



Media Kit

2026-2027

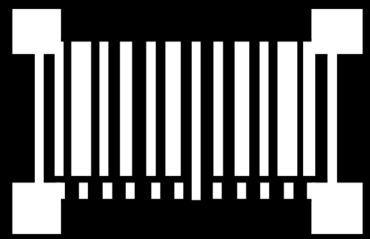
About Us

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

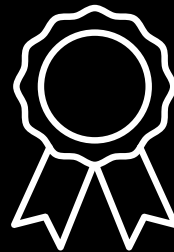
Through trusted content, national exposure and strategic partnerships, **USVM** helps military-connected individuals navigate civilian life and achieve long-term success—whether advancing in the workforce, launching a business or continuing their education.

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



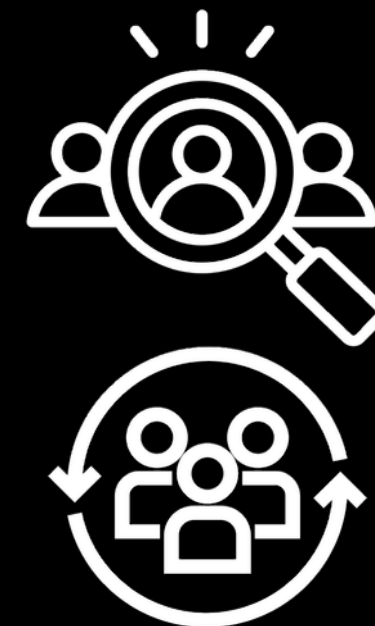
Geotargeting

TELL YOUR STORY

Veteran Stories Inspire Veteran Hires
Real Voices Drive Real Retention



Click to view
an example



RECRUIT & RETAIN

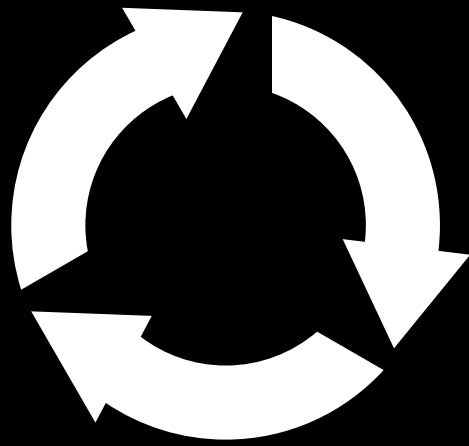
Ask your **Account Executive** about:

- 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
437,000



Readership
1.25 Million



Ages
18-24
16%

25-34
27%

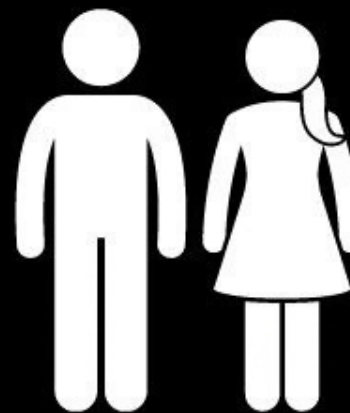
35-44
33%

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**
**TOP MILSPOUSE
EMPLOYERS**



**TOP
VETERAN
EMPLOYERS**



**TRANSITIONING
VETERANS**



**TALENT
AQUISITIONS**



FAMILY

Business & Education



Conferences & Events

Bonus distribution that boosts visibility: Through partnerships with 75-100 conferences and events, we place *U.S. Veterans Magazine* in high-traffic locations, giving your ad added exposure where decision-makers and engaged audiences gather.

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.

