

# VİQTORY

MEDIA. AGENCY. STAFFING.

## BUILD YOUR WORKFORCE WITH MILITARY TALENT

2024 MEDIA KIT



CONNECTING THE MILITARY COMMUNITY TO CIVILIAN OPPORTUNITY SINCE 2001



BUSINESS  
INSIDER

March 2023

**"The labor shortage we're dealing with today is likely to remain this way — and perhaps get even worse," says Jay Denton, the chief analytics officer at LaborIQ.**

— "The Forever Labor Shortage"  
by Aki Ito, Business Insider



U.S. Chamber of Commerce

January 2023

**We have a lot of jobs, but not enough workers to fill them. If every unemployed person in the country found a job, we would still have more than 4 million open jobs.**

— "Understanding America's Labor Shortage"  
by Stephanie Ferguson, Chamber of Commerce



June 2023

**Despite policymakers' best efforts to slow the economy and rein in inflation by raising interest rates, companies are still hiring voraciously. But the labor market can't come remotely close to meeting the demand for talent, with nearly twice as many job openings as there are workers to fill them.**

— "How the fight for talent will influence the 2023 America's Top States for Business rankings"  
by Scott Cohn, CNBC

**Forbes**

January 2023

**"Turnover rates and inflation remain high, large percentages of employees remain disengaged and interested in making a move, millions of job openings are un-filled, and productivity rates linger below previous years."**

— "Why Talent Shortages Persist: Moving Beyond The Great Resignation And Quiet Quitting"  
by John M. Bremen, Forbes

**Harvard  
Business  
Review**

January 2023

**In 2023, organizations will continue to face significant challenges: a competitive talent landscape, an exhausted workforce, and pressure to control costs amid a looming economic downturn.**

— "9 Trends That Will Shape Work in 2023 and Beyond"  
by Emily Rose McRae, Peter Aykens, Kaelyn Lowmaster, and Jonah Shepp, Harvard Business Review



January 2023

**"Demographic shifts and aging populations mean countries like the U.S. will experience an ongoing shortage of workers and hiring will remain challenging for years," said Svenja Gudell, chief economist at Indeed.**

— "Labor Shortages Forecast to Persist for Years"  
by Roy Maurer, SHRM

BUSINESS  
INSIDER

March 2023

**"The federal government is relaxing drug-testing requirements for job candidates, and more businesses are hiring people with criminal records."**

— "The Forever Labor Shortage"  
by Aki Ito, Business Insider

**ORACLE**

February 2023

**Approximately 70% of employers have noted having both too few candidates and too many unqualified candidates. Additionally, close to 80% of employers anticipate the talent shortage will continue in 2023.**

— "Five Challenges for Powerful Recruiting in 2023"  
by Jeff Wilson, Oracle

## The War for Talent: Are you equipped to win?

Our nation's employers are in a war for talent and companies of all sizes, across every industry, are struggling to find qualified workers to fill their open positions. While the problem is acute, it's not going away anytime soon as the nation's demographics continue to shift. With the mass exodus of baby boomers from the workforce as they reach retirement age, declining birthrates, and overall labor force participation, employers will continue to fight an uphill battle as they try to attract, engage, and connect with their ideal candidates.



The Wall Street Journal CEO Council cites workforce development as one of the critical challenges to growth, and the problem is only getting worse as people live longer and have fewer children. The days of new hires spending their careers in one place are long gone. Talented millennials have all the leverage to choose where they work..

### Immigration, Procreation, Automation

These are the only ways to either increase the size of the US labor force or decrease the need for talent. Without adding new talent, employers will continue to play a zero-sum game as employees bounce from company to company in a giant game of musical chairs. The problem for employers lies in the time it takes for any of these sources to yield results.

The solution? Focus your efforts on a new, renewable talent source. HR and talent acquisition are now some of your most critical functions as companies investing in renewable talent will prosper. That's where we come in. VIQTORY helps employers build programs that effectively, and efficiently tap into new labor sources.






