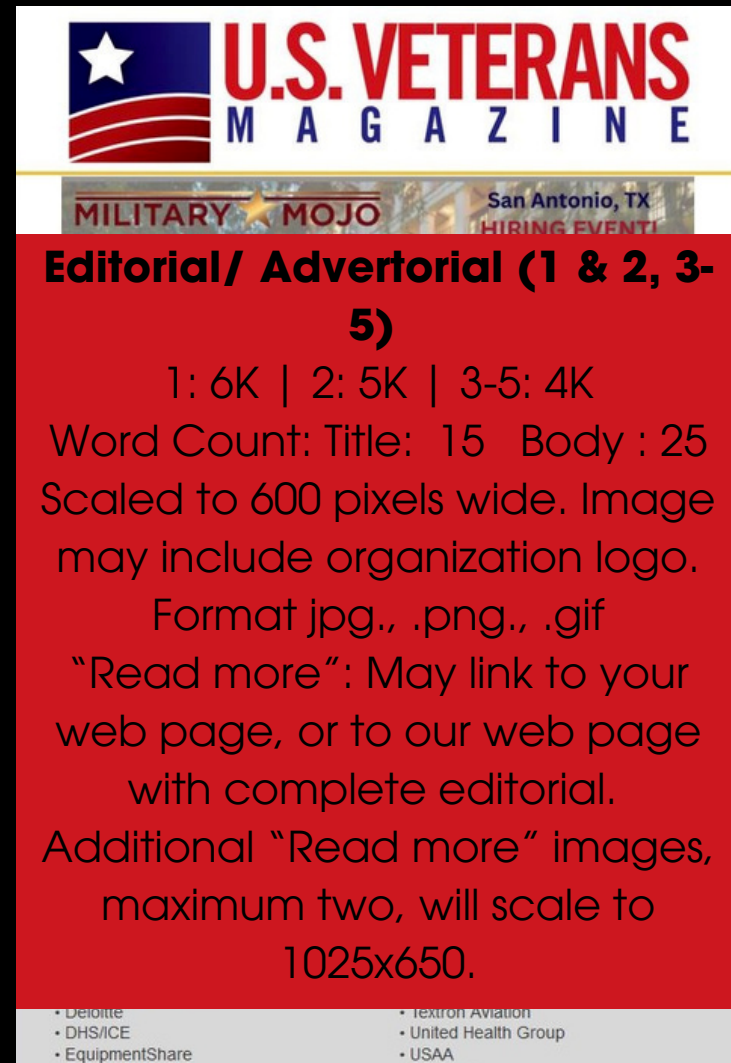
[#888certified](#) [#NVBDC](#) [#supportveteranowned](#) [#supportveteranbusinesses](#) [#Vetsforvets](#) [#vetshelpingvets](#) [#veterans](#)



Featured Newsletters

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)

1: 6K | 2: 5K | 3-5: 4K

Word Count: Title: 15 Body : 25

Scaled to 600 pixels wide. Image may include organization logo.

