



VIQ TORY
MEDIA. AGENCY.

**BUILD BRAND.
BOOST ENROLLMENT.**

2024 EDUCATION MEDIA KIT



CONNECTING THE MILITARY COMMUNITY TO CIVILIAN OPPORTUNITY SINCE 2001

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

FORTUNE

March 2023

The labor shortage is pushing American colleges into crisis, with the plunge in enrollment the worst ever recorded.

– “The labor shortage is pushing American colleges into crisis, with the plunge in enrollment the worst ever recorded”
by Collin Binkley, Fortune

PBSO NEWS HOUR

March 2023

It appears those who passed on college during the pandemic are opting out for good. Predictions that they would enroll after a year or two haven't borne out.

– “Why more Americans are skipping college”
by Collin Binkley and The Associated Press



June 2023

Not only are fewer students interested in pursuing any sort of degree after high school, but the population of college-age students is also shrinking.

– “New York sends college acceptance letters to 125,000 high school seniors, but broader enrollment crisis may be hard to fix”
by Jessica Dickler, CNBC

The New York Times

June 2023 - The New York Times

As Americans have fewer children and a diminishing share of young adults pursue a degree, the once-burgeoning market for college slots has kicked into reverse. Although undergraduate enrollment stabilized somewhat in 2022, it's still down about 7.6 percent since 2019.

– “Colleges Have Been a Small-Town Lifeline. What Happens as They Shrink?”
by Lydia DePillis, The New York Times

Deloitte.

May 2023 - Deloitte

Since 2020, some 1.23 million undergraduate students have disappeared from American colleges and universities, a 4% decline.

– “9 Trends That Will Shape Work in 2023 and Beyond”
by Cole Clark, Megan Culver, Jeffery J. Selingo Deloitte

NATIONAL REVIEW

June 2023 - National Review

Colleges and universities are starting to face the reality of declining numbers of students. Their customer base is shrinking.

– “States Respond to the College-Enrollment Decline”
by George Leef National Review

THE HILL

April 2023 - The Hill

Community college enrollment plunges nearly 40 percent in a decade.

– “The Forever Labor Shortage”
by Daniel De Visé and Lexi Lomas, The Hill

The New York Times

June 2023

Soon we won't have enough kids to fill our schools. That's a problem.

– “Soon We Won't Have Enough Kids to Fill Our Schools. That's a Problem.”
by Jessica Grose, The New York Times

The War for Students

Since 2010, Total Undergraduate Enrollment Has Decreased by a Staggering 15%.

Our nation's educational institutions are in a war for students. Colleges, Universities, and Trade Schools of all sizes and across various disciplines are facing challenges in identifying and recruiting highly qualified students. This challenge, though very much at the forefront of our minds, will likely persist due to ongoing changes in our nation's demographics.

With an increasing number of high school seniors exploring alternative pathways to traditional college education, such as vocational training and other career-oriented options, educational institutions are relying more and more on nontraditional students to fill their classrooms.

Student Shortages are Not a Short Term Problem.

Admissions and Enrollment teams are now some of your school's most critical functions, and finding students from “renewable” sources has never been more important. Schools investing in renewable talent will prosper, and that's where we come in. VIQTORY helps schools build programs that effectively, and efficiently tap into renewable sources of students.

<https://nces.ed.gov/programs/coe/indicator/cha>



Here's why...

- #1 Leadership
- #2 Diversity
- #3 Access to Tuition Assistance
Transitioning service members, veterans, and their family members have access to various forms of tuition assistance that allow them to pursue higher education, most notably the GI Bill. Get guaranteed funding from Uncle Sam.
- #4 Team Players
- #5 Tech Savvy
- #6 Quick Learners
- #7 Drug-Free and Healthy
- #8 Willing to Relocate
- #9 Disciplined
- #10 Can-Do Attitude

A Long-Term Solution to the Student Shortage

A systematic approach to student recruitment, 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 potential students in your pipeline.

