U.S. VETERANS MAGAZINE

Providing Business, DVBE & Employment Opportunities

MEDIA KIT 2027







43M

MILITARY MARKET

$1.5T

MILITARY ECONOMY

200K

TRANSITIONING VETERANS

LOOK NO FURTHER.

Your Brand. The Military Market. Real Opportunity.

U.S. Veterans Magazine, powered by ***ConnectComm Media***, connects your brand with veterans, active-duty military, transitioning service members, military spouses and their families.



Build Your Brand. | **Recruit Talent.** | **Drive Enrolinent.** | **Grow Your Business.**

MILITARY MARKET DEMOGRAPHICS

43M	MILITARY-CONNECTED COMMUNITY
17.3M	VETERANS
2.02M	DOD SERVICE MEMBERS
2.37M	MILITARY FAMILY MEMBERS

U.S. VETERANS MAGAZINE AUDIENCE DEMOGRAPHICS

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

Female	Male
35%	65%

448K CIRCULATION | **1.25M** READERSHIP | **90%** DIGITAL | **10%** PRINT

MARKETING THAT MOVES MISSIONS

ADVERTISING OPPORTUNITIES

Connect with the military community through impactful marketing solutions that help you recruit, retain, drive enrollment, support businesses, engage military spouses and promote your products and services.







RECRUIT & RETAIN

Connect with veterans and transitioning service members through targeted recruitment campaigns.

DRIVE ENROLLMENT

Promote education, training and professional development opportunities to military-connected students.

BUSINESS OWNERS & SUPPLIER ENGAGEMENT

Build relationships with veteran-owned businesses through supplier programs, corporate partnerships and franchise opportunities.

MILITARY SPOUSES

Engage military spouses with employment, education and community opportunities.

PRODUCTS & SERVICES

Introduce your products and services to military-connected consumers.

NATIONAL DISTRIBUTION



Military Base Career Centers



Transition Assistance Programs (TAP)



Employment Resource Centers



Top Veteran Schools & Yellow Ribbon Schools



Campus Libraries



Military & VA Facilities



Veteran Centers



USO Locations



Family Readiness Centers



American Legion Offices



AMVETS Offices



Veteran Conferences



Veteran Workshops & Events

Sign Up for Your Free Digital Subscription

OUR SERVICES

YOUR BRAND. OUR REACH. REAL RESULTS.

Targeted digital advertising and in-person experiences connect your brand with the military community.



DIGITAL ADVERTISING

Connect with military audiences through display, video and streaming advertising to build awareness and engagement.

PROGRAMMATIC

A targeted digital solution from USVM that uses premium audience lists and geotargeting to reach the right audience across social media and the open web.

KEY FEATURES

- Geotargeting
- 1st-party data
- Audience segmentation
- Reporting & analytics

WEBSITE & DIGITAL CONTENT

Extend your reach with online banners, sponsored editorials, featured stories and custom content that connects your brand with an engaged military audience.

E-NEWSLETTERS

Deliver your message to engaged readers through targeted newsletters covering careers, education, business and military family resources.

EVENTS & CAREER, BUSINESS, AND EDUCATION CONFERENCES

Connect with the military community at career fairs, education events, industry conferences and more through sponsorships, exhibit opportunities and direct engagement.

BEYOND THE PAGE.
INTO THE COMMUNITY.

CONFERENCES • CONNECTIONS • REAL-WORLD REACH

We participate in veteran-focused, military, business, education and industry conferences nationwide—building relationships, expanding distribution and connecting brands with their target audiences.



01 NETWORKING

Build relationships with decision-makers, partners and community leaders.

02 BONUS DISTRIBUTION

Distribute *U.S. Veterans Magazine* directly to conference attendees.

03 LIVE INTERVIEWS

Interview speakers, industry leaders, exhibitors and attendees.

04 SOCIAL MEDIA AMPLIFICATION

Share event interviews and highlights across our social channels to extend visibility beyond the conference.







WE DON'T JUST ATTEND. WE CONNECT, COVER AND SHARE.

OUR PARTNERS & CONFERENCES

BUILDING CONNECTIONS ACROSS THE MILITARY COMMUNITY.