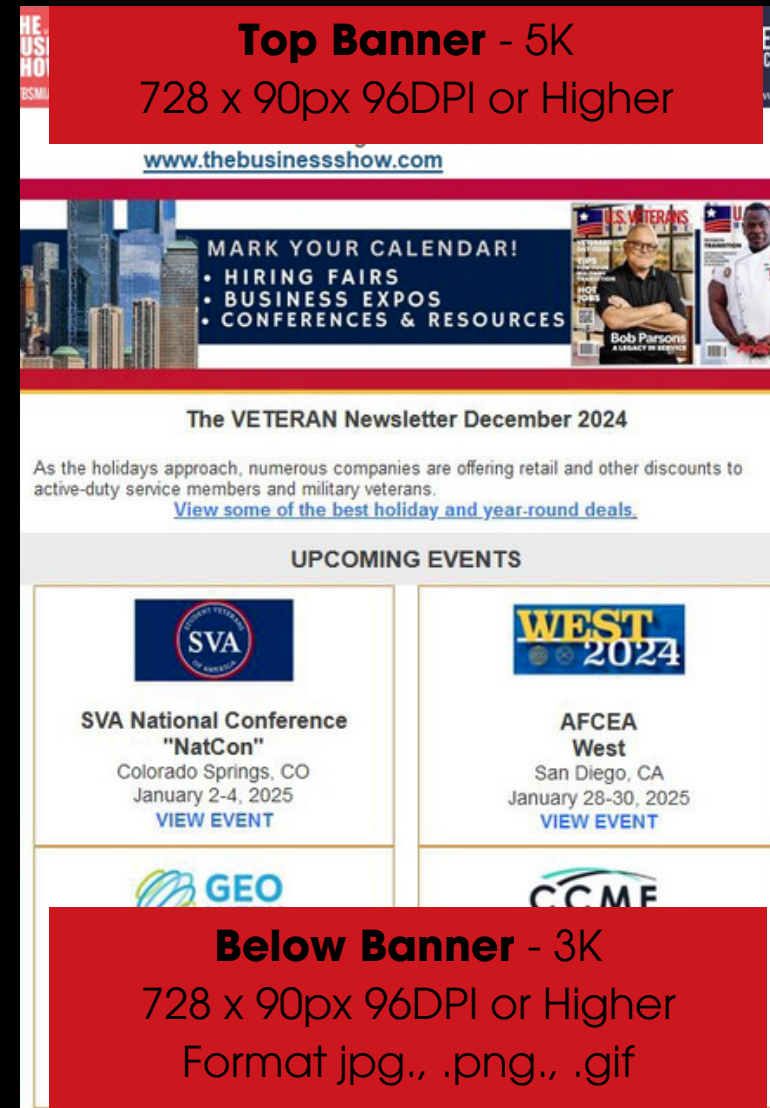
Format jpg., .png., .gif

"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 - 5K
728 x 90px 96DPI or Higher
www.thebusinessshow.com

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

The VETERAN Newsletter December 2024

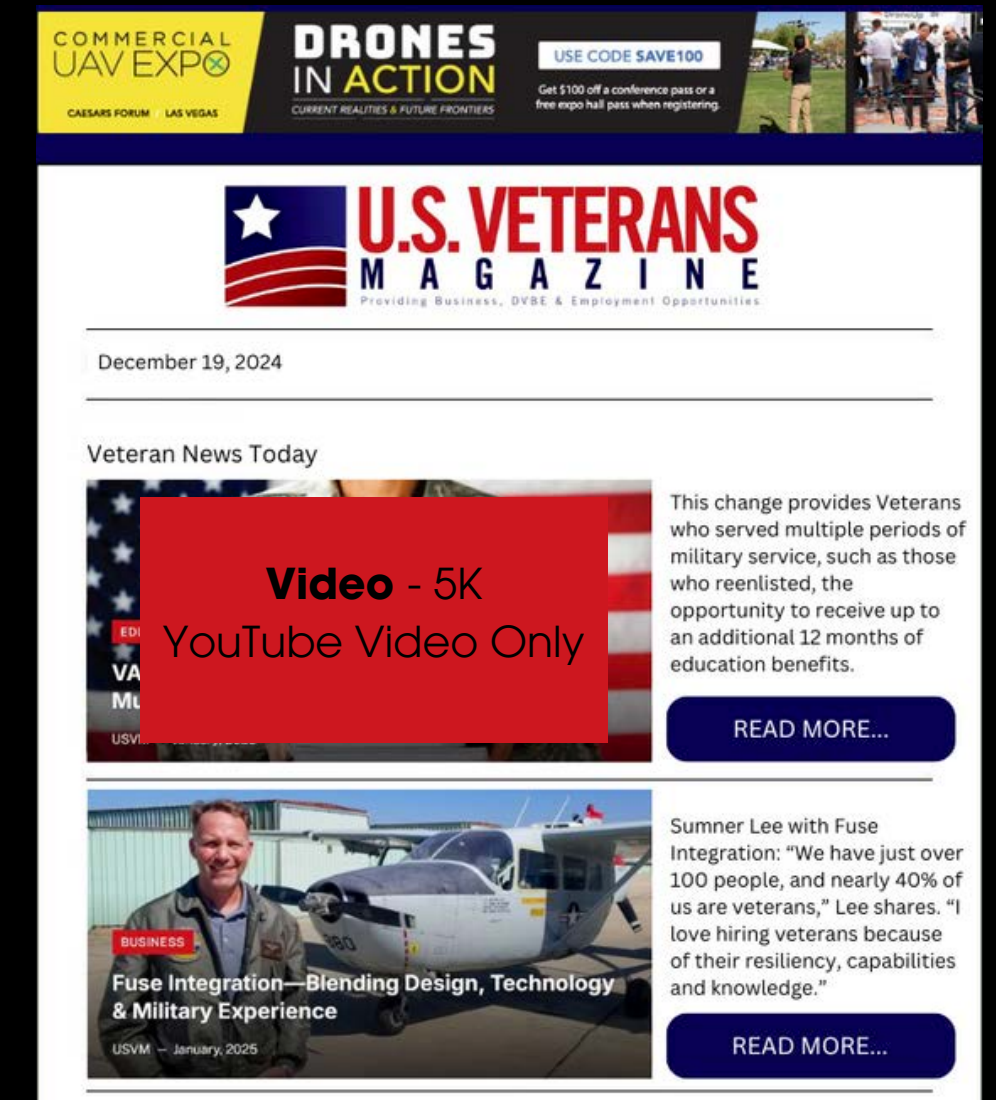
As the holidays approach, numerous companies are offering retail and other discounts to active-duty service members and military veterans.
[View some of the best holiday and year-round deals.](#)

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 - 3K
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 - 5K
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...](#)

Conference Flyers

We can create custom flyers to include in attendee bags at the event, featuring a "Save the Date" for your next event.