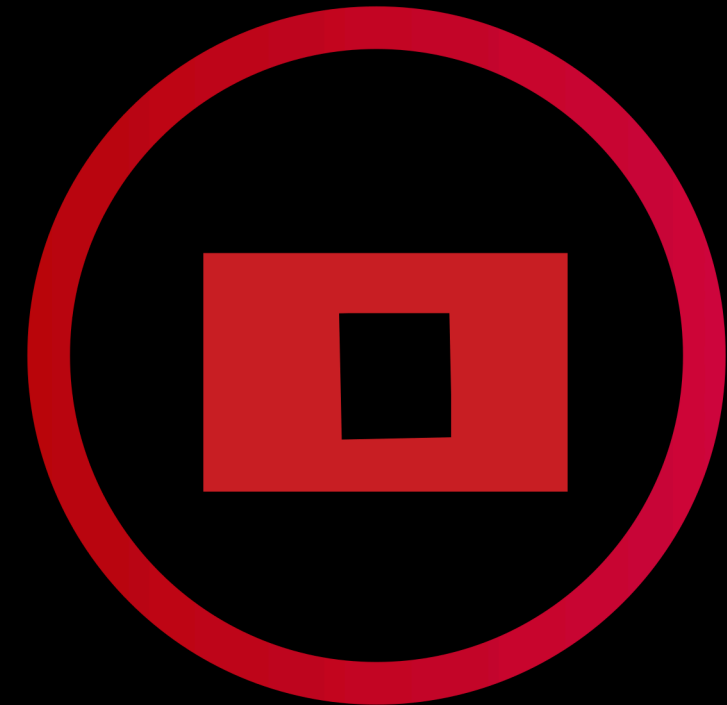


Digital issue link included in event newsletters reaching members, attendees and corporate sponsors.



Media Partner Coverage:

- Pre-event exposure to educate and engage attendees
- On-site social media coverage
- Professional booth photography
- Real-time interviews for editorial features and video recaps



Professional Video Reels:

- Event wrap-up reels featured on our YouTube channel
- Leveraged as PR assets to drive attendance for future events

[Click here for a full list of conferences & events](#)

Veteran-Focused Partners & Conferences

AFCEA West Conference
ALPFA - American Latino Professionals 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
Care Possible
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
GEOWeek

GLAAACC
Global ERGNetwork
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
MBA Veterans
M-Enabling
MCON Conference
Military Connect
Military Influencer Conference
Military MOJO - Military Officer Job Opportunities
MilspouseFest
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
NaVOBA - National Veteran-Owned Business Association
NAVUB - National Association of Veterans Upward Bound
Navy Gold Coast
NAWLEE - National Association of Women Law Enforcement
Executives
NMBBAA - National Black MBA Association
NCHV - National Coalition for Homeless Veterans
NCOA Career Expos - Noncommissioned Officers Association

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

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
Salute to Veterans
SAME OC - Society of American Military Engineers
SCMSDC – Southern California Minority Supplier Development Council
SHPE – Society of Hispanic Professional Engineers
Sky Ball
Stable Strides
SVA – Student Veterans of America Annual Conference
The Conference Board
The 1st & Goal Project
The Queen Mary
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
U.S. Vets
UTAVBOC – UTA Veterans Business Outreach Center
VA Healthcare Summit VAMBOA
Veteran Edge Conference
Veteran Recruiting
Veteran Saves
Veterans Ascend
Veterans Health Alliance of Long Island
VETNET
Vets Indexes
VFW Foundation
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