The military community is one of the largest subsets of diverse talent available, and it's a renewable source of students with hundreds of thousands of service members transitioning back into the civilian world every year, not to mention the 10 million working-age veterans who have already transitioned. This largely overlooked and underutilized demographic delivers schools with highly qualified, motivated, and experienced prospects ready to enroll. Nobody delivers qualified, top-tier students like the United States Military.


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The Military Audience is Massive and Active

Leverage Our Reach Within It

**18 Million**
Veterans

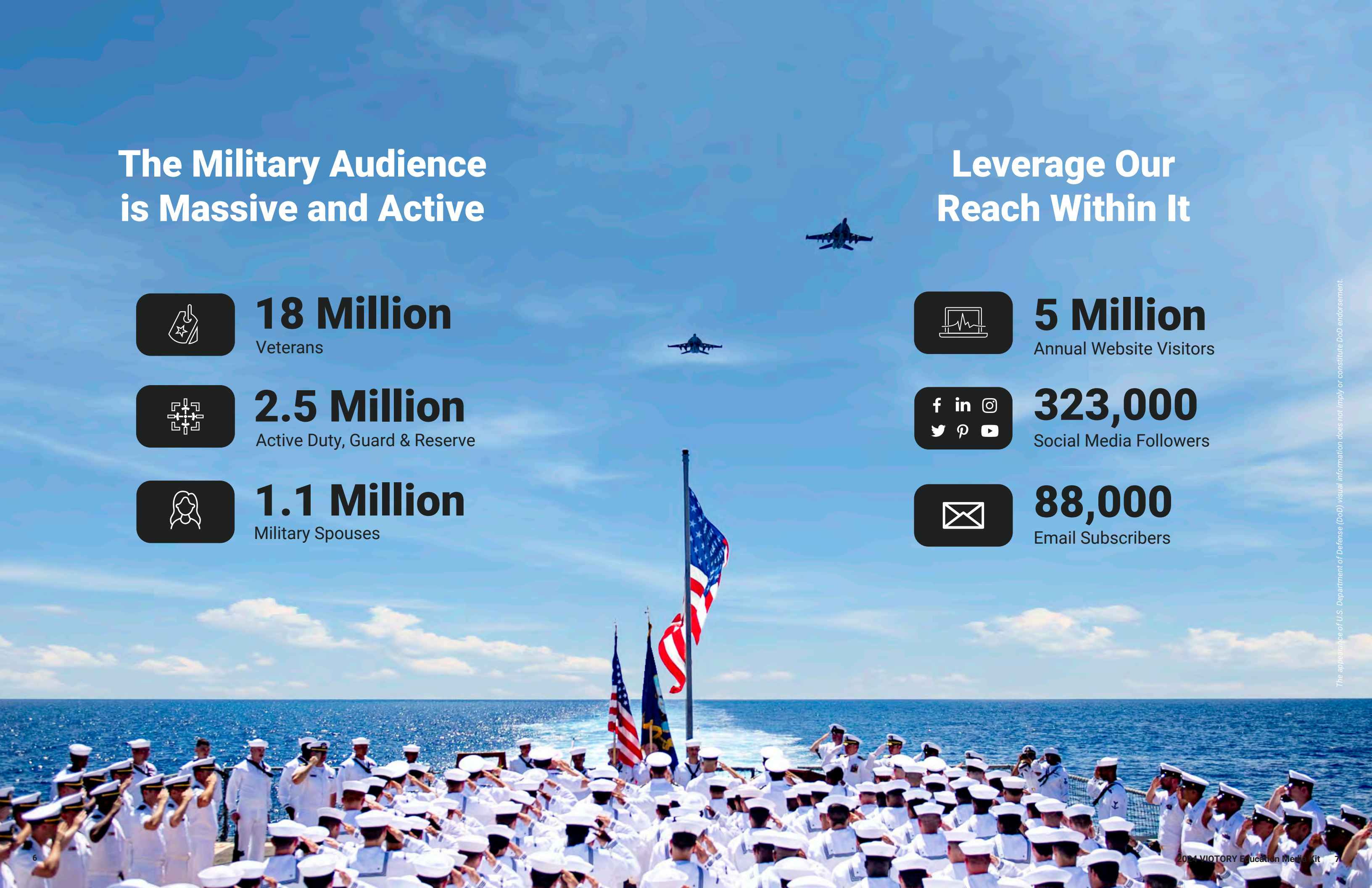
**2.5 Million**
Active Duty, Guard & Reserve

