

VIQ TORY

2022

FRANCHISE MARKETING FOR THE MILITARY COMMUNITY

MEDIA KIT

CONNECTING THE MILITARY
COMMUNITY TO CIVILIAN OPPORTUNITY



MILITARYSPOUSE



MILITARY FRIENDLY®



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

VIQ TORY



GI JOBS
YOUR GUIDE TO CIVILIAN SUCCESS

Since 2001
The original veteran
recruiting connection



MILITARYSPOUSE
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

Since 2004
The number one source
for military spouses



MILITARY FRIENDLY

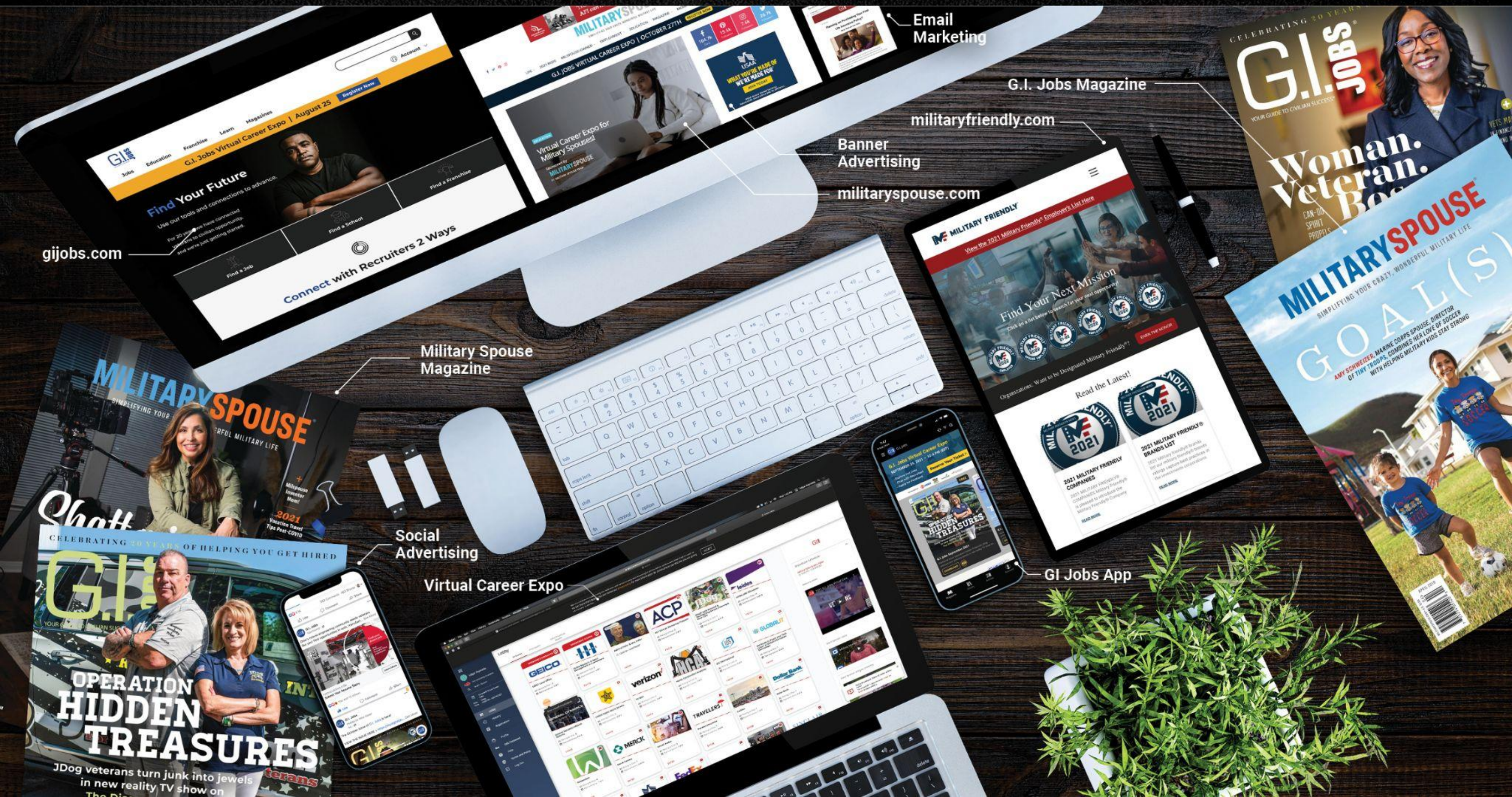
Since 2003
The Gold standard in
measuring veteran
empowering organizations

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.