Spotlight Your Event with Exclusive Media Coverage

Turn your event in to 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**



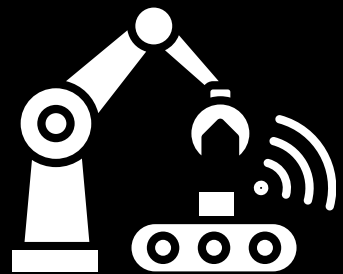
Supplier Engagement



Pharma



Insurance



Manufacturing



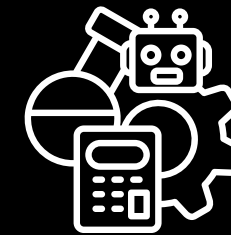
**Aerospace
&
Defense**



**Government
&
Veterans**



**Energy, Gas
&
Oil**



**STEM
&
Cybersecurity**



**Finance
&
Banking**



**Top Veteran
Lists**



**Military Spouse
&
Family**



**Sports, Health
&
Wellness**



**Benefits
&
Family Resources**



**Retail
&
Hospitality**

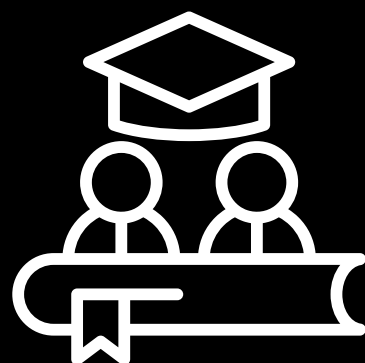


**Service-Disabled
Veterans**

National Distribution



**Military Base
Career Centers**



**TAP & ACAP
Programs**



**Employment
Resource
Centers**



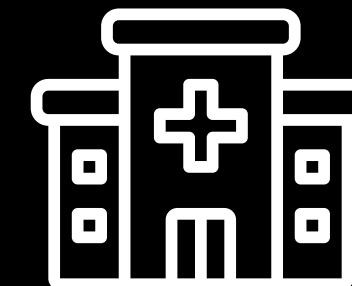
**Yellow Ribbon
Schools**



Barnes & Noble



Campus Libraries



**Military Hospitals
& VA**



**Veteran
Centers**



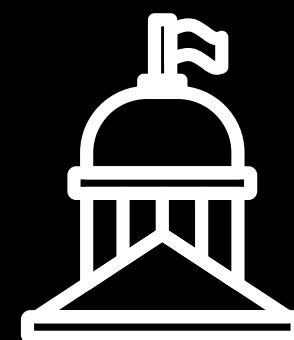
USO
▪ Lounges
▪ Airports
▪ Housing Offices



**Family
Readiness
Centers**



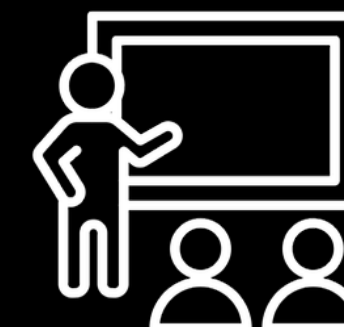
**American
Legion
Offices**



**AMVETS
Offices**



**Veteran
Conferences**

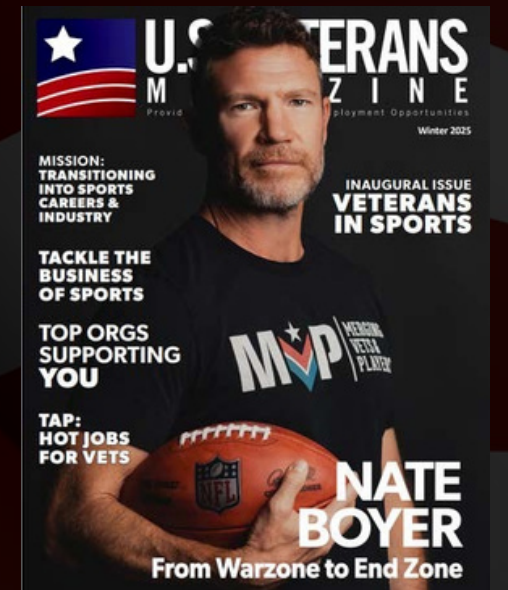


**Veteran Workshops
&
Events**

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.



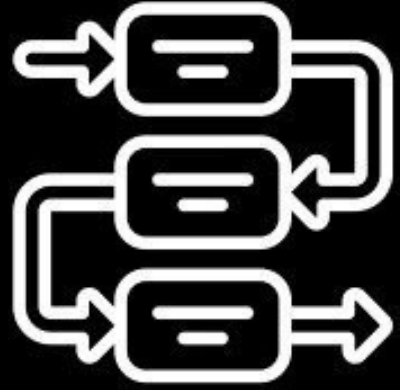
2026 Editorial Calendar

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 Top Veteran Supplier Programs	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	Top Veteran Business Owner of the Year 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	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

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.