**1.1 Million**
Military Spouses

**5 Million**
Annual Website Visitors

**323,000**
Social Media Followers

**88,000**
Email Subscribers





Amplify Your Brand. Reach More Potential Students.

Digital Marketing Solutions
Custom-Tailored to Your Needs



Precision Targeting

Utilize the 22-year history of publications, advocacy, events, and most importantly, first-party data, to reach more military students.



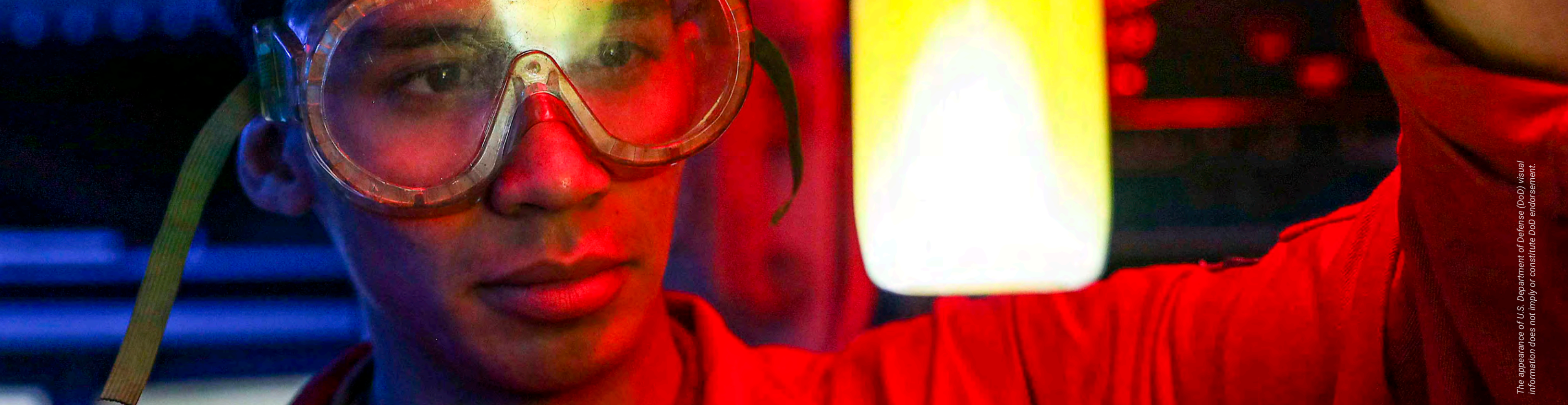
Multi-Platform Visibility

360-degree digital channel capabilities from a full-service agency. Reach your defined target audience 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.



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Student Recruitment Reimagined: Where Agency Meets Media

Leverage proven solutions to meet & exceed your recruitment goals.

Attract
(Create Brand Awareness)

Engage
(Generate Leads)

Sponsored Content

Highlight your school through unique and engaging content and become a thought leader in the student recruitment space.



Print & Digital Magazine Advertising

Stand out from the competition, expand your brand recognition, and reach hundreds of thousands of potential students 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 sites 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.



School Profile

Leverage the trust G.I. Jobs has cultivated throughout the military over the last 22 years to establish a presence in the space, and position your school for success.



