



VIQ TORY

2022

CONSUMER MARKETING FOR THE MILITARY COMMUNITY

MEDIA KIT

CONNECTING THE MILITARY
COMMUNITY TO CIVILIAN OPPORTUNITY



The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

VIQ TORY

Connect Your Brand with
Military Families

G.I. JOBS
YOUR GUIDE TO CIVILIAN SUCCESS

Since 2001
The original veteran
hiring connection

MILITARYSPOUSE
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

Since 2004
The number one source
for military spouses

MILITARY FRIENDLY

Since 2003
The Gold standard in
measuring veteran
empowering organizations

The Most Powerful Military Marketing Network Available

Clients leverage our own extensive digital, social, print and physical media network, plus the network of our many long-standing relationships, to create what we believe is the most comprehensive and influential military and veteran network available today.

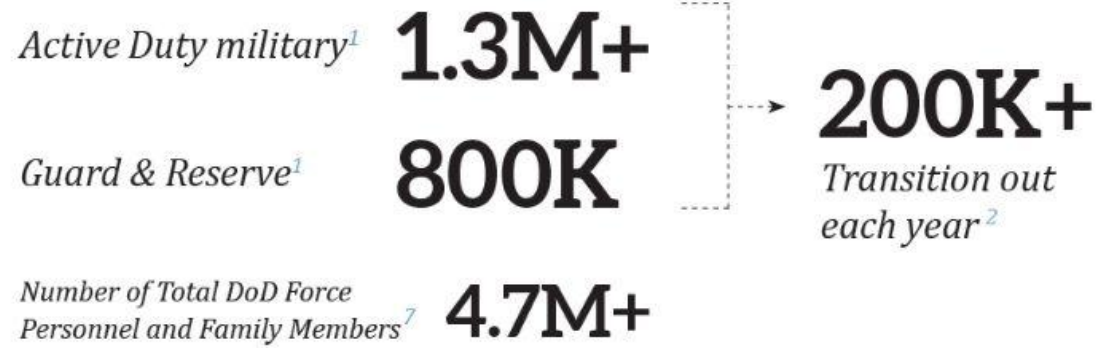
360° MARKETING SOLUTIONS

ATTRACT. ENGAGE. SELL.

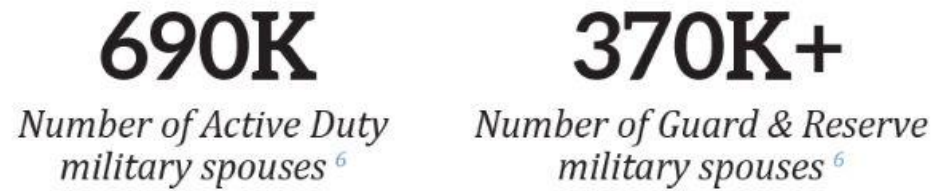


AUDIENCE POTENTIAL

ACTIVE MILITARY



MILITARY SPOUSES



VETERANS

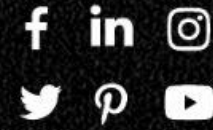


TOTAL SPENDING POWER



*Cited numbers on page 17

OUR REACH



Social Media Followers:

304,000



Email Subscribers:

88,700



Annual Website visitors:

5 Million



Combined Average yearly Print & Digital Distribution of G.I. Jobs and Military Spouse Magazines:

2 Million

Roughly one in five adults, or 22 million people nationwide, have served in uniform, according to the VA.^[1] Interestingly, veteran households spend 16% more overall than the average U.S. household, according to data released by Nielsen^[2]. Moreover, average consumer spending per household unit in 2017 exceeded \$60,000 annually^[3]. This creates a total spending power of just the veteran community exceeding \$1.5 Trillion annually.

[1] U.S. Department of Veterans Affairs Office of the Actuary, Veteran Population Projections Model - 2017

[2] Nielsen Insights: Active-Duty Shoppers: Today's U.S. Veteran Consumers - 2017

[3] U.S. Department of Labor's Bureau of Labor Statistics Consumer Expenditures - 2017

TARGETED DIGITAL MARKETING SOLUTIONS



First Party Data

Through our 20 year history of publications, advocacy, and events, we can reach the military community like no other.