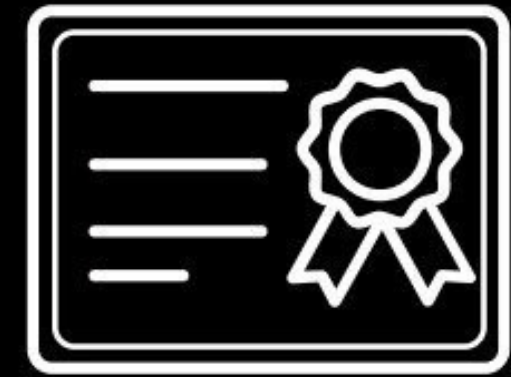
Survey Submission

Submit the survey in order to be considered for recognition.



National Press Release

National recognition through a Cision press release.



Award Logos & Licensing

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

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 will be 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

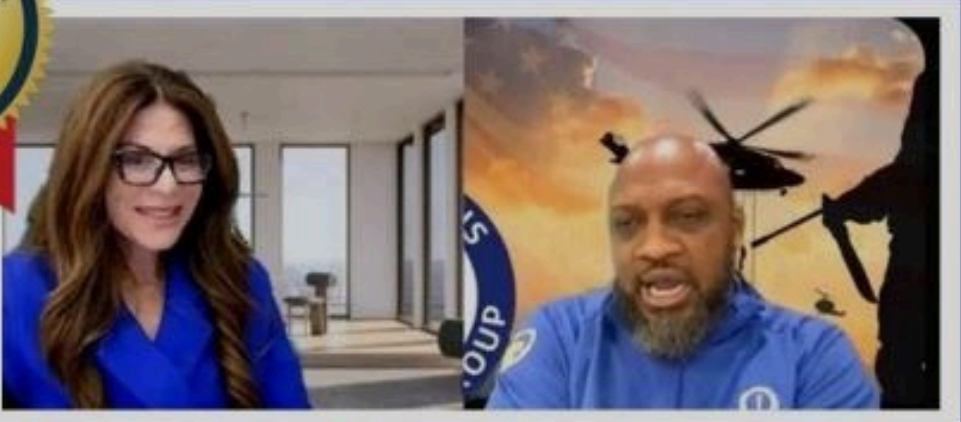
Video Interview

Editorial

Ad & Editorial Spread

RECOGNIZING EXCELLENCE

VIDEO INTERVIEW



2025 U.S. VETERANS MAGAZINE TOP VETERAN EMPLOYER

Mona Lisa Faris
President & Publisher
U.S. VETERANS MAGAZINE

Lamarkus Keels
VP and Plant Manager
STELLANTIS

EDITORIAL OF INTERVIEW

Veterans: Unmatched Leaders in Manufacturing—A Conversation with Lamarkus Keels



Value: \$5,000

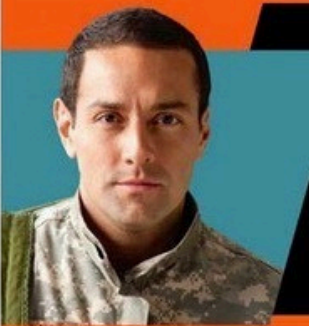
Value: \$9,500

How Companies Can Better Hire and Support Veterans: Lessons from BNSF



Robert A. Williams, BNSF's senior vice president of talent acquisition, discusses the company's commitment to hiring and supporting veterans.

Are you looking for your next adventure?



BNSF is a military friendly workplace. One in five employees has served in a branch of the U.S. armed forces.

At BNSF, we value your service to the country and we know the skills and characteristics that lead to success in the military often translate well to a career in railroading. We're a tight-knit team driven by a common purpose -- to move the freight that moves the nation. Few workplaces offer the chance to make a real impact like BNSF. Apply today.



Learn more about your next adventure.