Managed Programmatic

Precision Targeting

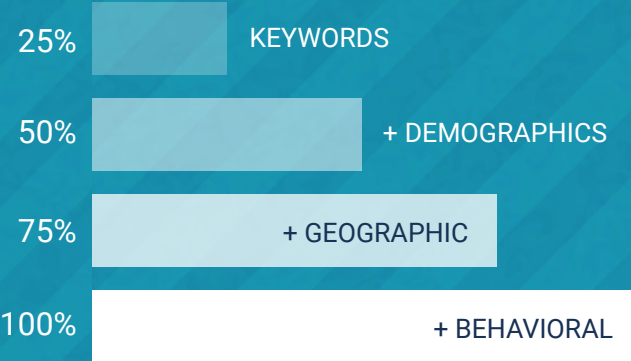
We provide comprehensive programmatic solutions from ad buying to content marketing and retargeting, all bolstered by our exclusive private network.

Our team will target the veterans who are most drawn to your offerings and those who are the best fit, ensuring their satisfaction and engagement with your organization. We eliminate the guesswork from your recruitment and marketing endeavors, adapting continuously to evolving environmental factors.

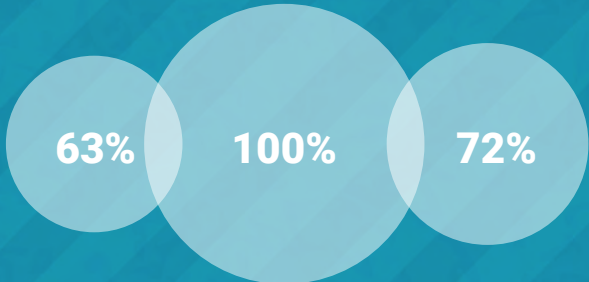
Targeting Types

- **Site Visitation Data** - Why did they visit?
- **Interest/Lifestyle Data** - What do they like?
- **Social Engagement Data**
- **Direct Behavioral Data**
- **Geographical Data**
- **Traditional Demographic Data**
- **Conversion Data** - When did they act?
- **Employee/Consumer/Student Satisfaction**
- **Content Consumption Data**

Combined Data Types



Beyond Targeting



Creative

Creative drives brand recognition across channels and is key to capture attention.

Targeting

Targeting places your message and your creative at the right time with the right audience.

Messaging

Your call to action is critical to generate a specific result.

User data lies at the heart of programmatic strategy, and while it is similar to keywords in search, there are distinct options and strategies that make programmatic both more valuable and more challenging.

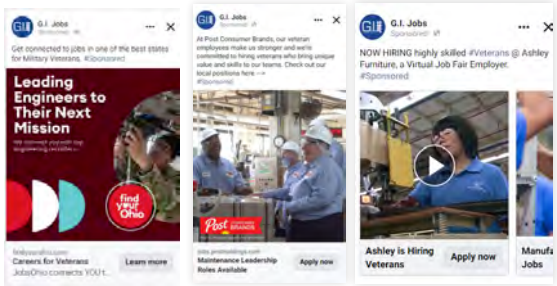
The Advantages of Programmatic + First-Party Data

Programmatic advertising streamlines campaign assessment, empowering marketers to optimize strategies and effectively reach their target audiences by monitoring current site usage and ensuring precise message delivery. First-party data enriches customer relationships by offering valuable insights into their behavior, enabling personalized campaigns that boost engagement and satisfaction. Leveraging this data across platforms enhances client relationships via owned media, serving as a key identifier for activation.



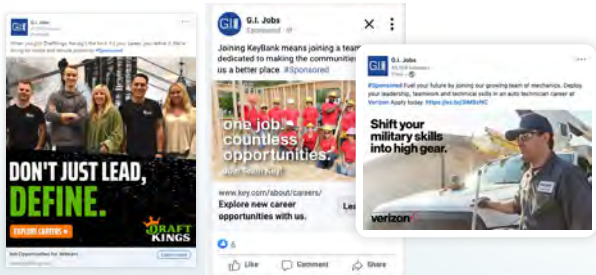
1) Awareness

- Promote strategically crafted messaging.
- Utilize diverse channels for optimal reach.
- Cultivate brand trustworthiness and quality.
- Foster enduring brand loyalty and market differentiation within the veteran and military spouse audiences.