BENEFIT

Key in leveraging your media spend

Full Service Agency

360 degree digital channel capabilities. Reach your defined target anywhere, anytime and on any device.

BENEFIT

Widest reach available

Results Driven

Our team works to deliver ever increasing results. We track and test the effectiveness of each channel, each campaign and each ad.

BENEFIT

Transparency and dynamic optimizations



FULL FUNNEL DEMAND GENERATION

		ATTRACT <i>(Create Brand Awareness)</i>	ENGAGE <i>(Generate Interest)</i>	SELL <i>(Transform the military community into customers)</i>
Sponsored Content	Educate our audience through branded advertorials and informational articles.	●		
Print & Digital Magazine Advertising	Showcase your brand to 2M+ transitioning service members, veterans and military spouses every year in our magazines.	●	●	
Digital Solutions	Deliver your tailored message to over 88,000 email subscribers and 5 million annual website visitors through the G.I. Jobs and Military Spouse networks.	●	●	●
Programmatic Campaign Management	Extend your reach within the military community utilizing multichannel brand safe sites and social channels driven by first-party data.	●	●	●

FIRST PARTY DATA

TOP 10 READY-TO-BUY SEGMENTS



- 1. Apparel & Accessories/Women's Apparel
- 2. Real Estate/Residential Properties/Residential Properties (For Sale)
- 3. Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
- 4. Home & Garden/Home Decor
- 5. Employment
- 6. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- 7. Education/Post-Secondary Education
- 8. Apparel & Accessories
- 9. Employment/Career Consulting Services
- 10. Real Estate/Residential Properties

MILITARYSPOUSE
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

TOP 10 LIFESTYLE CATEGORIES



1. Shoppers/Value Shoppers
2. Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3. Media & Entertainment/Movie Lovers
4. Technology/Technophiles
5. Food & Dining/Fast Food Cravers
6. Lifestyles & Hobbies/Pet Lovers
7. Media & Entertainment/Music Lovers
8. Lifestyles & Hobbies/Fashionistas
9. Media & Entertainment/TV Lovers
10. Lifestyles & Hobbies/Family-Focused

FIRST PARTY DATA

TOP 10 READY-TO-BUY SEGMENTS



- 1. Employment
- 2. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- 3. Employment/Career Consulting Services
- 4. Real Estate/Residential Properties/Residential Properties (For Sale)
- 5. Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
- 6. Home & Garden/Home Decor
- 7. Financial Services/Investment Services
- 8. Education/Post-Secondary Education
- 9. Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)
- 10. Apparel & Accessories/Women's Apparel

FIRST PARTY DATA

TOP 10 LIFESTYLE CATEGORIES



- 1. Shoppers/Value Shoppers
- 2. Media & Entertainment/Movie Lovers
- 3. Food & Dining/Fast Food Cravers
- 4. Home & Garden/Do-It-Yourselfers
- 5. Lifestyles & Hobbies/Outdoor Enthusiasts
- 6. Lifestyles & Hobbies/Pet Lovers
- 7. Technology/Technophiles
- 8. Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- 9. Sports & Fitness/Sports Fans
- 10. Media & Entertainment/Music Lovers

WHY MARKET TO THE MILITARY COMMUNITY

REACH THE MILITARY COMMUNITY AND THEIR FAMILIES AT CRITICAL LIFE STAGES WHEN FAMILIES TEND TO CONSUME MORE.

RELOCATION

Active duty service members and families move every 2-3 years. Military families spend on moving services, home purchases, furnishings, improvements and appliances.

FAMILY GROWTH

Raising children is a rewarding journey, with opportunities to purchase food, clothing, childcare products, automobile purchases and educational resources each step of the way.

WEDDINGS

There are an estimated 200,000 military weddings annually. At an average cost of \$35,000 per wedding, that's a \$7 billion annual industry.

INSURANCE

The military community is all about managing risks. Whether it's owning or renting a home, driving vehicles, covering healthcare costs, or taking vacations, the community understands the importance of protecting their assets and their livelihood through partnering with insurance companies to mitigate risk.