This approach has proven effective, helping our current partners achieve a **20% increase** in attendance when distributed a year in advance.



Veteran Focused- Partners, Conferences & Events

1st & Goal Project

AFCEA-Armed Forces Communications and Electronics Association West Conference

AFM-Armed Forces Motorsports Vets on Track Foundation

ALPFA-American Latino Professionals in Finance & Accounting

AMAC - Airport Minority Advisory Council

Amputee Coalition

AMVETS-Association of Military Veterans

AUSA-Association of the U.S. Army Greater Los Angeles Chapter

AWP-America's Warrior Partnership

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 - Greater Los Angeles Area African American Chamber of Commerce

Global ERG Network

HirePatriots

Hire G.I.

Hire Heroes USA

Honor Women Veterans Conference

Hope for the Warriors

INVets - Indiana Veterans

Invictus Foundation

Invictus Games

LA Fleet Week

Library of Congress

LULAC - League of United Latin American Citizens National Legislative Conference & Gala

Maryland Military and Veteran Women Business Conference

MCON - Military Construction Conference

MIC - Military Influencer Conference

Military MOJO - Military Officer Job Opportunities

Minority Women Veterans Organization

MVJ - Military Veterans in Journalism

NAAAS - National Association of African American Studies

NAACP - National Association for the Advancement of Colored People

NABMW - National Association of Black Military Women

NASPA-Veterans Conference, A Military Veteran Symposium for Higher Education

Navy Gold Coast

NAVUB - National Association of Veterans Upward Bound

NAWLEE - National Association of Women Law Enforcement Executives

Veteran Focused- Partners, Conferences & Events

NCHV -National Coalition for Homeless Veterans
NCOA – Noncommissioned Officers Association Career Fairs
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.
Military Connect
Orion Talent
Project HIRED – Wounded Warriors Job Fairs
PSWMSDC – Pacific Southwest Minority Supplier Development Council
PVA – Paralyzed Veterans of America
PVA – Paralyzed Veterans of America-National Wheelchair Games
SAME OC – Society of American Military Engineers
SATELLITE 2024
SBE – Small Business Expo
SCMSDC – Southern California Minority Supplier Development Council
SHPE – Society of Hispanic Professional Engineers
Sky Ball
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
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 – Veterans and Military Business Owners Association
Veteran Edge Conference
Veteran Recruiting
Veteran Saves
Veterans Ascend
Veterans Health Alliance of Long Island
VETNET – Veterans Network
VFW Foundation – Veterans of Foreign Wars
VIB – Veterans in Business
VIBN- Veterans in Business Network
VLI – Veterans Legal Services
Vets2Industry
WiCyS – Women in Cybersecurity
WIFLE – Women in Federal Law Enforcement
Women Veteran Empowerment Conference
WWP – Wounded Warrior Project