## Here's why...

- #1 Leadership
- #2 Diversity
- #3 Team Players
  - Veterans work in teams to accomplish goals. In the military, you rely on your “work colleague” for YOUR LIFE! Companies are heavily interested in team-building training to leverage the skills of all team members and achieve a force multiplier on human assets. The military LIVES THIS EVERY DAY. As veterans, you can go into these companies and instantly add team effectiveness.
  - Economic benefit to hiring managers:** Higher team productivity throughout the company.
- #4 Educated and Tech Savvy
- #5 Quick Learners
- #6 Drug-Free and Healthy
- #7 Security Clearances
- #8 Perform Under Pressure
- #9 Willing to Relocate
- #10 Active Job Seekers
- #11 Disciplined
- #12 Can-Do Attitude

# WHY HIRE MILITARY?



The average veteran retention rate is 15% higher than non veterans.

Source: 2023 Military Friendly® Employers Survey

## An Unrivaed Source of Talent

*Human Resources, Talent Acquisition, and Recruiting will continue to be among your organization’s most critical functions as the war for talent wages on, and renewable sources of talent will be invaluable. Some companies will take the “fill a seat,” short-term approach to hiring from the military, but “short” is often just that: short-lived and short-sighted.*

### A Long-Term Solution to the Labor Shortage

A systematic approach versus a transactional one can pay off in significant, sustainable ways. Taking the long-term road when assessing your goals and initiatives will help you build well-rounded, integrated recruiting programs, allowing you to keep a consistent stream of talent in your pipeline.

The military community is one of the largest subsets of diverse talent available, and it’s a renewable talent source with hundreds of thousands of service members transitioning back into the civilian workforce every year, not to mention the 10 million working-age veterans who have already re-entered the workforce or are searching for opportunities. This largely overlooked and underutilized talent pool delivers employers with highly trained, motivated, and experienced prospects ready to get to work. Nobody delivers qualified, top-tier candidates like the United States Military.

## Table of Contents

- 2 The War for Talent: Are You Equipped to Win?
- 4 Why Hire Military
- 6 The Military Labor Pool is Massive and Active
- 7 Leverage Our Reach Within It
- 9 Increase Brand Visibility.Find Top Talent
- 10 Elevate Your Recruitment Strategy: Where Agency Meets Media
- 12 Leverage Longstanding and Trusted Publications
- 13 2024 Editorial Calendar & Magazine Rate Card
- 14 Global Publication Distribution
- 16 Digital Solution Pricing
- 18 Impactful Partnerships
- 19 Powerful Influence
- 20 Contact us

*“Working with VIQTORY and G.I. Jobs over the last 10 years while I’ve been at Verizon has been extremely beneficial to our hiring initiatives. Whether it’s their digital or print advertising, we’ve been able to attract and hire more service members year after year.”*

**Tommy Jones**  
Associate Director Military Programs & Recruiting  
Verizon





# The Military Labor Pool is Massive and Active



**18 Million**

Veterans



**2.5 Million**

Active Duty, Guard & Reserve



**1.1 Million**

Military Spouses

# Leverage Our Reach Within It



**5 Million**

Annual Website Visitors



**323,000**

Social Media Followers



**88,000**

Email Subscribers





"When I was getting ready to leave the army, I would pick up copies of G.I. Jobs magazine all the time just so I could get some insight into what was going on in the civilian workplace. Now that I'm working in corporate America, I still read those magazines so I can stay sharp and perhaps help the next person that preparing for their transition from the military."

**James Payton**  
Information Security Governance Analyst  
iHeartMedia

# Increase Brand Visibility. Find Top Talent

Digital Marketing Solutions  
Custom-Tailored to Your Needs



## Precision Targeting

Utilize the 21-year history of publications, advocacy, events, and most importantly, first-party data, to reach more military candidates.



## Multi-Platform Visibility

360 degree digital channel capabilities from a full service agency. Reach your defined target anywhere, anytime and on any device.



## Performance Driven







Consistent tracking, testing, and optimization of each channel, campaign, and ad will yield results that meet and exceed your expectations.