VACATION, TRAVEL AND ENTERTAINMENT

Military families get 4-6 weeks of vacation annually. Because military families are stationed across the United States and the world, many families use that time to visit loved ones and relatives. Most costs include airfare, hotels and car rentals.

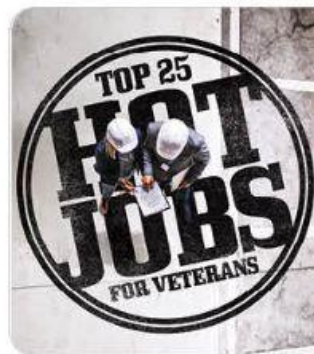
APPAREL

Pride. The military community is very proud to serve their country, represent their branches, and their style of life. Through military-affiliated apparel, the military community is able to highlight their affiliations in style.

G.I. JOBS® MAGAZINE

Utilize *G.I. Jobs* magazine to build brand awareness and engagement within the military community. Combine your print branding with our targeted digital solutions to create a marketing solution that will put your brand at the front and center of the military community.

2022 EDITORIAL CALENDAR



January HOT JOBS FOR VETERANS

INDUSTRIES
Financial Services
Insurance

CAREER FIELD
Cyber Security

Space Deadline: 12/30/21



February VOCATIONAL EDU

INDUSTRIES
Manufacturing
Transportation

CAREER FIELD
Lineman

Space Deadline: 1/14/22



March WOMAN VETERANS

INDUSTRIES
Health Care/Pharma
Energy

CAREER FIELD
Health Care Technicians

Space Deadline: 02/4/22



April EMPLOYMENT

INDUSTRIES
Retail
Business Services

CAREER FIELD
Manufacturing

Space Deadline: 2/25/22

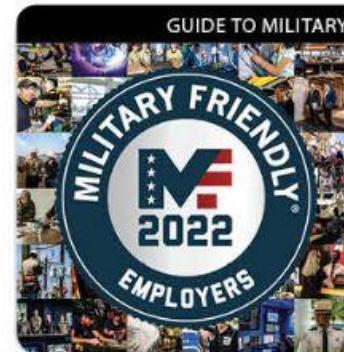


May 2022-23 GUIDE TO MILITARY FRIENDLY® SCHOOLS (SPRING EDITION)

SPECIAL SECTION
Top Ranked Schools

CAREER FIELD
Mechanics

Space Deadline: 3/25/22



June 2022 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (SUMMER EDITION)

INDUSTRIES
Construction
Telecommunications

CAREER FIELD
Finance or Sales

Space Deadline: 4/22/22



July BUSINESS OWNERSHIP

INDUSTRIES
Franchise
Defense

CAREER FIELD
IT/Technology

Space Deadline: 5/20/22



August HOT DEGREES FOR VETERANS

INDUSTRIES
Manufacturing
Retail

CAREER FIELD
Professional Driver

Space Deadline: 6/17/22

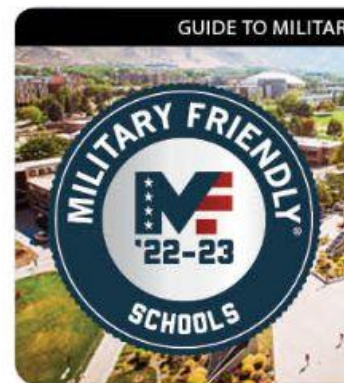


September 2022 GUIDE TO FRANCHISING

INDUSTRIES
Energy/Utilities
Franchising

CAREER FIELD
Skilled Trades

Space Deadline: 7/22/22



October 2022-23 GUIDE TO MILITARY FRIENDLY® SCHOOLS (FALL EDITION)

SPECIAL SECTIONS
Top Ranked Schools
Veteran Champion of the Year

CAREER FIELD
Supply Chain

Space Deadline: 8/19/22

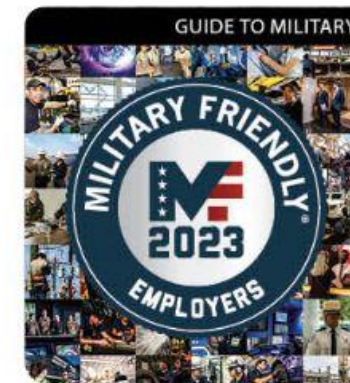


November RETIREMENT

INDUSTRIES
Defense
Federal Government

CAREER FIELD
Nursing

Space Deadline: 9/23/22



December 2023 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (WINTER EDITION)

Space Deadline: 11/4/22

MILITARY SPOUSE® MAGAZINE

Utilize *Military Spouse* magazine to build brand awareness and engagement within the military community. Combine print branding with targeted digital solutions to create a marketing plan that will put your brand in front of military spouses, their service members, and influencers within the military community.