2) Traffic and Engagement

- Drive rapid and cost-effective website visits.
- Efficiently reach our military audience.
- Provide immediate results with a focus on increasing website traffic.
- Complement other marketing efforts for a comprehensive strategy.



3) Conversion

- Directly target users likely to take desired actions.
- Optimize ad spend for maximum return on investment (ROI).
- Implement precise tracking and measurement tools.
- Accurately assess campaign performance.
- Refine strategies based on data for ongoing success.

You'll also get...

Dedicated campaign manager

Customized media plan

Consultation on imaging & messaging focused on the military veteran & military spouse communities, tracking assistance and real-time reporting.



Leverage Longstanding and Trusted Publications

Expand your brand awareness, create interest across the globe, and get in front of qualified prospective students by utilizing our *G.I. Jobs*, *Military Spouse* and *Vetrepreneur* brands.

G.I. Jobs Magazine
Readable through:

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

Military Spouse Magazine
Readable through:

- Print
- Digital Magazine

Vetrepreneur Magazine
Readable through:

- Print
- Digital Magazine

76% of Military Friendly® Schools list Print Advertising as one of their top methods for sourcing students.

Source: 2023 Military Friendly® Employers Survey

2024 Editorial Calendar

ISSUE	BRAND	FEATURED TOPIC	SPACE DEADLINE	CREATIVE DEADLINE	
Winter	MILITARYSPOUSE	Military Spouse Friendly Employers®	Work from home Careers • IT/Tech	12/22/23	1/3/24
February	G.I. JOBS	College Presidents Who Served	Hot Jobs for Veterans • Finance/Insurance Healthcare/Pharma	1/19/24	1/23/24
Spring	VETREPRENEUR	Franchising Guide for Veterans	Franchise Coaching Services and Success Stories Top 10 Reasons vets are well suited for Franchising	2/16/24	2/20/24
April	G.I. JOBS	2024-25 Military Friendly® Schools	Student Veteran Athlete of the Year • Manufacturing Construction • Health Care	3/15/24	3/19/24
Spring	MILITARYSPOUSE	Armed Forces Insurance Military Spouse of the Year®	Milspouse Entrepreneurs We Love • Health Care	4/12/24	4/16/24
June	G.I. JOBS	2024 Military Friendly® Employers 2.0	Veteran Champions of the Year in Corporate America • Employee Veteran Leadership • Awards Defense • Telecom • Skilled Trades	5/10/24	5/14/24
July	G.I. JOBS	Mother of All Transition Guides	Franchising • Manufacturing	6/7/24	6/11/24
August	G.I. JOBS	Military Friendly® States	Military Friendly® Companies • Student Veteran Leadership Awards Retail • Federal Government • Transportation	7/5/24	7/9/24
Fall	VETREPRENEUR	Vetrepreneur of the Year	Franchise Coaching Services and Success Stories Vet HOF • 5 Myths...Busted • Transportation	8/9/24	8/13/24
October	G.I. JOBS	2024-25 Military Friendly® Schools 2.0	Hot Degrees • Veteran Champions of the Year in Higher Education Student Veteran Leadership Awards • Energy • IT/Technology	9/6/24	9/10/24
Fall	MILITARYSPOUSE	Military Spouse Magazine Anniversary	Military Spouse Friendly Schools • Military Friendly® Brands Milspouse Student Leadership Awards • Retail	10/4/24	10/8/24
December	G.I. JOBS	2025 Military Friendly® Employers	Military Friendly® Employers	11/29/24	12/3/24