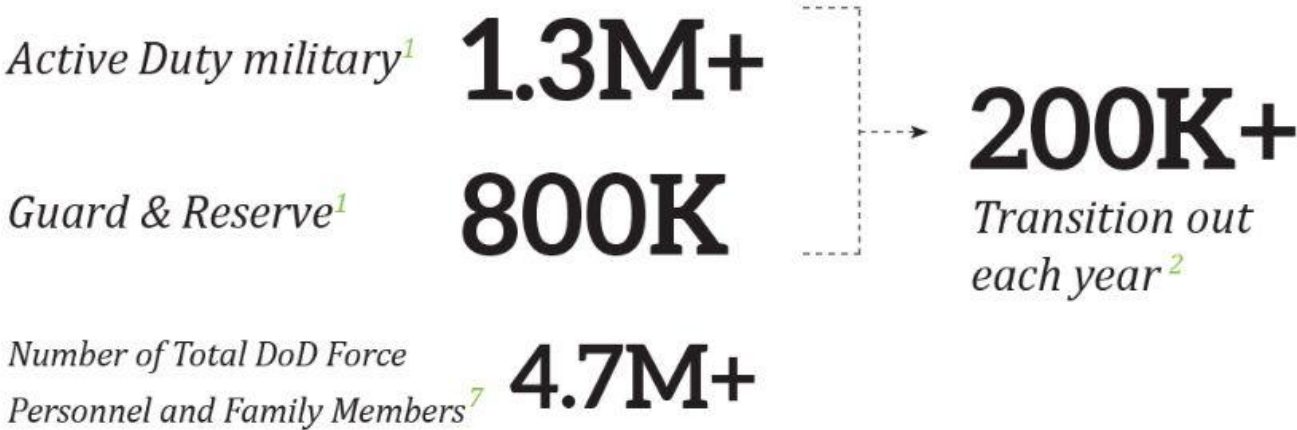
360° MARKETING SOLUTIONS

UNRIVALED REACH. UNRIVALED RESULTS.

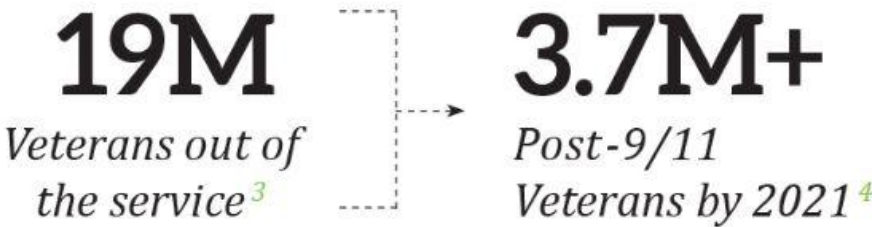


AUDIENCE POTENTIAL

ACTIVE MILITARY



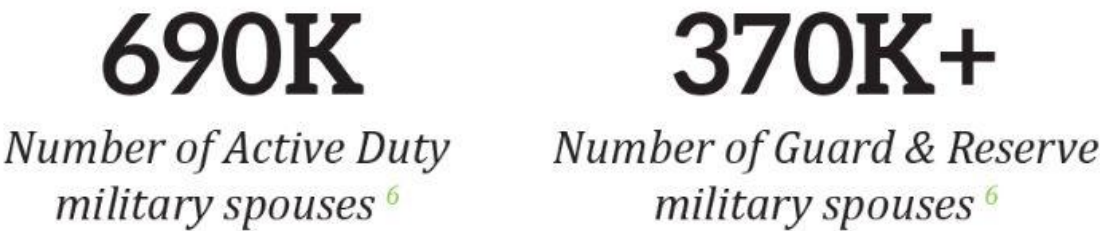
VETERANS



DID YOU KNOW?