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

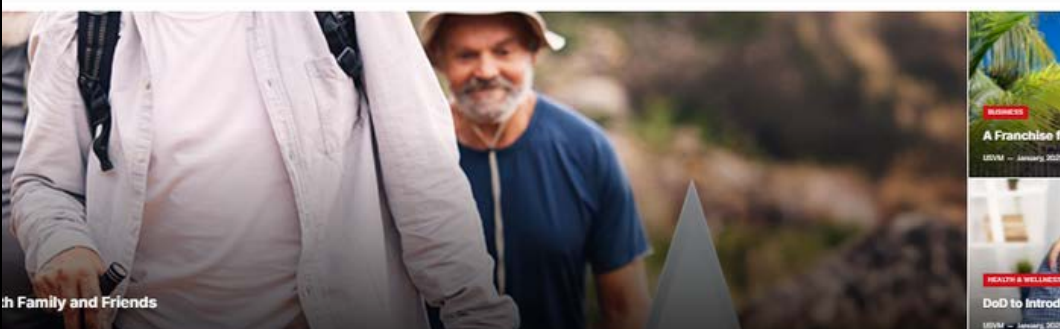
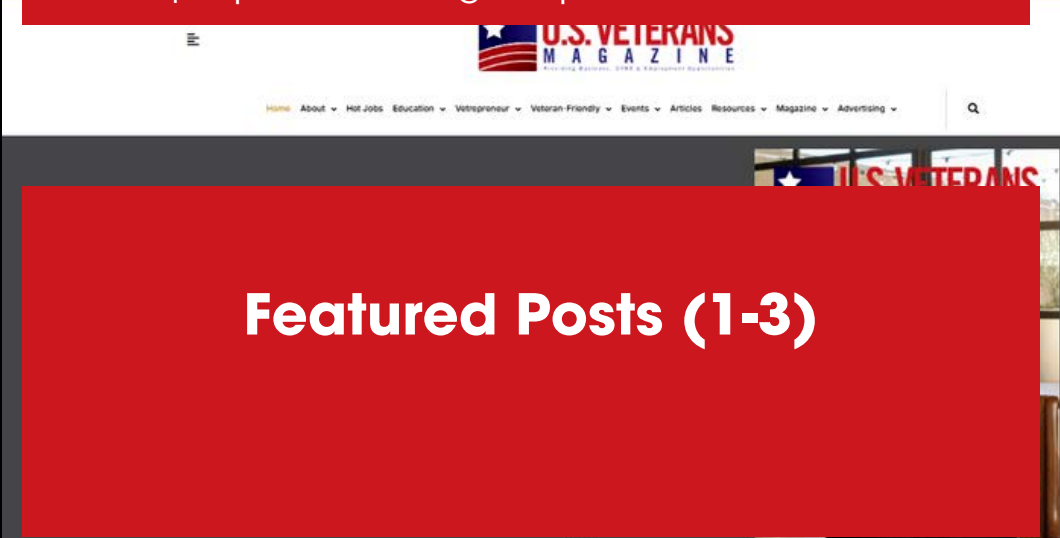
Top Banner (1-3)	1: \$10,000 2: \$6,000 3: \$4,000
Below the Fold Banner	\$2,500
Featured Posts (1-3)	1: \$6,000 2: \$4,000 3: \$2,000
Header	\$10,000
Sidebar Ad	\$10,000
Bottom Banner	\$10,000