Editorial Calendar is subject to change

2024 Magazine Rate Card

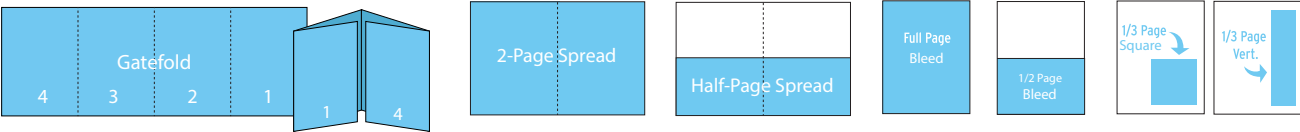
GIJ or MSM	1x	3x	6x	12x
Full	\$5,997	\$4,997	\$3,997	\$2,997
Half	\$3,898	\$3,298	\$2,698	\$1,998
1/3 page	\$2,699	\$2,299	\$1,799	\$1,399
Premium Positions LIMITED SUPPLY				
Back Cover	\$9,990	\$9,990	\$9,990	\$9,990
IBC, IFC	\$7,990	\$7,990	\$7,990	\$6,990
Additional Sizes				
Gatefold	\$12,990	\$12,990	\$12,990	\$12,990
2-Page Spread	\$9,990	\$8,390	\$6,890	\$5,290
1/2-Page Spread	\$7,091	\$5,991	\$4,891	\$3,591

*Guaranteed Position Fee: 10%

Print and Digital Magazine Ad Specs

	TRIM SIZE		BLEED SIZE		
SIZE OF AD	WIDTH	HEIGHT	WIDTH	HEIGHT	TOTAL SQ. IN.
2-Page Spread	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



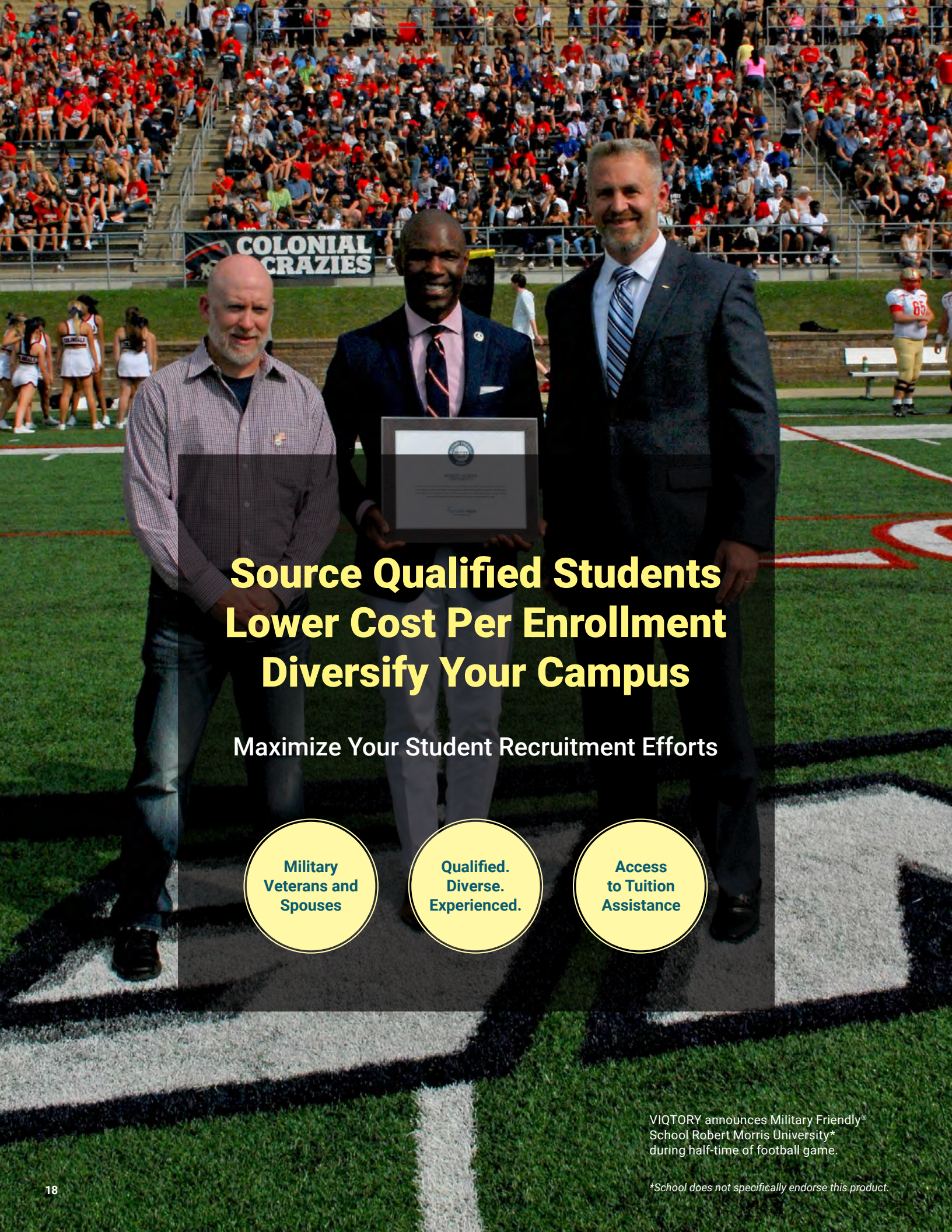
PRINT DISTRIBUTED TO:

- Commissaries
- Family Readiness Groups
- Transition Assistance Programs
- 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

All Magazines
are Digitally
Promoted Through:

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

GIJ only



Source Qualified Students
Lower Cost Per Enrollment
Diversify Your Campus

Maximize Your Student Recruitment Efforts

- Military Veterans and Spouses
- Qualified. Diverse. Experienced.
- Access to Tuition Assistance

VIQ TORY announces Military Friendly® School Robert Morris University* during half-time of football game.

*School does not specifically endorse this product.

3 Steps to Enrollment Success

GETTING STARTED

1. Fortify Your Student Pipeline and Maximize Your Long-Term Budget

ANNUAL BRONZE	ANNUAL PLATINUM	ANNUAL GOLD
12 Month Digital Profile 1x 1/2 Page Ad 1x e-Blast	12 Month Digital Profile 3x Full Page Ad 4x e-Blast	12 Month Digital Profile 3x 1/2 Page Ad 2x e-Blast
\$10,877 \$9,997	\$33,347 \$23,997	\$21,667 \$17,997

DRIVE IT HOME

2. Package Pricing

Establish a Digital Presence and Drive Traffic to Your Profile

Starter Boost	JV Boost	Varsity Boost
15K Impressions	50K Impressions	125K Impressions
\$1,988 \$991 /mo	\$2,988 \$1,991 /mo	\$3,988 \$2,991 /mo

*All are one year, 12 month deals.

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
School Profile	\$5,990	
ROS Banners	\$1,490	Limited Inventory
Creative Web Design	\$5,990	
Premium Listing	\$990	
Managed Programmatic Campaigns	Contact Us	

