

VICTORY

G.I. JOBS
YOUR GUIDE TO YOUR AID SUPPORT

MILITARYSPOUSE
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

2023 MAGAZINE

Media Kit



Connect with the military community through

G.I. Jobs and *Military Spouse* print and digital magazines

G.I. Jobs and *Military Spouse* magazines are the long-standing granddaddies of ‘em all; in continuous print and digital publication for 22 years. The military community of veterans, transitioning service members, Guardsmen, Reservists and military spouses have looked to *G.I. Jobs* and *Military Spouse* for career and education guidance since 2001. Advertising in these magazines tells this valuable audience that you get them and value them.



G.I. Jobs Magazine

Since 2001, *G.I. Jobs* has served the professional needs of the nation’s roughly 10 million working age veterans, 250,000 service members who leave the military every year and 2.4 million men and women in uniform. *G.I. Jobs* is the number one choice of service members for advice on career and education opportunities. This invaluable talent pool looks to us for advice and tools to help them find the right jobs, education and franchise opportunities during and after leaving the military.



Military Spouse Magazine

Military Spouse magazine addresses the unique needs and interests of our nation’s 1 million military spouses and their families. Our content focuses on meeting their employment and educational needs but also contains topics spanning deployment issues, consumer products, moving duty stations, celebrity interviews, relationship building, budgeting and family planning.



Print Magazines

The physicality of our print magazines gives you the ability to build brand in a physical environment that contains much less competition than online where there are an infinite number of messages bombarding us all every day.



Special Features

This year we are doubling down on celebrating the institutional and individual role models within our community with an enhanced Military Friendly® and “of the Year” coverage in print. Lots of follow-on traffic sharing being in “print”.



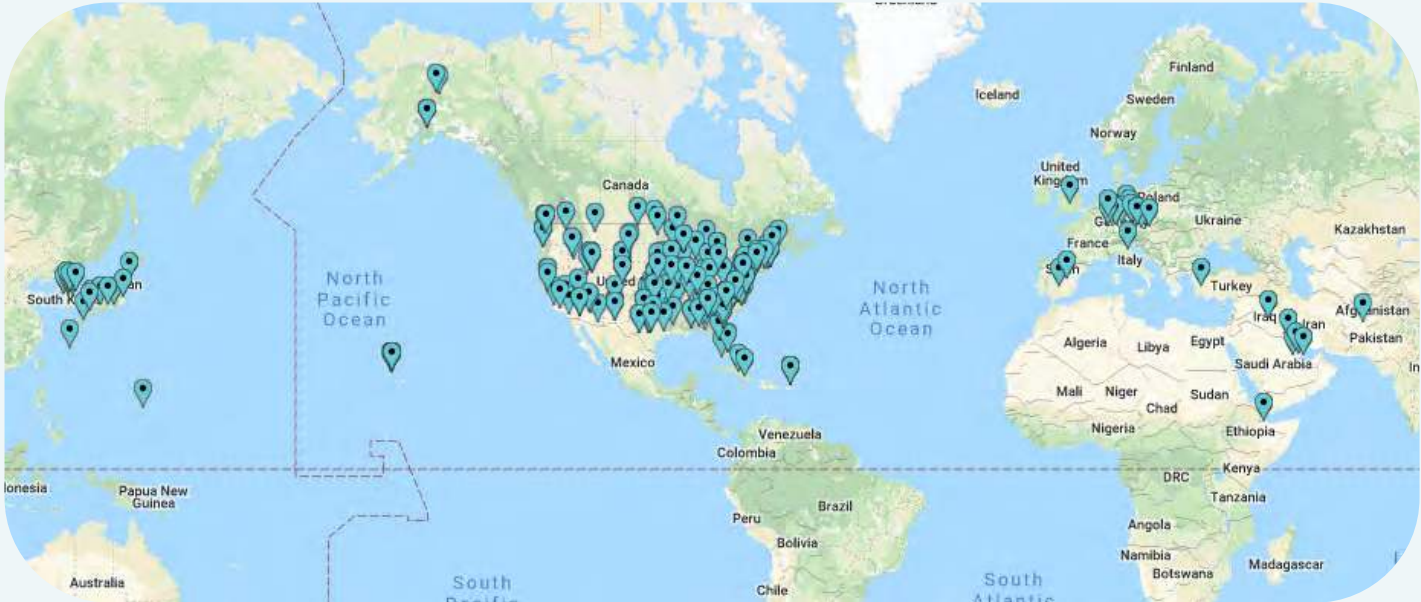
Digital Magazines & Mobile App

Each magazine is converted to a digital version that can be viewed on a desktop, tablet or smartphone as well as in our *G.I. Jobs* App.