# Elevate Your Recruitment Strategy: Where Agency Meets Media

Leverage proven solutions to meet & exceed your recruitment goals.

|                                      |  | Attract<br><i>(Create Brand Awareness)</i>  | Engage<br><i>(Generate Leads)</i>   | Connect<br><i>(Convert Leads to Hires)</i>  |
|--------------------------------------|--|---|---|---|
| Sponsored Content                    | Highlight your brand through unique and engaging content and become a thought leader in the recruitment space.   |    |   |   |
| Print & Digital Magazine Advertising | Stand out from your competitors, expand your brand recognition, and reach hundreds of thousands of prospects at the right time with the right message.   |    |   |   |
| Digital Solutions                    | Reach millions of veterans, transitioning service members, and military spouses with your custom marketing message when you leverage our 88,000 email subscribers and 5 million website visitors to the G.I. Jobs and Military Spouse site each year.  |   |   |   |
| Programmatic Advertising Solutions   | Amplify your reach within the military community utilizing multichannel brand safe sites and social channels driven by first-party data.   |  |  |   |
| Employer Profile                     | Leverage the trust G.I. Jobs has cultivated throughout the military over the last 21 years, establish a presence in the space, and position your brand for success.  |  |  |   |
| G.I. Jobs Career Portal              | List your open positions and search for qualified candidates on our one-stop-shop veteran job board platform.  |  |  |   |
| G.I. Jobs Virtual Job Fair           | Add speed and ease to the employee recruitment process and connect with active job seekers at these monthly hiring events. With dedicated time to chat one-on-one, these events help you quickly move top-tier candidates through your pipeline.   |  |  |  |
| Employment Staffing                  | Recruiters TARGET candidates through our 21-year-old proprietary sourcing channels. We specialize in placing veterans who are transitioning into careers within key industries, such as engineering, sales, cyber security, operations, logistics, automotive, food and beverage, aerospace/defense, retail, and more. |   |   |  |





# Leverage Longstanding and Trusted Publications

Expand your brand awareness, create interest across the globe, and get in front of qualified candidates with *G.I. Jobs*, *Military Spouse* and *Vetpreneur* brands.



**G.I. Jobs Magazine**  
Readable through:

- Print
- Digital Magazine
- G.I. Jobs App



**Military Spouse Magazine**  
Readable through:

- Print
- Digital Magazine



**Vetpreneur Magazine**  
Readable through:

- Print
- Digital Magazine



"I've been working with the transition program since 1991 and over the years, since the magazine G.I. Jobs has been available, we've been making it available to servicemembers. The magazine has been very good for both employers and servicemembers and their families. Fort Bragg has provided it so that these servicemembers and family, members can read about how other people are finding jobs how they are and connecting with employers."

Bill McMillan, TAP Manager, Fort Bragg



## 2024 Editorial Calendar

| ISSUE    | BRAND          | FEATURED TOPIC                                      | SPACE DEADLINE  | CREATIVE DEADLINE |
|----------|----------------|---|---|-------------------|
| Winter   | MILITARYSPOUSE | Military Spouse Friendly Employers®                 | Work from home Careers • IT/Tech  | 12/22/231/3/24    |
| February | G.I. JOBS      | College Presidents Who Served                       | Military Friendly® Companies • Finance/Insurance<br>Healthcare/Pharma • Hot Jobs for Veterans                                 | 1/19/241/23/24    |
| Spring   | VETREPRENEUR   | Franchising Guide for Veterans                      | Franchise Coaching Services and Success Stories<br>Top 10 Reasons vets are well suited for Franchising                        | 2/16/242/20/24    |
| April    | G.I. JOBS      | 2023-24 Military Friendly® Schools                  | Veteran Student Athlete of the Year • Manufacturing<br>Construction • Health Care   | 3/15/243/19/24    |
| Spring   | MILITARYSPOUSE | Armed Forces Insurance Military Spouse of the Year® | Milspouse Entrepreneurs We Love • Health Care   | 4/12/244/16/24    |
| June     | G.I. JOBS      | 2023 Military Friendly® Employers 2.0               | Veteran Champions of the Year in Corporate America • Employee Veteran<br>Leadership Awards Defense • Telecom • Skilled Trades | 5/10/245/14/24    |
| July     | G.I. JOBS      | Mother of All Transition Guides                     | Franchising • Manufacturing   | 6/7/246/11/24     |
| August   | G.I. JOBS      | Military Friendly® States                           | Student Veteran Leadership Awards • Retail<br>Federal Government • Transportation   | 7/5/247/9/24      |
| Fall     | VETREPRENEUR   | Vetpreneur of the Year                              | Franchise Coaching Services and Success Stories<br>Vet HOF • 5 Myths...Busted • Transportation                                | 8/9/248/13/24     |
| October  | G.I. JOBS      | 2023-24 Military Friendly® Schools 2.0              | Hot Degrees • Veteran Champion of the Year in Higher Education<br>Student Veteran Leadership Awards • Energy • IT/Technology  | 9/6/249/10/23     |
| Fall     | MILITARYSPOUSE | Military Spouse Magazine Anniversary                | Military Spouse Friendly Schools • Military Friendly® Brands<br>Milspouse Student Leadership Awards • Retail                  | 10/4/2410/8/24    |
| December | G.I. JOBS      | 2024 Military Friendly® Employers                   | Military Friendly® Employers  | 11/29/2412/3/24   |