Value: \$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: \$10,000

[Click to view page](#)

Logo on Recognition Home Page

Explore USVM's Best of the Best Lists

Top Veteran Employers, Top Veteran Supplier Programs
Top MilSpouse Employers
Top Veteran Schools and Top Yellow Ribbon Schools

Exploring Excellence in Veteran Support

VIEW THE 2025 RECOGNITION LISTS BELOW
Top Veteran Employers, Top Veteran Schools and Top Yellow Ribbon Schools

2026 RECOGNITION LISTS INCLUDE:

- Top Veteran Supplier Programs announced January 1, 2026
- Top Milspouse Employers announced May 1, 2026.
- Top Veteran Employers announced July 3, 2026.
- Top Veteran Schools and Top Yellow Ribbon Schools announced September 1, 2026

Value: \$10,000

[Click to view page](#)

Website Advertising Rates & Specs

Rates Per Month

Top Header Banner (1-4)	1: \$10,000 2: \$7,500 3: \$5,000 4: \$2,500
Featured Posts (1-3)	1: \$6,000 2: \$4,000 3: \$2,000
Below the Fold Banner (1-4)	1: \$10,000 2: \$7,500 3: \$5,000 4: \$2,500
Featured Video	\$10,000
Sidebar YouTube Video	\$7,500

Website Home Page

Top Header Banner (1-4)

920x120px | 96 DPI or higher | Include URL

The logo for U.S. Veterans Magazine, featuring a stylized American flag graphic to the left of the text "U.S. VETERANS" in a bold, sans-serif font, with "MAGAZINE" in a smaller font below it.

A collage of three images representing featured posts. The left image shows a smiling woman in a yellow shirt. The top right image shows a group of five people standing in front of an American flag. The bottom right image shows a person in a military uniform. Large numbers 1, 2, and 3 are placed to the left and right of the collage to indicate the order of the posts.

Featured Posts (1-3)

The cover of U.S. Veterans Magazine, featuring a man in a blue t-shirt standing in front of a military aircraft. The text on the cover includes "U.S. VETERANS MAGAZINE", "CAREERS AFTER SERVICE", "FRANCHISE OPPORTUNITIES & SUCCESS", "EDUCATION OPTIONS FOR VETERANS", "DIGITAL EDITION", and "SAM ECKHOLM GRANTING ACCESS TO MILITARY LIFE ACROSS GENERATIONS".

Below the Fold Banner (1)

728x90px | 96 DPI or higher | Include URL

A black square icon inside a white circle, representing a YouTube video.

Featured YouTube Video

A screenshot of an Entertainment Weekly article titled "Veterans in the Spotlight: Real Service, Real Stories, Real Impact". The image shows a hand holding a red and white striped popcorn bucket in front of a movie screen.

Below the Fold Banner (2)

728x90px | 96 DPI or higher | Include URL

Sidebar YouTube Video

Below the Fold Banner (3)

728x90px | 96 DPI or higher | Include URL

Sidebar YouTube Video

Below the Fold Banner (4)