Website Specs

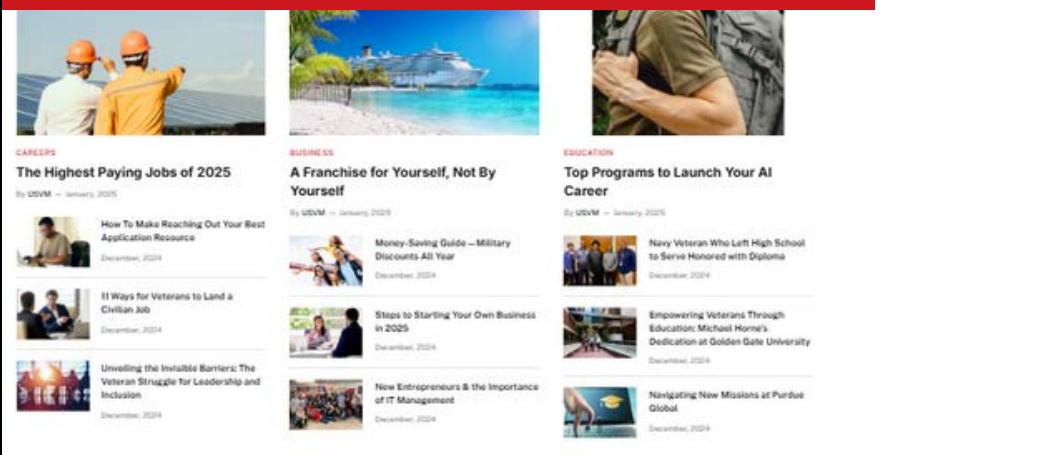
Home Page

Top Rotating Banner

920x120px | 96 DPI or higher | Include URL format



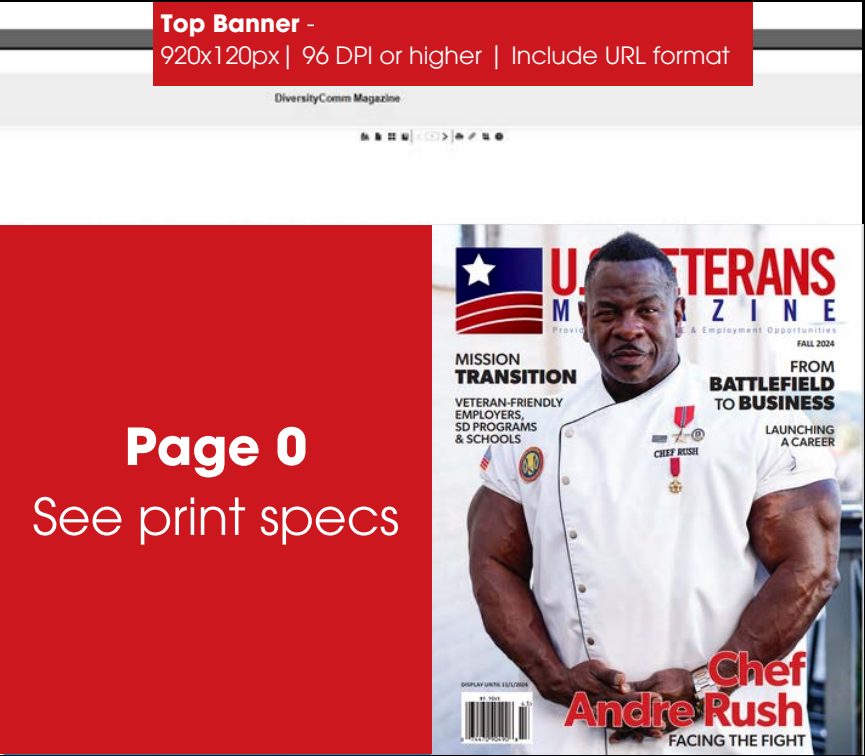
Below the Fold Banner 920x120px | 96 DPI or higher | Include URL format