2022 EDITORIAL CALENDAR



January/February FITNESS/HEALTH LIVING

SPECIAL SECTION
Employment
INDUSTRY
IT/Technology
Space Deadline: 12/03/21



2021 GUIDE TO MILITARY SPOUSE FRIENDLY® EMPLOYERS

March/April GUIDE TO MILITARY SPOUSE FRIENDLY EMPLOYERS®

ENTREPRENEURSHIP
THEME I
Milkids
SPECIAL SECTION
Home-Based Businesses
INDUSTRY
Health Care
Space Deadline: 2/18/22



May/June ARMED FORCES INSURANCE MILITARY SPOUSE OF THE YEAR®

THEME
Hot Jobs for Milspouses
SPECIAL SECTION
MSOY Branch Winners/
Overall Winner
INDUSTRY
Finance
Space Deadline: 4/6/22



July/August 2022-23 GUIDE TO MILITARY SPOUSE FRIENDLY SCHOOLS

THEME
Back to School
SPECIAL SECTION
Budgeting/Savings
INDUSTRY
Education
Space Deadline: 6/3/22



September/October

WORK FROM
HOME GUIDE
THEME
Top Employers for WFH
SPECIAL SECTION
Top Occupations for WFH
INDUSTRY
Franchise/Business Ownership
Space Deadline: 8/5/22



MILITARY FRIENDLY® BRANDS

November/December HOLIDAYS (GIFT GUIDE OCONUS, FRIENDS/FAMILY)

THEME
Deployment
SPECIAL SECTION
Military Friendly Brands
INDUSTRY
Government
Space Deadline: 10/7/22