For the complete list of events, click here to view our full Events Calendar.

Abilities Expo
ALPFA
AFCEA
Airpower Foundation
Association of Military Spouse Entrepreneurs (AMSE)
American Legion
AUSA
Aveco Conference
Be A Hero Hire A Hero
Black Chamber of Commerce OC
CA Veterans Chamber of Commerce
Cal Vet
California Supplier Diversity Symposium
CarePossible
CCF
CCME
Cheeriodicals
Commercial UAV Expo
CPUC Small & Diverse Business Expo
DA4S
DAV
DAVN
Disability:IN
EDD
Elite SDVOB
Gary Sinise Foundation
GEOWEEK
HirePatriots
Hiring Our Heroes
Honor Women Veterans Conference
IFA Franchise World
Invictus Foundation
Invictus Games
Fleet Week
Library of Congress
LULAC
Maryland Military and Veteran Women Business Conference
MBA Veterans
M-Enabling
Medal of Honor
MCON Conference
MIC (Military Influencer Conference)
MilspouseFest
Minority Women Veterans Organization
MVU
MVP
NABMW
NATCON
NAVOBA
Navy Gold Coast
NCOA
NFBPA
WCC
NGLCC
NMSDC
NWL
NUL
NVSBC
Patriots & Paws
Project HIRED
PSWMSDC
PVA
SACC
Salute to Veterans
SAME OC
San Diego Military Summit
Scholarships for Veterans
SHPE
SVA
The 1st & Goal Project
USO
USVBA
USVCC
U.S. Vets
VA Healthcare Summit
Value of a Veteran
VBC (Veterans Beer Club)
Veteran Edge IVMF
Veteran Ready Summit
Veteran Saves
VETNET
Vets 2 industry
VIB Foundation
VIB Network
Wicys
WIFLE
WBENC
Women Veteran Empowerment Conference
Women Veterans Alliance
Wounded Warrior Project
West Conference

THE BEST OF THE BEST SERIES RECOGNITION LISTS



TOP MILSPOUSE EMPLOYERS | TOP MILSPOUSE SCHOOLS | TOP YELLOW RIBBON SCHOOLS | TOP VETERAN SCHOOLS | TOP VETERAN EMPLOYERS | TOP VETERAN FRANCHISES | TOP VETERAN SUPPLIER PROGRAMS

HOW IT WORKS

01 METHODOLOGY

Review our evaluation criteria and selection process online.

usveteransmagazine.com/methodology/

02 SURVEY SUBMISSION

Organizations submit information for evaluation and consideration.

usveteransmagazine.com/participate/

03 AWARD LOGOS & LICENSING

- Recognition certificate
- Complimentary award logo for promotional use
- Advertising discount

usveteransmagazine.com/logos/

04 EDITORIAL & PUBLICITY

- Complimentary editorial interview opportunity
- Press release template for national publicity

usveteransmagazine.com/editorial/

U.S. VETERANS MAGAZINE

Providing Business, DVBE & Employment Opportunities

2027 EDITORIAL CALENDAR

ISSUE	THEME & EDITORIAL HIGHLIGHTS	DEADLINES
JAN USVM	**15th Anniversary Special | Service to Success** • Celebrating Our 15th Anniversary • Hot Careers & Industries • Science & Technology • Career Pathways • Transitioning Military Skills to Civilian Careers	**Space Close:** Nov 6, 2026 **Materials Due:** Nov 13, 2026
MAR USVM	**Medal of Honor | Veteran to Venture** • Women Veterans Making History • Higher Education • Women in STEM • Leadership & Career Advancement • Science & Innovation • Transitioning Development • Veterans Making an Impact • Top Veteran Supplier Programs	**Space Close:** Jan 8, 2027 **Materials Due:** Jan 15, 2027
MAY USVM	**Honoring Our Military & Their Families** • Memorial Day • Armed Forces • Military & Spouse Appreciation • Military Spouse Employment • Career Mobility & Growth • Top Milspouse Schools & Employers	**Space Close:** Feb 26, 2027 **Materials Due:** Mar 12, 2027
JUL USVM	**Back to School** • Back to School • Top Veteran Employers • Engineering & Technical Careers • Manufacturing & Operations • Transferable Military Skills • Career & Education Opportunities	**Space Close:** Apr 20, 2027 **Materials Due:** May 14, 2027
SEPT USVM	**Salute to a Veteran** • Top Yellow Ribbon Schools • Suicide Prevention • Military Spouse Employment & Education • Career Training & Development • Health & Wellness • Science & Healthcare Careers	**Space Close:** July 2, 2027 **Materials Due:** July 18, 2027
NOV USVM	**Veterans Day** • Top Veteran Schools • Veteran Leadership • Military Talent Recruitment • Career Advancement • Innovation & Teamwork • Workforce Opportunities	**Space Close:** Sept 3, 2027 **Materials Due:** Sept 10, 2027