Digital Issue

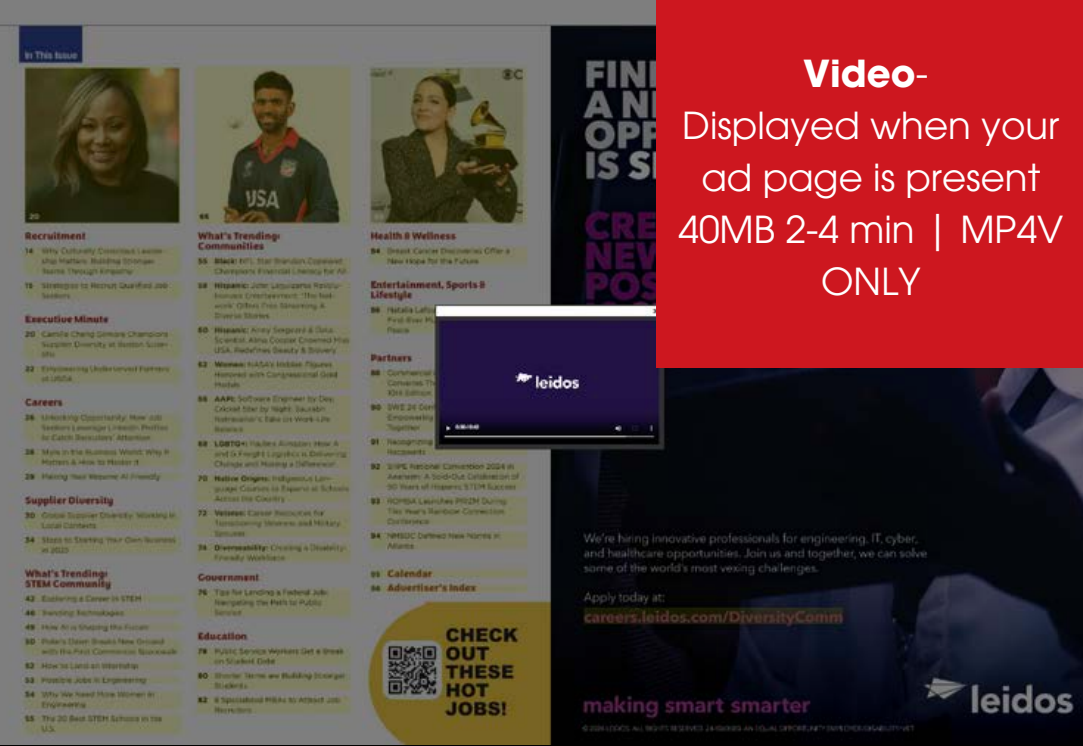
Top Banner -

920x120px | 96 DPI or higher | Include URL format



Bottom Banner -

920x120px | 96 DPI or higher | Include URL format



Video-

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

Sidebar

Ad-

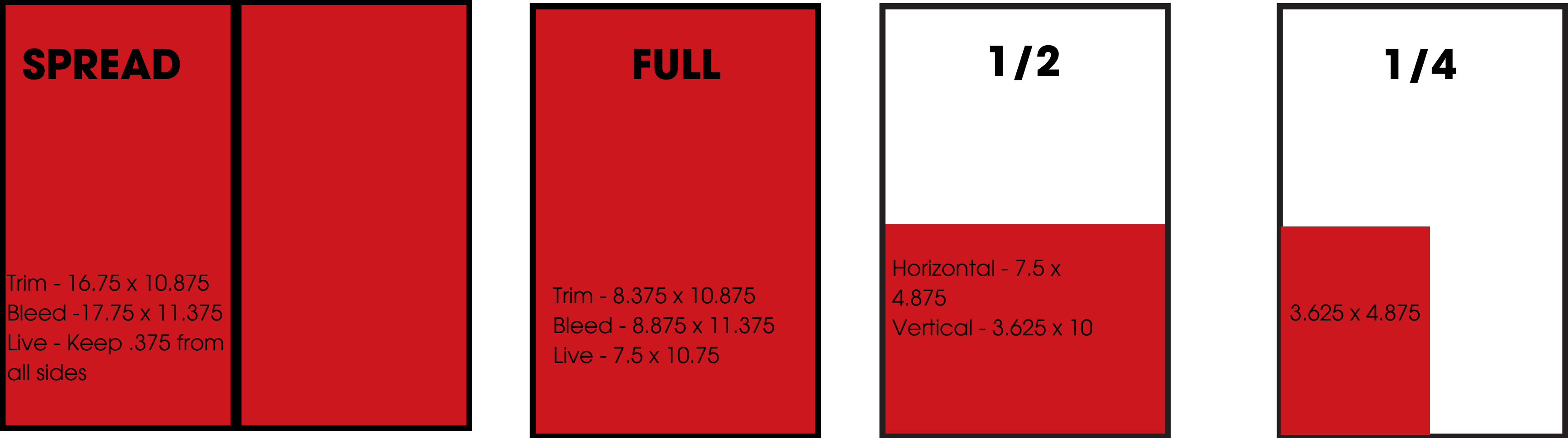
120 x 600px | 300 DPI or higher | Include URL format

120 x 600px | 300 DPI or higher | Include URL format

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.)



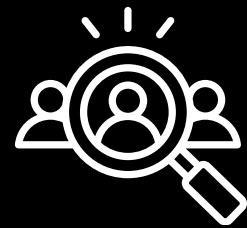
Every Issue Includes Content On



Careers



Education



**Recruitment
&
Retention**



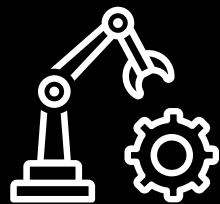
B2B



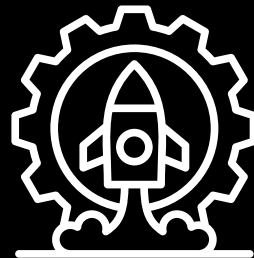
Pharma



Insurance



Manufacturing



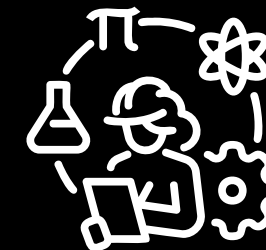
**Aerospace
&
Defense**



**Government
&
Veterans**



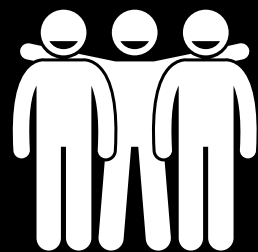
**Energy, Gas
& Oil**



**STEM
&
Cybersecurity**



**Finance
&
Banking**



**Top Veteran
Lists**



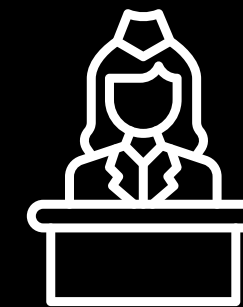
**Military Spouse
&
Family**



**Sports, Health
&
Wellness**



**Benefits
&
Family Resources**



**Retail
&
Hospitality**



**Service Disabled
Veterans**

National Distribution



**Military Base
Career Centers**



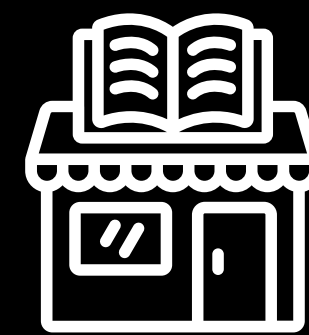
**TAP & ACAP
Programs**



**Employment
Resource
Centers**



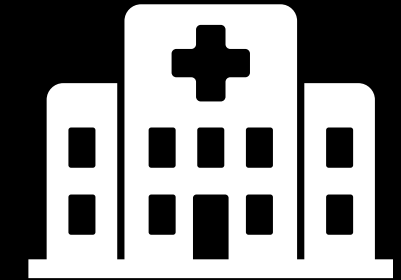
**Yellow Ribbon
Schools**



Barnes & Noble



Campus Libraries



**VA
&
Military Hospitals**



**Veteran
Centers**



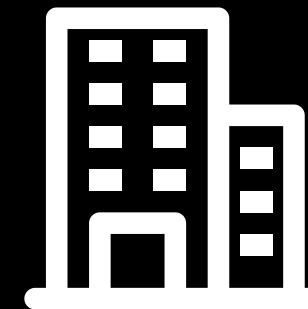
USO
• Lounges
• Airports
• Housing Offices