PRINT MAGAZINE CIRCULATION

VIQTORY puts your ad in front of the active duty, veteran, and military spouse audience across the globe.

Distribution of over 600,000 printed copies each year!



G.I. JOBS

G.I. Jobs print magazines enjoy widespread distribution to over 5,400 physical locations around the world including:







- 230+ 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
- And much more.

MILITARY SPOUSE

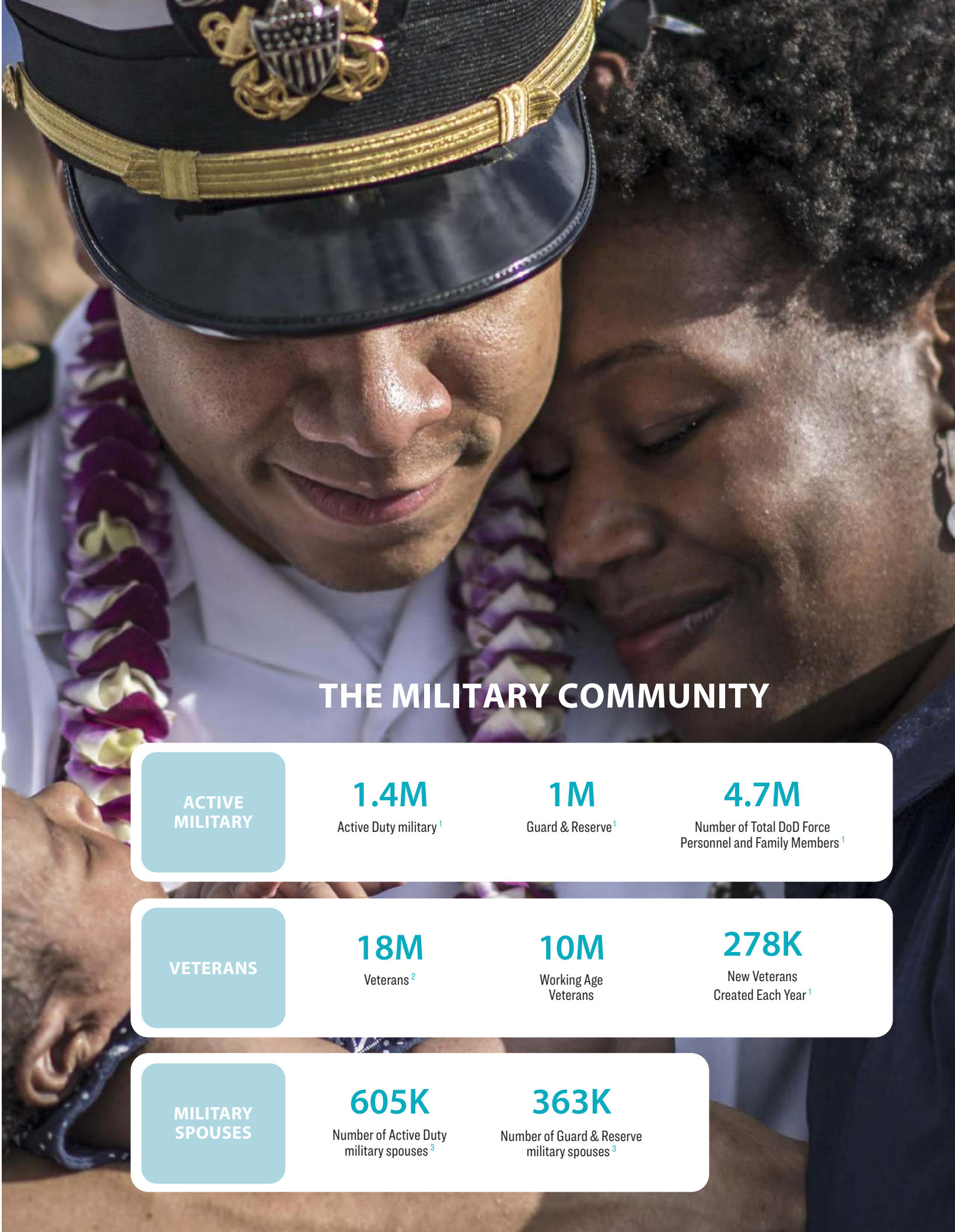
Military Spouse print magazines enjoy widespread distribution to over 2,500 physical locations around the world including:

- Commissaries
- Family Readiness Groups
- Transition Assistance Programs
- Individual Paid Subscribers
- USO Lounges
- Base Housing Offices
- Base Education Offices
- Military Spouse Events
- Military Spouse Influencers
- Office of Work-Life
- Fisher House locations
- Beauty/Barber Shops
- Government locations
- Education Service Offices

2023 EDITORIAL CALENDAR

ISSUE	BRAND	FEATURED TOPIC	SPACE DEADLINE	CREATIVE DEADLINE
 2023		Mother of All Transition Guides Franchising Guide • Vetreprenuer Hall of Fame	12/5/22	12/9/22
 February		Hot Jobs for Veterans Military Friendly® Companies • Veteran CEOs • Finance/Insurance • Pharma/Health Care • Cybersecurity	1/6/23	1/10/23
 Winter		Military Spouse Friendly Employers® Milspouse Employee Leadership Awards • Milspouse Champions of the Year in Corporate America • IT/Tech	2/3/23	2/7/23
 April		2023-24 Military Friendly® Schools Veteran Student Athlete of the Year • Manufacturing • Construction • Health Care	3/3/23	3/7/23
 Spring		Armed Forces Insurance Military Spouse of the Year® Milspouse Entrepreneur of the Year • Health Care	4/7/23	4/11/23
 June		2023 Military Friendly® Employers (Summer Edition) Veteran Champions of the Year in Corporate America • Employee Veteran Leadership Awards • Defense • Telecom • Skilled Trades	5/5/23	5/9/23
 2023		Military Friendly® States Guide Overall Vetreprenuer of the Year • Franchise Vetreprenuer of the Year • Restaurant Vetreprenuer of the Year • Woman Vetreprenuer of the Year Minority Vetreprenuer of the Year • Supplier Vetreprenuer of the Year • Military Friendly® Supplier Diversity Programs	6/2/23	6/6/23
 August		Hot Degrees for Veterans Student Veteran Leadership Awards • Retail • Federal Government • Transportation	7/7/23	7/11/23
Summer		Work From Home Jobs Federal Government	8/4/23	8/8/23
 October		2023-24 Military Friendly® Schools (Fall Edition) Veteran Champion of the Year in Higher Education • Energy • Business Services • IT/Technology	9/8/23	9/12/23
 Fall		Military Spouse Friendly Schools® Milspouse Student Leadership Awards • Milspouse Champions of the Year in Higher Education • Finance	10/6/23	10/10/23
 December		2024 Military Friendly® Employers Military Friendly® Brands • Vetreprenuer of the Year • Transportation • Law Enforcement • Supply Chain	11/24/23	11/28/23