SUBJECT TO CHANGE



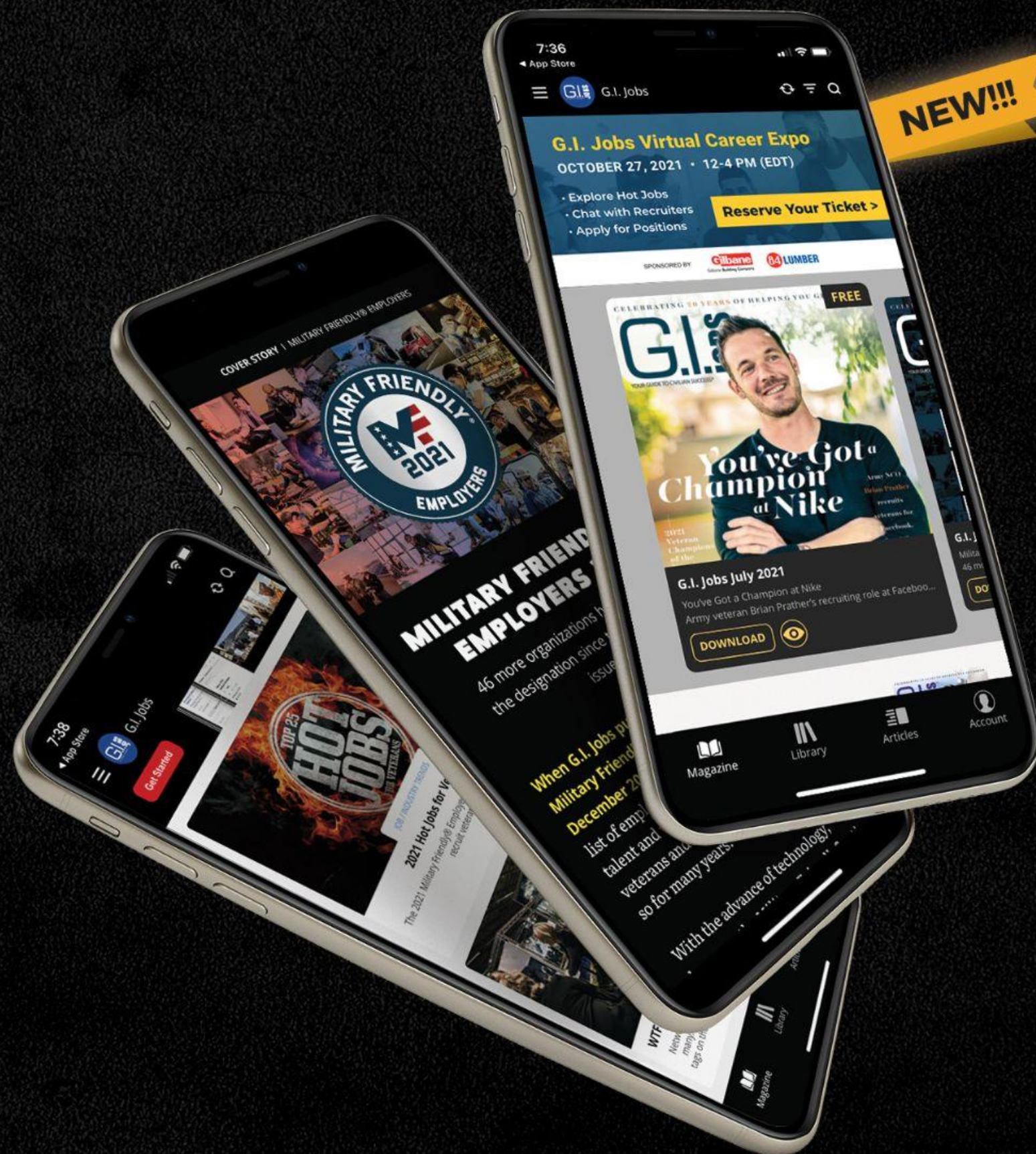
CONNECTING VETERANS TO CIVILIAN OPPORTUNITIES ANYWHERE

CONSUMERS LEVERAGE MAGAZINE ADVERTISING

- Reach people on the go
- Create Interactive Ads
- In-Line Article Advertising

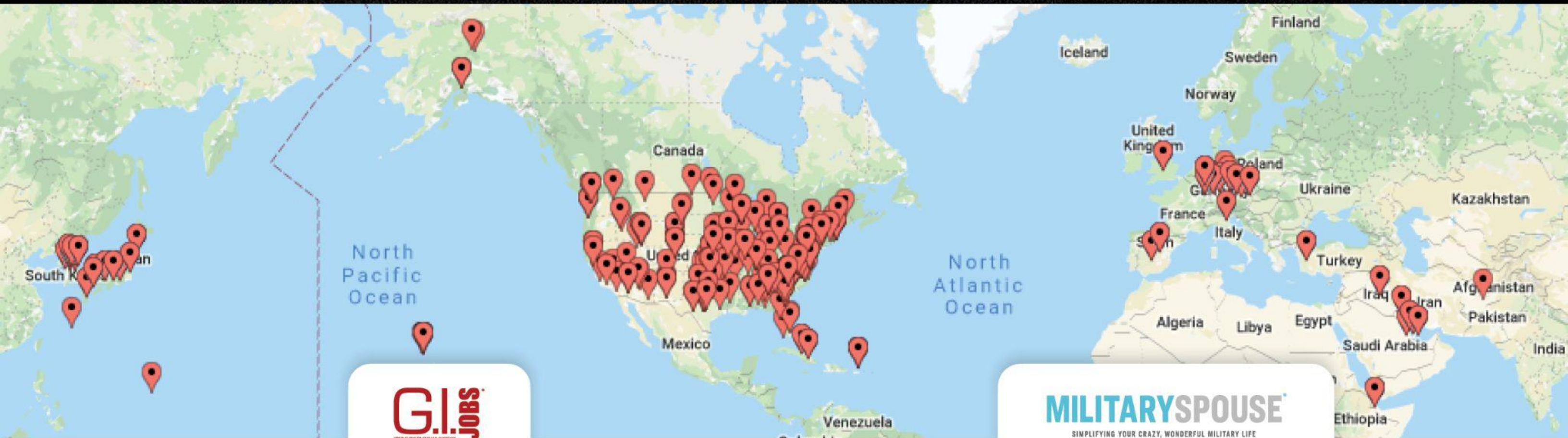
VETERANS GAIN ACCESS TO:

- G.I. Jobs magazine
- Career Portal
- Virtual Career Expos
- Get Hired Workshops
- Franchise Coaching
- Education Opportunities
- Employment Tips
- Military Friendly® Organizations



PUBLICATION DISTRIBUTION

COMBINED AVERAGE YEARLY PRINT & DIGITAL CONSUMPTION OF 2 MILLION



PRINT DISTRIBUTED TO:

- 200+ Military Transition (TAP) Classes Worldwide
- VA and Military Hospitals
- Military Base Education Offices
- Base Libraries, Barber Shops, MWR Offices and Military Medical Centers
- VA and USO Centers
- Hundreds of Active Duty Commands
- Military Job Fairs
- Guard/Reserve Centers
- Veterans Education and Financial Aid Offices at Colleges and Universities
- American Job Centers

PRINT DISTRIBUTED TO:

- Commissaries
- Family Readiness Groups
- Family Service Centers
- Transition Assistance Programs
- Employment Readiness Programs
- Individual Paid Subscribers
- USO Lounges
- Base Housing Offices
- Base Education Offices
- Base Libraries
- Military Medical Centers
- MWR (Morale, Welfare and Recreation) Facilities
- Military Spouse Events
- Job Fairs
- Guard/Reserve Centers
- Military Spouse Influencers

Both Magazines are Digitally Promoted Through:

- Social Media
- Newsletters
- Brand Websites
- Advertising
- Articles
- Influencers and more!

15,500

Number of Military Spouse magazine
copies distributed at military
Commissaries* across the United States

*Supermarkets on military installations that are
exclusive to military-connected consumers.

HERE ARE JUST A FEW OF THE COMPANIES WE HAVE PARTNERED WITH HISTORICALLY:



VIQ TORY

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Suite 503, Bldg. 4,
Moon Township, PA 15108-2773

VIQTORY.com/contact-us
412-269-1663 x180



VIQTORY is certified as a Service-Disabled Veteran's Business Enterprise® by the National Veteran-Owned Business Association.

1) Defense Manpower Data Center (July 2021) (https://www.dmdc.osd.mil/appj/dwp/dwp_reports.jsp); 2) Source: Department of Veterans Affairs (<https://benefits.va.gov/TRANSITION/docs/mct-report-2018.pdf>); 3) Source: U.S. Census: American Community, Survey 2018 ACS 1-Year Estimates, Number is rounded; 4) Source: U.S. Census: American Community Survey, 2018 ACS 1-Year Estimates; 5) Percentages are rounded to equal 100. Note: Data are presented for the total DoD force; therefore, DHS Coast Guard Active Duty and DHS Coast Guard Reserve are not included. Source: DMDC Active Duty Military Personnel Master File (September 2018); DMDC Reserve Components Common Personnel; Data System (September 2018) Number is rounded; 6) Active Duty Source: Whitehouse.gov (May 2018) (<https://www.whitehouse.gov/wp-content/uploads/2018/05/Military-Spouses-in-the-Labor-Market.pdf>); Guard & Reserve Source: Whitehouse.gov (https://www.whitehouse.gov/wp-content/uploads/2018/09/DoDMilitarySpouseDemographicsandEmployment_20180912.pdf); 7) Military personnel includes both married and single members. Family members include spouses, children, and adult dependents. (<https://download.militaryonesource.mil/12038/MOS/Reports/2018-demographics-report.pdf>); Note: Percentages may not total to 100 due to rounding. Source: DMDC Active Duty Military Family File (September 2018); DMDC Reserve Components Family File (September 2018) 8) Source: 2018 Department of Defense Military Spouse Demographics and Employment Information; 9) Source: <https://www.franchisehelp.com/industry-reports/franchising-for-veterans-industry-analysis-2018-cost-trends>