Editorial Calendar is subject to change

## 2024 Magazine Rate Card

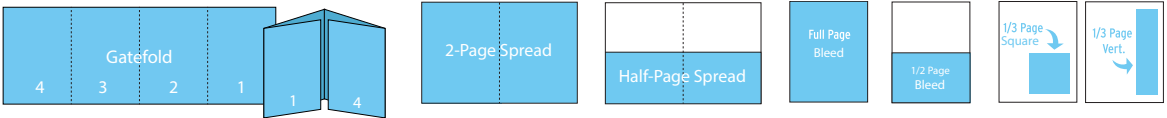
| GIJ or MSM        | 1x             | 3x       | 6x       | 12x      |
|-------------------|----------------|----------|----------|----------|
| Full              | \$5,997        | \$4,997  | \$3,997  | \$2,997  |
| Half              | \$3,898        | \$3,298  | \$2,698  | \$1,998  |
| 1/3 page          | \$2,699        | \$2,299  | \$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        | \$8,390  | \$6,890  | \$5,290  |

\*Guaranteed Position Fee: 10%

## Print and Digital Magazine Ad Specs

| SIZE OF ADVERTISEMENT | TRIM SIZE |         | BLEED SIZE |         | TOTAL SQ. IN. |
|-----------------------|-----------|---------|------------|---------|---------------|
|                       | WIDTH     | HEIGHT  | WIDTH      | HEIGHT  |               |
| 2 Page Spread Bleed   | 16.750"   | 10.875" | 17.000"    | 11.125" | 182 sq. in.   |
| 1/2 Page Spread Bleed | 16.750"   | 5.359"  | 17.000"    | 5.609"  | 90 sq. in.    |
| Full Page Bleed       | 8.375"    | 10.875" | 8.625"     | 11.125" | 91 sq. in.    |
| 1/2 Page Bleed        | 8.375"    | 5.359"  | 8.625"     | 5.609"  | 45 sq. in.    |
| 1/3 Page (Vertical)   | 2.230"    | 9.285"  |            |         | 21 sq. in.    |
| 1/3 Page (Square)     | 4.628"    | 4.559"  |            |         | 21 sq. in.    |

For bleed ads, measure in from the "Trim Size" .25 around the perimeter for the safe/live area. Anything you do not want a danger of being trimmed off, needs to be within this area.