728x90px | 96 DPI or higher | Include URL

Magazine Rates & Specs

Rates Per Month Digital & Print Rates

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

Digital Magazine Only

Page 0	\$10,000
Top Banner	\$10,000

Bottom Banner	\$7,500
Video	\$5,000

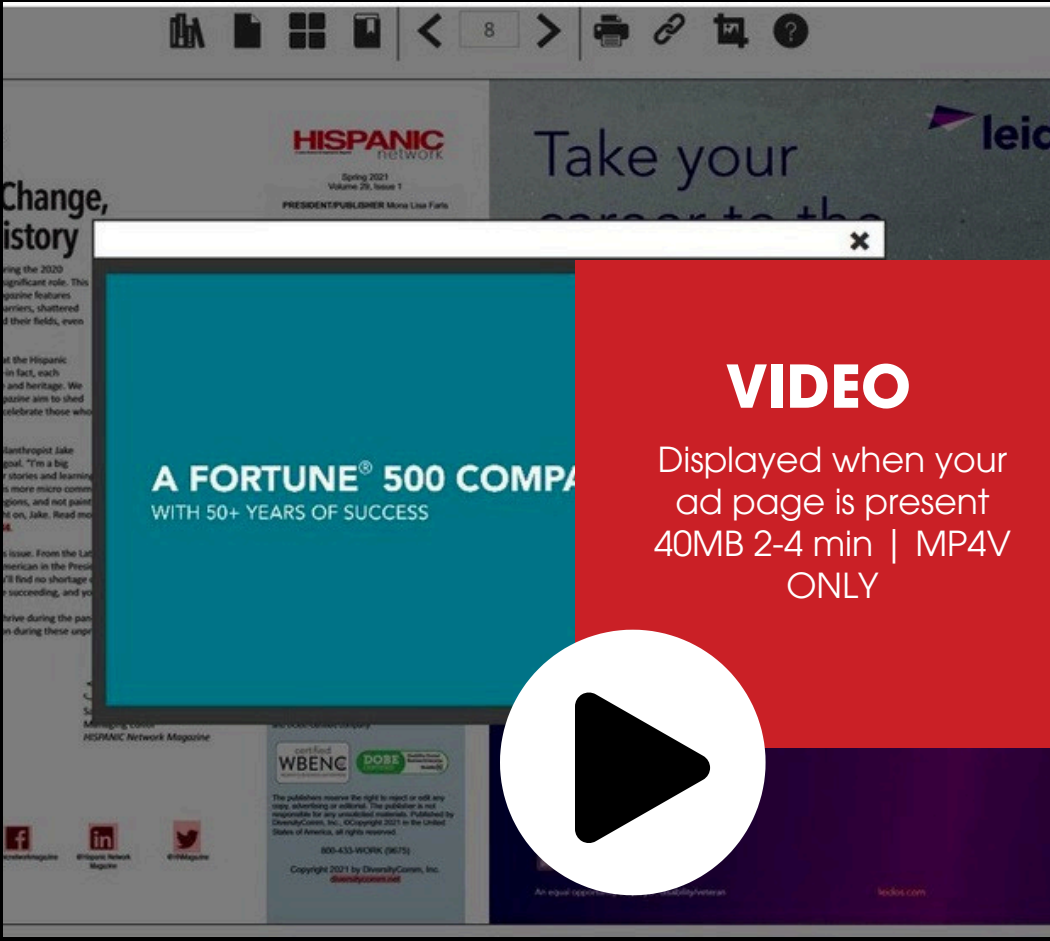
Top Banner: 650x75px | 96 DPI or higher | Include URL format

Page 0
See print specs

Bottom Banner - 920x120px | 96 DPI or higher | Include URL format



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



Newsletter Rates & Specs

Rates Per Blast Newsletter

Top Banner	\$5,000
Editorial/Advertorial #1	\$6,000
Editorial/Advertorial #2	\$5,000
Editorial/Advertorial #3	\$4,000
YouTube Video	\$5,000
Bottom Banner	\$3,000
Stand-Alone Campaign Blast	
Dedicated Campaign Blast	\$20,000

1st Half

Top Banner
728x90px | 96 DPI or higher | Include URL

Editorial/Advertorial (1-3)
Title: Max 15 words | Copy Description: Max 200 words
Image scales to 600 pixels wide: .jpg, .png, .gif

Military Experience Means High-Wage Jobs in Michigan

Michigan is home to more than **400 employers** with veteran-friendly hiring and training programs.

Pair all that with a rewarding career that values the skills you gained serving our nation, and you have the perfect place to operate from.

Michigan also has **62 veteran-friendly colleges and universities**, with programs to support veterans and military-connected students.



YOUR NEXT DUTY STATION

Captions keep veterans with hearing loss connected

As one of the most common service-connected disabilities, hearing-related issues often go ignored. For veterans, who are already a unique population given their experiences, hearing loss often leads to social isolation and other impacts on daily life. That's why Henderson Capital created the Heroes With Hearing Loss® program – to provide tools and resources for veterans with hearing loss, including next-gen Captioned Telephone solutions that keep veterans connected with what matters most in their lives.



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Michigan also has **62 veteran-friendly colleges and universities**, with programs to support veterans and military-connected students.