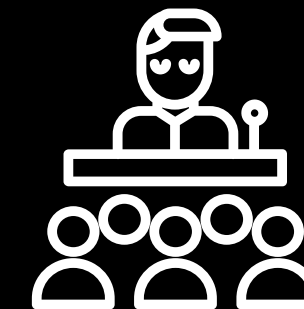
**Family
Readiness
Centers**



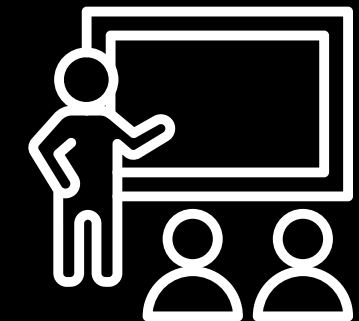
**American
Legion
Offices**



**AMVETS
Offices**



**Veteran
Conferences**

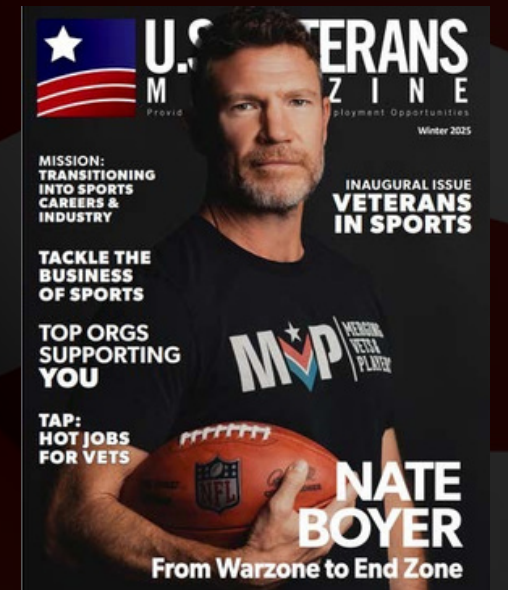


**Veteran Workshops
&
Events**

All military personnel receive free digital downloads

More Issues. More Impact.

In 2026, *U.S. Veterans Magazine* expanded from four to six issues per year, delivering more timely content to support veterans in their careers, education and business pursuits.



2026 Editorial Calendar

MONTH	PUB	THEME	FOCUS & TOPICS	DEADLINES
Jan	USVM	Service to Success Top Veteran Supplier Programs	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
March	USVM	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 Power of the GI Bill Veteran-Owned Spotlight Path to Procurement Winning Government Contracts	S: 1/9/26 M: 1/16/26
May	USVM	Military & Spouse Appreciation Top MilSpouse Employers	Military Spouse Appreciation Day Top MilSpouse Employers Armed Forces Day Memorial Day Military Appreciation Military Spouse Schools, Degrees, Benefits Top K9s Veterans on Campus Scholarships & Grants Value of Supplier Networks	S: 2/28/26 M: 3/13/26
July	USVM	Top Veteran Employers Boots to Brilliance & USA's 250th Anniversary	Top Veteran Employers Boots to Brilliance 250th Anniversary of the USA National Hire a Veteran Day Top Industries: Finance, Pharmaceutical, Energy & Construction Military Credit Transfers, Degrees for Veterans Simple Contracting Opps SDVOB Spotlights Online Schools	S: 5/1/26 M: 5/15/26
Sept	USVM	Top Yellow Ribbon Schools Salute to a Veteran	Top Yellow Ribbon Schools Patriot Day Conference Special Careers After Service Transition to Workforce Back to School, MBA Programs Veteran Owned Advantage Financing Your Business Engaging with Corporations	S: 7/3/26 M: 7/17/26
Nov	USVM	Top Veteran Schools Veterans Day	Top Veteran Schools Veterans Day Veterans in Sports Thriving Veteran Industries Hiring Veterans Military Skills to Careers Veteran Education Resources Securing the Contract VBO Growth Strategies Best Procurement Practices	S: 9/4/26 M: 9/11/26