G.I. JOBS,  
MILITARY SPOUSE  
VETREPRENEUR  
PUBLICATIONS  
REACH

2.4 Million

Annual Print Magazine Reach\*

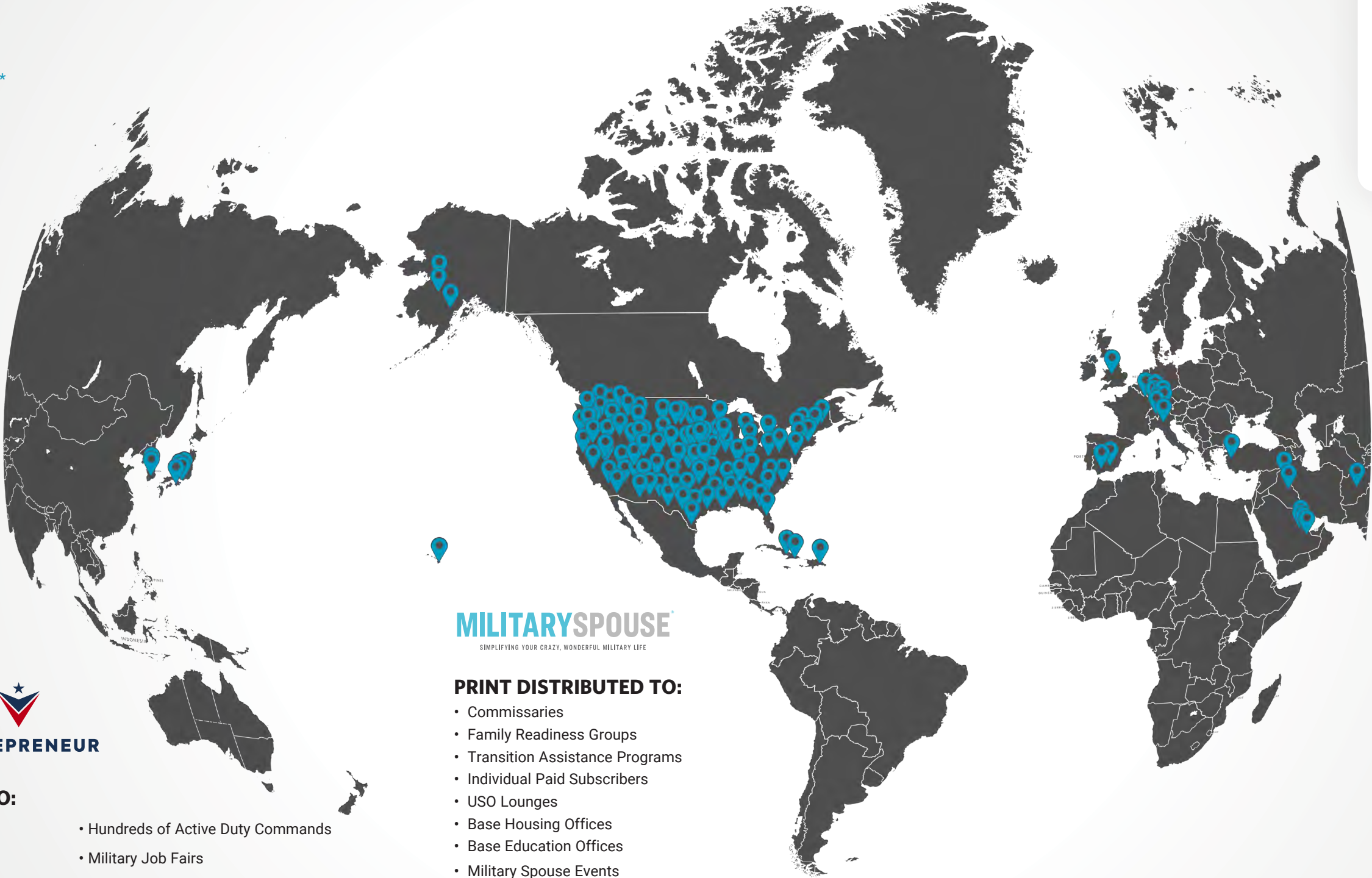
\*600,000 print copies annually times  
estimated 4x pass-around rate.



PRINT DISTRIBUTED TO:

- 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.

Global Publication Distribution



PRINT DISTRIBUTED TO:

- 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

"G.I. Jobs and Military Spouse are the top media brands serving our precious men and women in uniform and their families, before and after they transition to the civilian world. In addition to their highly relevant digital content, each of the magazines are still printed and distributed globally. In our digital world, G.I. Jobs and Military Spouse have made a huge difference."