1 in 7
Franchises in the U.S. are owned by veterans⁹

MILITARY SPOUSES



**Sited numbers on page 13*

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

CONTINUED MONTHLY EVENT ENGAGEMENT

Virtual Career Expo

Connecting vets and military spouses to opportunities at small businesses and giant brands alike.

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 Leads)</i>	CONNECT <i>(Move candidates into your talent pipeline)</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.			
G.I. Jobs Virtual Career Expo	Connect one-on-one in real-time with transitioning service members, veterans and military spouses that are seeking their next professional opportunity. Veterans own 1 in 7 franchises in the US. Gain access to this qualified and motivated population.			



Virtual Career Expo

Reserve. Connect. Hire.

Powered by Brazen®

Connect with motivated veterans and military spouses

Showcase your brand with customizable booth experience

Access our diverse registrant list before and after the event

Meet candidates over video or chat on our robust recruitment platform

BOOTH LEVELS

Recruitment Booth:

- ✓ Fully Customizable Booth
- ✓ Unlimited Representatives
- ✓ 1:1 Video/Audio & Text Chat
- ✓ Access to Database & Resumes
- ✓ Search and Invite Top Candidates

Sponsored Booth*:

- ✓ **Everything in Recruitment, plus...**
- ✓ Top Tier Booth Placement
- ✓ Pre-Event Brand Exposure to Our Audience
 - Event Web Page, Social Media and Google Display Ads, Email, G.I. Jobs App and more!

**Limited Sponsored Booths available.*



2022 EVENT DATES:

- | | |
|---------------------|----------------------|
| • January 26, 2022 | • July 27, 2022 |
| • February 28, 2022 | • August 31, 2022 |
| • March 30, 2022 | • September 28, 2022 |
| • April 27, 2022 | • October 26, 2022 |
| • May 25, 2022 | • November 16, 2022 |
| • June 29, 2022 | • December 7, 2022 |



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

 <p>January HOT JOBS FOR VETERANS</p> <p>INDUSTRIES Financial Services Insurance</p> <p>CAREER FIELD Cyber Security</p> <p>Space Deadline: 12/30/21</p>	 <p>February VOCATIONAL EDU</p> <p>INDUSTRIES Manufacturing Transportation</p> <p>CAREER FIELD Lineman</p> <p>Space Deadline: 1/14/21</p>	 <p>March WOMAN VETERANS</p> <p>INDUSTRIES Health Care/Pharma Energy</p> <p>CAREER FIELD Health Care Technicians</p> <p>Space Deadline: 02/4/22</p>	 <p>April EMPLOYMENT</p> <p>INDUSTRIES Retail Business Services</p> <p>CAREER FIELD Manufacturing</p> <p>Space Deadline: 2/25/22</p>
<p>GUIDE TO MILITARY FRIENDLY® SCHOOLS</p>  <p>May 2022-23 GUIDE TO MILITARY FRIENDLY® SCHOOLS (SPRING EDITION)</p> <p>SPECIAL SECTION Top Ranked Schools</p> <p>CAREER FIELD Mechanics</p> <p>Space Deadline: 3/25/22</p>	<p>GUIDE TO MILITARY FRIENDLY® EMPLOYERS</p>  <p>June 2022 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (SUMMER EDITION)</p> <p>INDUSTRIES Construction Telecommunications</p> <p>CAREER FIELD Finance or Sales</p> <p>Space Deadline: 4/22/22</p>	 <p>July BUSINESS OWNERSHIP</p> <p>INDUSTRIES Franchise Defense</p> <p>CAREER FIELD IT/Technology</p> <p>Space Deadline: 5/20/22</p>	 <p>August HOT DEGREES FOR VETERANS</p> <p>INDUSTRIES Manufacturing Retail</p> <p>CAREER FIELD Professional Driver</p> <p>Space Deadline: 6/17/22</p>
 <p>September 2022 GUIDE TO FRANCHISING</p> <p>INDUSTRIES Energy/Utilities Franchising</p> <p>CAREER FIELD Skilled Trades</p> <p>Space Deadline: 7/22/22</p>	<p>GUIDE TO MILITARY FRIENDLY® SCHOOLS</p>  <p>October 2022-23 GUIDE TO MILITARY FRIENDLY® SCHOOLS (FALL EDITION)</p> <p>SPECIAL SECTIONS Top Ranked Schools Veteran Champion of the Year</p> <p>CAREER FIELD Supply Chain</p> <p>Space Deadline: 8/19/22</p>	 <p>November RETIREMENT</p> <p>INDUSTRIES Defense Federal Government</p> <p>CAREER FIELD Nursing</p> <p>Space Deadline: 9/23/22</p>	<p>GUIDE TO MILITARY FRIENDLY® EMPLOYERS</p>  <p>December 2023 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (WINTER EDITION)</p> <p>Space Deadline: 11/4/22</p>