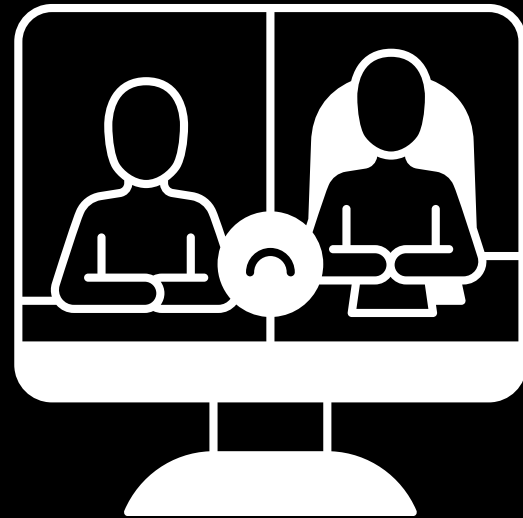
2027 Editorial Calendar

MONTH	PUB	THEME	FOCUS & TOPICS	DEADLINES
Jan	USVM	15th Anniversary Special Service to Success	15th Anniversary Special Service to Success Careers, Education, & Business for the New Year Transitioning Veterans Hot Jobs Veteran Talent Pipeline GI Bill Advantage Boots to Books Value of VBO Certification	S: 11/6/26 M: 11/13/26
March	USVM	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 Power of the GI Bill Veteran-Owned Spotlight Path to Procurement Winning Government Contracts	S: 1/8/27 M: 1/15/27
May	USVM	Memorial Day & Armed Forces Military and Spouse Appreciation Top MilSpouse Employers Top MilSpouse Schools	Memorial Day Armed Forces Day Military Spouse Appreciation Day Military Appreciation Month Top MilSpouse Employers Top MilSpouse Schools Military Spouse Schools,, Degrees, Benefits Top K9s Veterans on Campus Scholarships & Grants Value of Supplier Networks	S: 2/26/27 M: 3/12/27
July	USVM	Top Veteran Employers Boots to Brilliance	Top Veteran Employers Boots to Brilliance National Hire a Veteran Day Top Industries: Finance, Pharmaceutical, Energy & Construction Military Credit Transfers, Degrees for Veterans Simple Contracting Opps SDVOB Spotlights Online Schools	S: 4/30/27 M: 5/14/27
Sept	USVM	Salute to a Veteran Top Yellow Ribbon Schools Top Veteran Supplier Programs	Salute to a Veteran Top Yellow Ribbon Schools Top Veteran Supplier Programs Patriot Day Conference Special Careers After Service Transition to Workforce Back to School, MBA Programs Veteran Owned Advantage Financing Your Business Engaging with Corporations	S: 7/2/27 M: 7/16/27
Nov	USVM	Veterans Day Top Veteran Schools	Veterans Day Top Veteran Schools Veterans in Sports Thriving Veteran Industries Hiring Veterans Military Skills to Careers Veteran Education Resources Securing the Contract VBO Growth Strategies Best Procurement Practices	S: 9/3/27 M: 9/10/27

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.

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

Interview Examples

Video Interview

The video interview features two participants: Mona Lisa Faris, Founder/Publisher of U.S. Veterans Magazine, and Kelvin E. Gumbs, a representative from Purdue Global. The background includes the U.S. Veterans Magazine logo, which is a red ribbon with a yellow center containing the text "2025 U.S. VETERANS MAGAZINE TOP VETERAN SCHOOL". To the right is the Purdue Global logo. The participants are shown in a split-screen format, with Mona Lisa Faris on the left and Kelvin E. Gumbs on the right. Both are wearing headsets and looking towards the camera.

Value of: \$5,000

Editorial

The editorial article is titled "Iron Riders: The Ride Continues...2024" and is written by Bobby McDonald. It discusses the 125th anniversary of the Buffalo Soldiers and the Iron Riders event. The article includes a photograph of a group of people riding bicycles on a dirt path. The text describes the historical significance of the Buffalo Soldiers and the current efforts to preserve their legacy through events like the Iron Riders. The article is published in U.S. Veterans Magazine, Volume 14, Number 1, January 2024.

Value of: \$9,500

Ad & Editorial Spread

The advertisement is for Lawyers for Warriors and the Veterans Legal Institute. It features a large photograph of a group of people standing outdoors. The text includes the title "Veterans Legal Institute Celebrates Ten Years, Ten Thousand Veterans Served" and lists several awards won by the organization, including "Attorney of the Year" for Rosanna E. Fristed, Esq., and "Law Firm of the Year" for Ford & Diulio PC. It also mentions "Veteran Advocates of the Year" and "Community Partner of the Year". The advertisement includes contact information for the Veterans Legal Institute and a QR code for more information.

Value of: \$19,000

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

A Few of Our Partners



A Few of More Our Partners



Community Events



Current Advertisers



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