Impactful Relationships

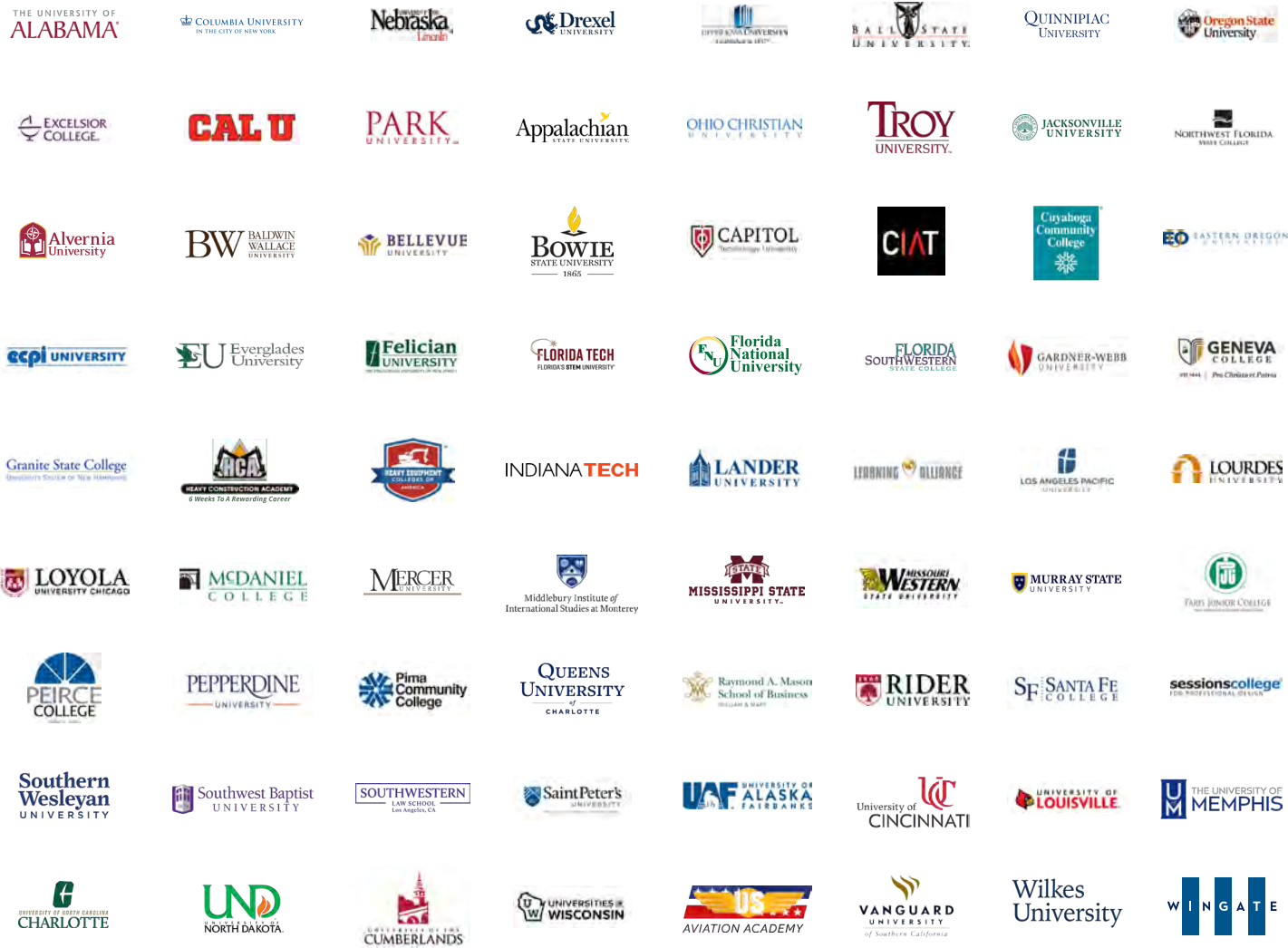


VIQTORY announces Military Friendly® School University of Pittsburgh* at Pitt vs. Miami game.

**School does not specifically endorse this product.*

For more than two decades, VIQTORY has helped schools of all shapes and sizes engage with the military community. Our clients see the value in enrolling students from the military as they all have the same goal: to recruit, enroll, and empower military veterans. VIQTORY serves as the vital, trusted link between schools and the military audience they desire to reach.

We Work with Schools from Every Sector of Higher Education.



Powerful Infuence



G.I. Jobs rings closing bell at NASDAQ.



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



VIQTORY and its 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 VIQTORY 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 the Oprah Show during Oprah's Favorite Things.

G.I. Jobs magazine featured the remarkable journey of Navy SEAL veteran Jake Bullock as he transitioned from military service to pursuing a major in economics at Columbia University*.



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

**School does not specifically endorse this product.*

**SCHEDULE TIME
WITH A REP**



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