Rear Admiral Hal Pittman, USN (Ret.)  
Director of Military and Veteran  
Engagement  
Arizona Public Service



All Magazines  
are Digitally  
Promoted Through:

- Social Media
- Newsletters
- Brand Websites
- Advertising
- Articles
- Influencers
- G.I. Jobs App
- and more!

GIJ only



Source Top Talent.  
Decrease Time to Fill.  
Lower Cost Per Hire.

Optimize Your Recruiting Efforts

Military  
Veterans and  
Spouses

Qualified.  
Diverse.  
Experienced.

Active &  
Engaged  
Job Seekers

#### GETTING STARTED

## 1. Long-Term Solutions to Fortify Your Talent Pipeline and Maximize Your Budget

- Unlimited Job Fairs for 12 Months
- Unlimited Career Postings
- Annual Profile on our website

~~\$17,961~~ **\$11,961**

#### DRIVE IT HOME

## 2. Augment Your Base Package & Drive Traffic

Establish a presence with our first party data digital marketing campaigns

### Starter Boost

50K Impressions

~~\$1,988~~ **\$991** /mo

### JV Boost

200K Impressions

~~\$2,988~~ **\$1,991** /mo

### Varsity Boost

500K Impressions

~~\$3,988~~ **\$2,991** /mo

#### CUSTOMIZE YOUR SOLUTION

## 3. Additional Products and Services

Expand your reach through the additional Options Below

|   |            |                      |
|---|------------|----------------------|
| Eblast                                  | \$2,990    | Limited Inventory    |
| Sponsored Content                       | \$2,990    | Limited Inventory    |
| Newsletter Banner                       | \$2,990    | Limited Inventory    |
| Employer Profile                        | \$5,990    |                      |
| Job Board                               | \$2,990    |                      |
| Virtual Job Fair Sponsored Booth        | \$1,497    | Limited Availability |
| Virtual Job Fair Standard Booth         | \$997      |                      |
| ROS Banners                             | \$1,490    | Limited Inventory    |
| Creative Web Design                     | \$5,990    |                      |
| Get Hired Workshop - Panelist Sponsored | \$498      | Limited Availability |
| Premium Listing                         | \$990      |                      |
| Managed Programmatic Campaigns          | Contact Us |                      |
| Direct Staffing Options                 | Contact Us |                      |



# Impactful Partnerships



VIQ TORY announces #1 Military Friendly® Employer USAA at the Carrier Classic.

For more than a two decades VIQ TORY has helped some of the biggest companies in the world engage with the military community. Our clients come from a diverse collection of industries, but they all have the same goal: to recruit, engage and empower military veterans. VIQ TORY serves as the vital, trusted link between our partners and the military audience they desire to reach.

## Here are just a few of the companies we work with.



# Powerful Infuence



G.I. Jobs rings closing bell at NASDAQ.



VIQ TORY and Military Friendly® Employers had the honor of ringing the NASDAQ closing bell in New York City.



VIQ TORY and it's Military Friendly® Employer brand at the New York Stock Exchange ring the bell in partnership with InsightShares Patriotic Employers ETF (Ticker: HONR). The ETF provided investors with exposure to companies that recognize the value of our nation's veterans to the workforce. A portion of the revenues generated by the ETF was donated to veteran-related charities through the UBS Optimus Foundation. Companies must be deemed Military Friendly® for inclusion in the index.



The Joint Chiefs of Staff and their spouses joined VIQ TORY and the Military Spouse team during the Armed Forces Insurance Military Spouse of the Year® awards during the ceremony in DC.



Armed Forces Insurance Military Spouse of the Year® awardees presented by Military Spouse appeared on Oprah Show during Oprah's Favorite Things.





G.I. Jobs® and Farmers Insurance rode with Kasey Kahne and the Hendrick Motorsports No. 5 Chevrolet during the NASCAR Sprint Cup Series race at Daytona International Speedway.

**SCHEDULE TIME  
WITH A REP**



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

333 Rouser Road, Bldg. 4, Suite 503,  
Moon Township, PA 15108-2773  
**Schedule time with a rep:** [Contact Us](#)  
[partnerships@viqtory.com](mailto:partnerships@viqtory.com)  
412-269-1663