2nd Half



Modern Day Marine
Military Spouse Summit
Washington, D.C.
April 28-30, 2026
[VIEW EVENT](#)



Military Mojo
Boutique Hiring Event
Charleston, SC
April 30, 2026
[VIEW EVENT](#)

EVENT CALENDAR



Employing U.S.
Vets Conference
New York City, NY
April 9, 2026
[VIEW EVENT](#)



MilSpouseFest
2026
San Diego, CA
April 14, 2026
[VIEW EVENT](#)

YOUR NEXT WATCH



A Family United: Three Veterans, One Educational Goal

[Learn more](#)

Bottom Banner
728x90px | 96 DPI or higher | Include URL

Stand-Alone Campaign Blast

Top Banner
728x90px | 96 DPI or higher | Include URL

Content
250 words or less

Your text here

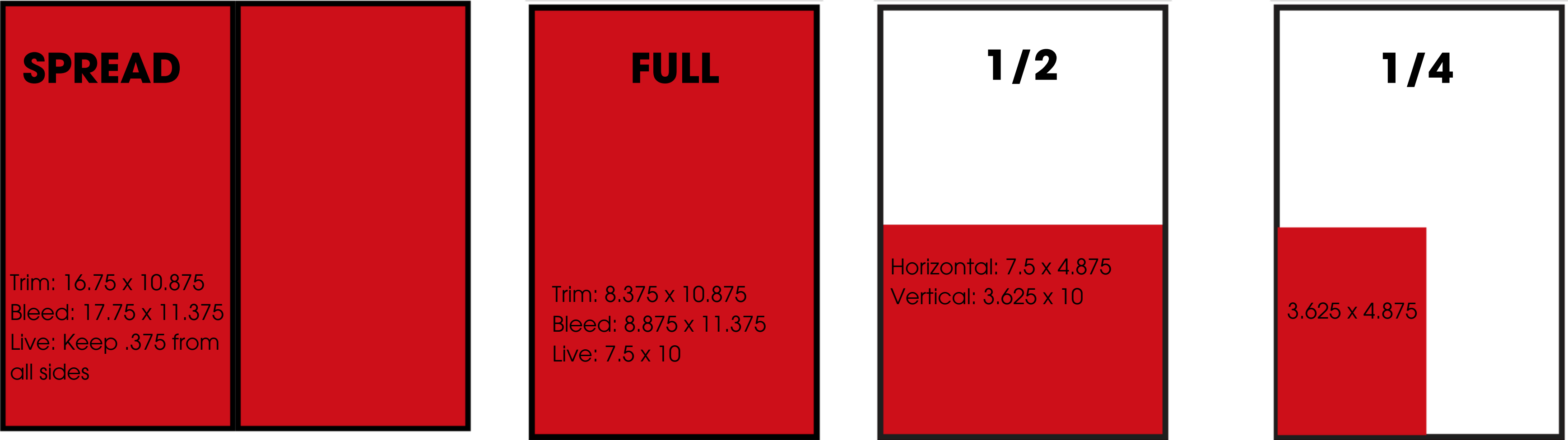
Image Size: 1080x1080px
.jpg, .png, .gif | Include URL



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.)



COMPANY/SCHOOL LOGOS
300 ppi (minimum resolution) CMYK, TIF or EPS files. Minimum pixel size: 1200 pixels wide.

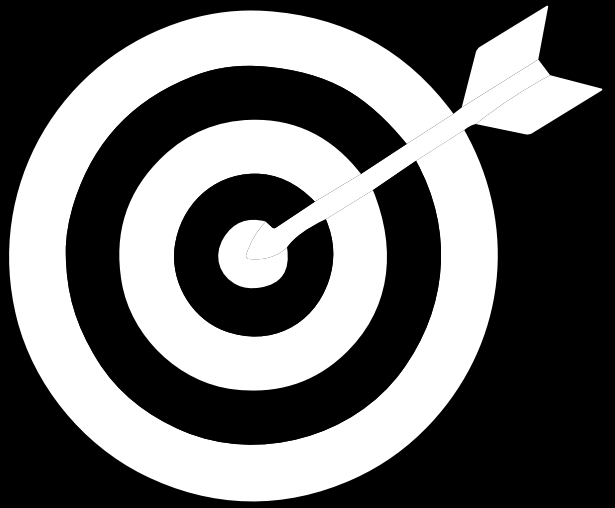
Geotargeting

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
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Sheila Hill
Account Executive
SHill@USVeteransMagazine.com



Richard Abboud
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Tonya Kinsey
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