Editorial Calendar is subject to change



THE MILITARY COMMUNITY

ACTIVE MILITARY

1.4M

Active Duty military¹

1M

Guard & Reserve¹

4.7M

Number of Total DoD Force Personnel and Family Members¹

VETERANS

18M

Veterans²

10M

Working Age Veterans

278K

New Veterans Created Each Year¹

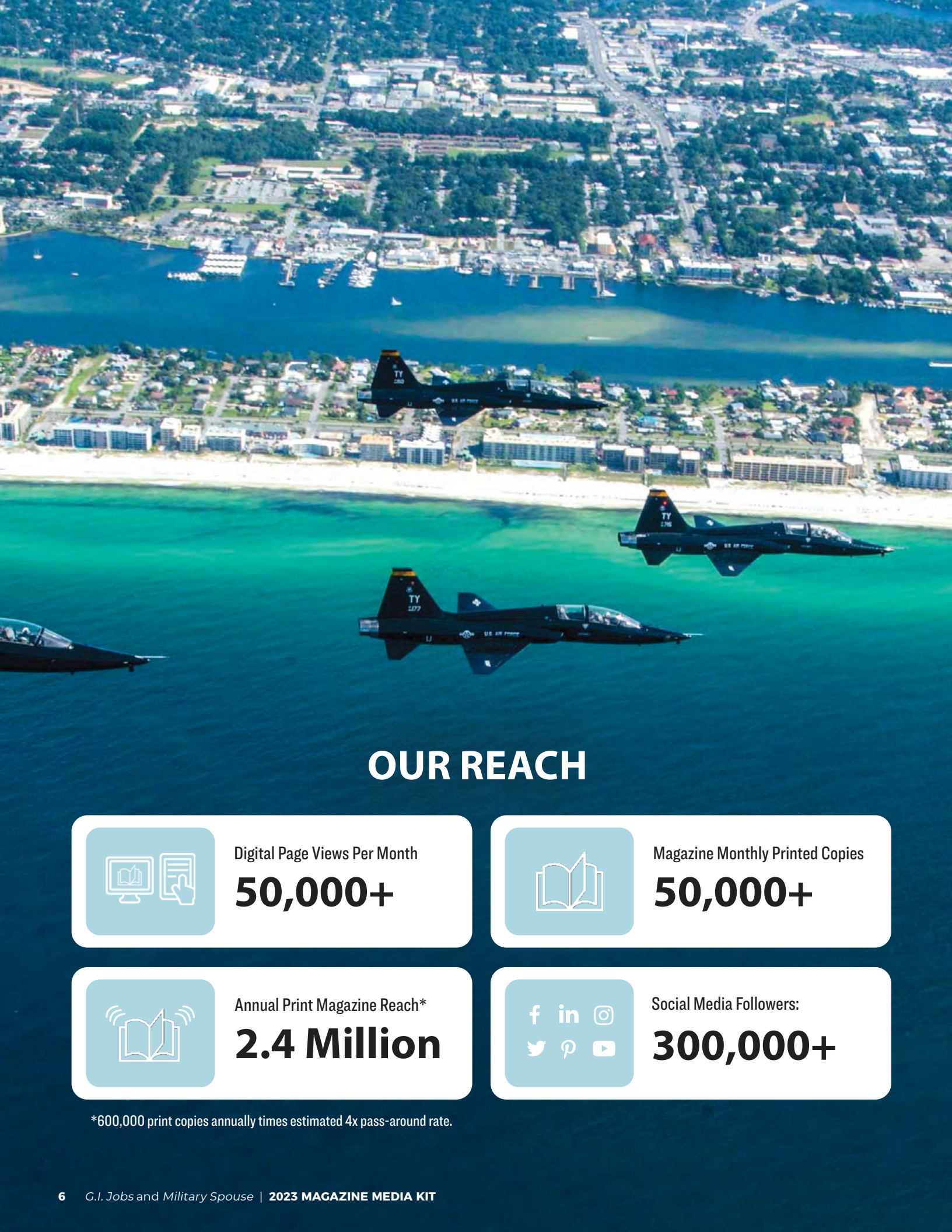
MILITARY SPOUSES

605K

Number of Active Duty military spouses³

363K

Number of Guard & Reserve military spouses³



OUR REACH



Digital Page Views Per Month

50,000+



Magazine Monthly Printed Copies

50,000+



Annual Print Magazine Reach*

2.4 Million



Social Media Followers:

300,000+

*600,000 print copies annually times estimated 4x pass-around rate.



2023 RATE CARD

GIJ or MSM	1x	3x	6x	12x
Full	\$5,997	\$5,297 \$4,997	\$4,697 \$3,997	\$3,997 \$2,997
Half	\$3,898	\$3,498 \$3,298	\$3,098 \$2,698	\$2,598 \$1,998
1/3 page	\$2,699	\$2,399 \$2,299	\$2,099 \$1,799	\$1,799 \$1,399
Premium Positions LIMITED SUPPLY				
Back Cover	\$9,990	\$9,990	\$9,990	\$9,990
IBC, IFC	\$7,990	\$7,990	\$7,990	\$6,990
Additional Sizes				
Gatefold	\$12,990	\$12,990	\$12,990	\$12,990
2-Page Spread	\$9,990	\$8,790 \$8,390	\$7,790 \$6,890	\$6,690 \$5,290

BEST VALUE
25% Discount

*Guaranteed Position Fee: 10%

RESERVE YOUR AD SPACE BEFORE 12/16/22 TO GET THE DISCOUNTED RATE

VIQ TORY

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viqtory.com/magazine

Contact: sales@viqtory.com



G.I. Jobs & Military Spouse is owned and operated by VIQ TORY which is certified as a Service-Disabled Veteran Business Enterprise® by the National Veteran-Owned Business Association.



1) Source: Department of Defense 2020 Demographics Profile of the Military Community;

2) Source: U.S. Census Bureau (<https://www.census.gov/library/publications/2020/demo/acs-43.html>)

3) Source: Clearinghouse for Military Family Readiness: *The Military Spouse Experience: Current Issues and Gaps in Service, As of June 3, 2021*

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