APRIL 2027

SPECIAL ISSUE

SPRING CONFERENCE SPECIAL

Space Close: Jan 29, 2027 | **Materials Due:** Feb 12, 2027

AUGUST 2027

SPECIAL ISSUE

FALL CONFERENCE SPECIAL

Space Close: June 4, 2027 | **Materials Due:** June 11, 2027

www.usveteransmagazine.com

ConnectComm INC.

CAREER | BUSINESS | EDUCATION | LIFESTYLE

2027 EDITORIAL CALENDAR

ISSUE	THEME & EDITORIAL HIGHLIGHTS	DEADLINES
FEB CONNECTCOMM MAGAZINE	**Leadership, Careers & Opportunities** • Hot Careers & Emerging Industries • Leadership Development • Engineering & Technology Careers • Recruitment & Retention • Education: STEM Education & Training **Special Editorial:** Black History & Heritage • Women's History • AAPI	**Space Reservation:** Dec 4, 2026 **Ad Material Due:** Dec 11, 2026
JUN CONNECTCOMM MAGAZINE	**Wonder Woman: Workforce, Business & Professional Advancement** • Women in Leadership & STEM • Workforce Development • Inclusive Workplaces • Talent Recruitment • Manufarturing & Operations • Logistics & Supply Chain Management • Education: Career & Technical Education (CTE)	**Space Reservation:** Apr 3, 2027 **Ad Material Due:** Apr 17, 2027
OCT CONNECTCOMM MAGAZINE	**STEM, Innovation & Careers for the New Year** • Science & Research • Engineering • Biotechnology & Life Sciences • Healthcare Innovation • Data & Technology • Suppliers & Procurement • Business & Operations • Education: Higher Education & Lifelong Learning	**Space Reservation:** July 31, 2027 **Ad Material Due:** August 14, 2027

MAGAZINE READERSHIP & CIRCULATION

Circulation

982,000

ConnectComm Inc. Readership

4 Million

Ages

18 – 55

Digital	Print
95%	5%

IN EVERY ISSUE INCLUDES CONTENT ON



01 | Careers



02 | Education



03 | Recruitment & Retention



04 | Supplier Engagement



05 | Pharma



06 | Insurance



07 | Manufacturing



08 | Aerospace & Defense



09 | Government & Veterans



10 | Energy, Oil & Gas



11 | STEM & Cybersecurity



12 | Finance & Banking



13 | Best of the Best



14 | Military Spouse & Family



15 | Sports, Health & Wellness



16 | Benefits & Family Resources



17 | Small Business



18 | Disability Resources

Click to Explore

Current & Past Issues of *U.S. Veterans Magazine*

THE POWER OF YOUR STORY.

U.S. Veterans Magazine shares authentic stories, practical resources and perspectives from across the military community. Relevant editorial content creates an environment where advertisers can connect with readers through messages that matter to them.

TELL YOUR STORY.

Advertising alongside relevant editorial content gives brands visibility within a publication dedicated to veterans, service members and military families.



2027 ADVERTISING RATES

DIGITAL | NEWSLETTER | WEBSITE | MAGAZINE

Ask your Sr. Account Executive about multiple insertions, customizable packages and editorial opportunities.