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



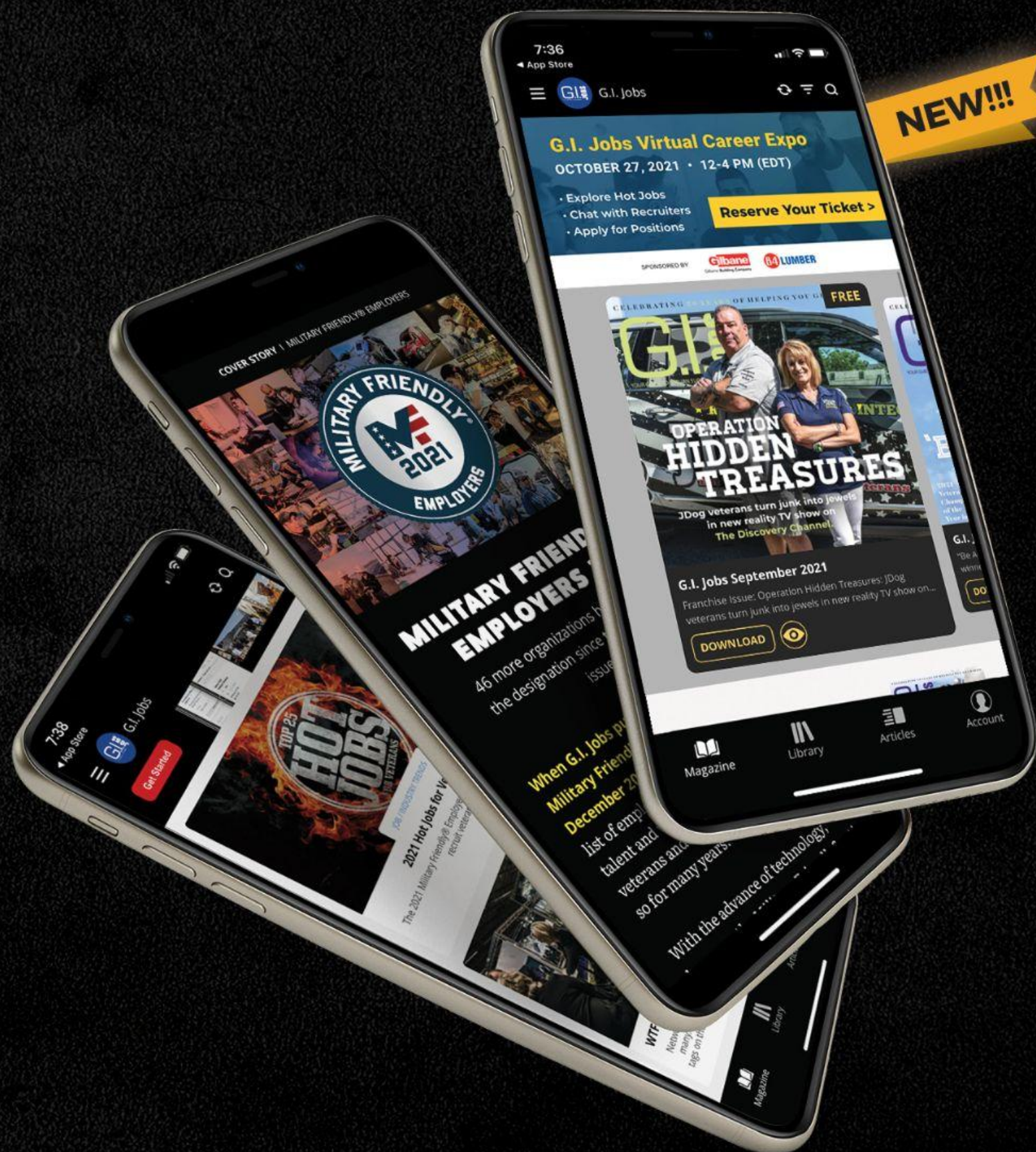
CONNECTING VETERANS TO CIVILIAN OPPORTUNITIES ANYWHERE

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

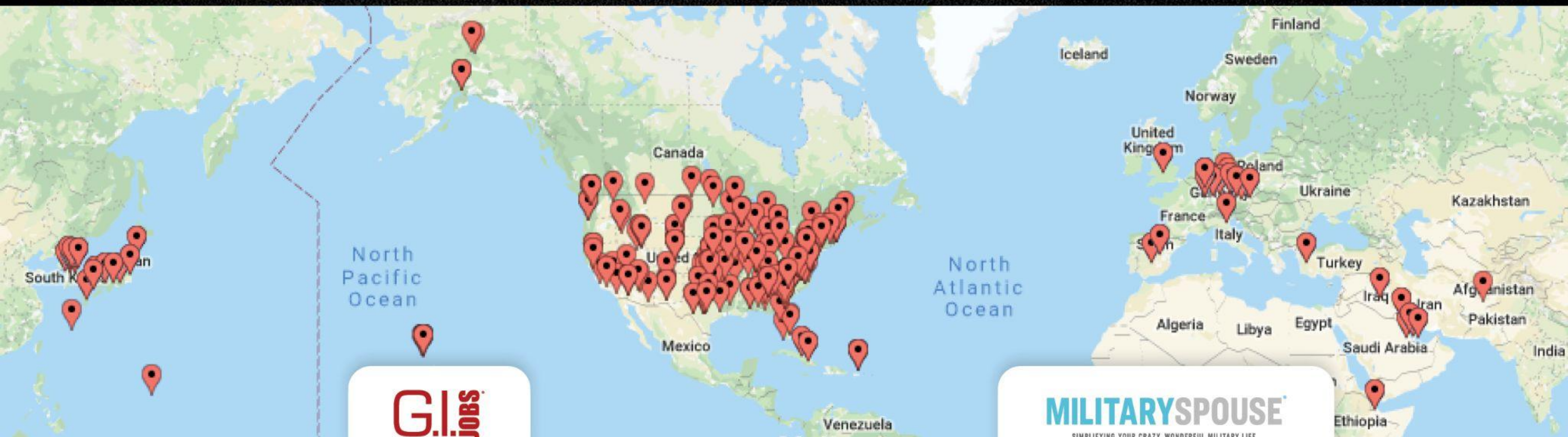
FRANCHISORS LEVERAGE MAGAZINE ADVERTISING

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



PUBLICATION DISTRIBUTION

COMBINED AVERAGE YEARLY PRINT & DIGITAL CONSUMPTION OF 2 MILLION



G.I. JOBS
YOUR GUIDE TO CIVILIAN SUCCESS

MILITARYSPOUSE
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

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 FRANCHISES WE HAVE PARTNERED WITH HISTORICALLY:



VIQTORY

333 Rouser Road,
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 (June 2021) (<https://dwp.dmdc.osd.mil/dwp/app/dod-data-reports/workforce-reports>); ²⁾ **Source:** Department of Veterans Affairs (<https://www.va.gov/opa/pressrel/pressrelease.cfm?id=5466>); ³⁾ **Source:** U.S. Department of Veteran Affairs (<https://www.pewresearch.org/fact-tank/2021/04/05/the-changing-face-of-americas-veteran-population>); 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://trumpwhitehouse.archives.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>