MAGAZINE AD RATES

AD SIZE (W X H INCHES)	RATE
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	$11,400
Inside Back Cover	$11,400

NEWSLETTER RATES

AD OPTION	PLACEMENT 1	PLACEMENT 2	PLACEMENT 3	PLACEMENT 4
Top Header Banner (1-4)	$10,000	$7,500	$5,500	$2,500
Featured Posts (1-3)	$6,000	$4,000	$2,000	—
Below the Fold Banner (1-4)	$10,000	$7,500	$5,500	$2,500
Featured Video	$10,000			
Stand-Alone Campaign Blast (Dedicated Campaign)	$20,000			

WEBSITE ADVERTISING RATES

AD PLACEMENT	MONTHLY RATE
Top Header Banner (1-4)	$10,000
Featured Posts (1-3)	$6,000
Below the Fold Banner (1-4)	$10,000
Featured Video	$10,000
Sidebar YouTube Video	$6,000







2027 ADVERTISING SPECS

DIGITAL | NEWSLETTER | WEBSITE | MAGAZINE

AD SPECS

AD SIZES (W X H INCHES)

SPREAD



Trim: 16.75 x 10.875
Bleed: 17.75 x 11.375
Live: Reap. 375 from all sides

FULL PAGE



Trim: 8.375 x 10.875
Bleed: 8.875 x 11.375
Live: 7.5 x 10

1/2 PAGE



Horizontal: 7.5 x 4.875
Vertical: 3.625 x 10

1/4 PAGE



3.625 x 4.875

COMPANY/SCHOOL LOGOS

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

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.

MAGAZINE AD SPECS

AD SIZE	8.375 x 10.875 (Trim)	8.875 x 11.375 (Bleed)	7.5 x 10 (Live Area)
2 Page Spread	16.75 x 10.875	17.75 x 11.375	Keop. 375 form all sides
Full Page	8.375 x 10.875	8.875 x 11.375	7.5 x 10
1/2 Page	7.5 x 4.875	N/A	N/A
1/4 Page	3.625 x 4.875	N/A	N/A
Back Cover	8.375 x 10.875	8.875 x 11.375	7.5 x 10
Inside Foert Cover	8.375 x 10.875	8.875 x 11.375	7.5 x 10
Inside Back Cover	8.375 x 10.875	8.875 x 11.375	7.5 x 10

WEBSITE ADVERTISING SPECS

AD PLACEMENT	DIMENSIONS / FILE TYPE
Top Header Banner (1–4)	920 x 120 px | 96 DPI or higher | Include URL
Featured Posts (1–3)	1080 x 1080 px | jpg, png. gif | Include URL
Below the Fold Banner (1–4)	728 x 90 px | 96 DPI or higher | Include URL
Featured Video	1080 x 1080 px | jpg, png. gif | Include URL
Sidebar YouTube Video	728 x 90 px | 96 DPI or higher | Include URL

NEWSLETTER SPECS

AD PLACEMENT	DIMENSIONS / FILE TYPE
Top Banner	728 x 90 px | 96 DPI or higher | Include URL
Editorial/Advertorial #1	1080 x 1080 px | jpg, png. gif | Include URL
Editorial/Advertorial #2	1080 x 1080 px | jpg, png. gif | Include URL
Editorial/Advertorial #3	1080 x 1080 px | jpg, png. gif | Include URL
YouTube Video	1080 x 1080 px | jpg, png. gif | Include URL
Bottom Banner	728 x 90 px | 96 DPI or higher | Include URL
Stand-Alone Campaign Blast (Dedicated Campaign)	1080 x 1080 px | jpg, png. gif | Include URL

MULTIPLE OPPORTUNITIES
ACROSS ALL PLATFORMS

Ask your Sr. Account Executive about multiple insertions, customizable packages and editorial opportunities.

U.S. VETERANS MAGAZINE

OUR TEAM

Contact Us

WE'RE HERE TO HELP

U.S. VETERANS MAGAZINE

Providing Business, DVBE & Employment Opportunities



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CONNECTING COMMUNITIES. CREATING OPPORTUNITIES.

Contact our team for advertising, partnership and editorial inquiries

click here to contact our team