



2022

# RECRUITMENT MARKETING FOR THE MILITARY COMMUNITY

MEDIA KIT

CONNECTING THE MILITARY  
COMMUNITY TO CIVILIAN OPPORTUNITY



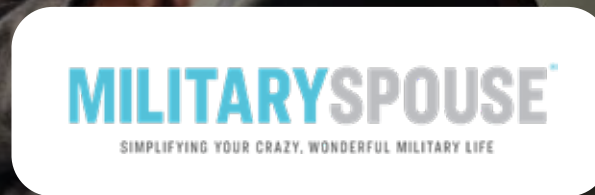


The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

# OUR BRANDS



*Since 2001*  
The original veteran  
hiring connection



*Since 2004*  
The number one source  
for military spouses



*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. CONNECT.



gijobs.com

Email Marketing

G.I. Jobs Magazine

militaryfriendly.com

Banner Advertising

militaryspouse.com

Military Spouse Magazine

Social Advertising

Virtual Career Expo

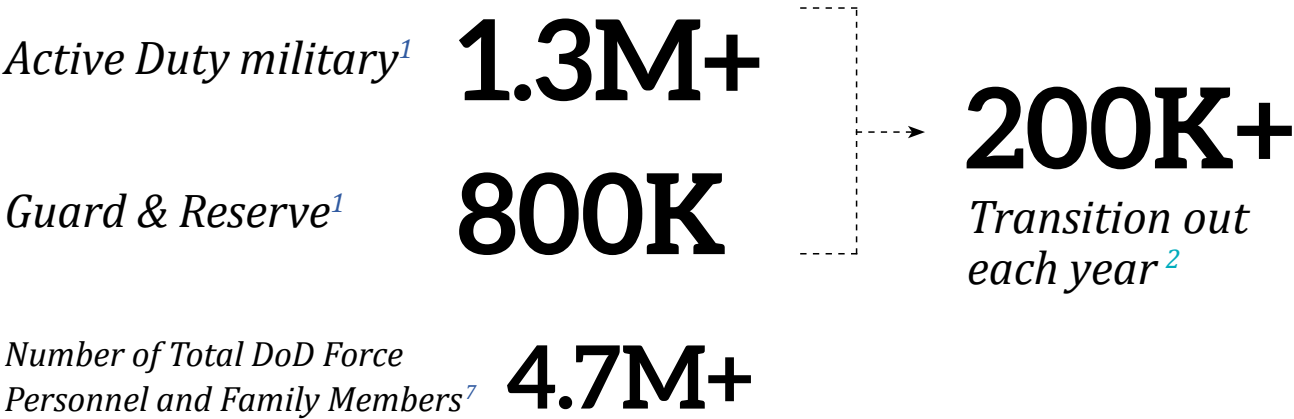
G.I. Jobs App

G.I. Jobs Career Portal

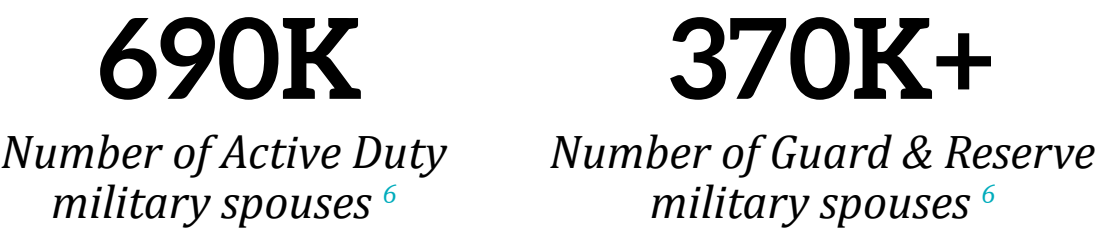


# AUDIENCE POTENTIAL

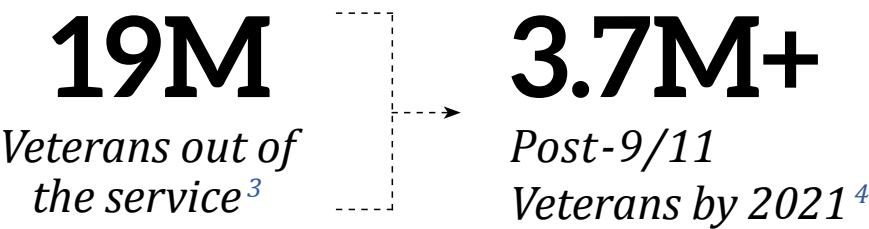
## ACTIVE MILITARY



## MILITARY SPOUSES

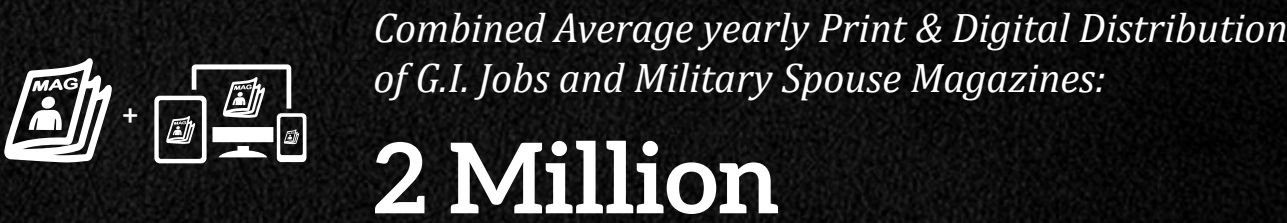


## VETERANS



*\*Cited numbers on page 13*

# OUR REACH



## CONTINUED MONTHLY EVENT ENGAGEMENT

**Get Hired Workshop**  
Helping vets and military spouses prepare through insider secrets at live recruiter roundtable events.

**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 Career Portal	Source, qualify, and engage top candidates in minutes on one centralized platform from the military community.			
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 career opportunity. Get access to resumes, source qualified candidates, and manage your virtual pipeline through Brazen's sophisticated technology.			





# Virtual Career Expo

## Reserve. Connect. Hire.

Powered by Brazen®

Connect with eager-to-work veterans and military spouses

Access our diverse registrant list before and after the event

Showcase your brand with customizable booth experience

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*  |

*\*Military Friendly® Employer event by invite only*





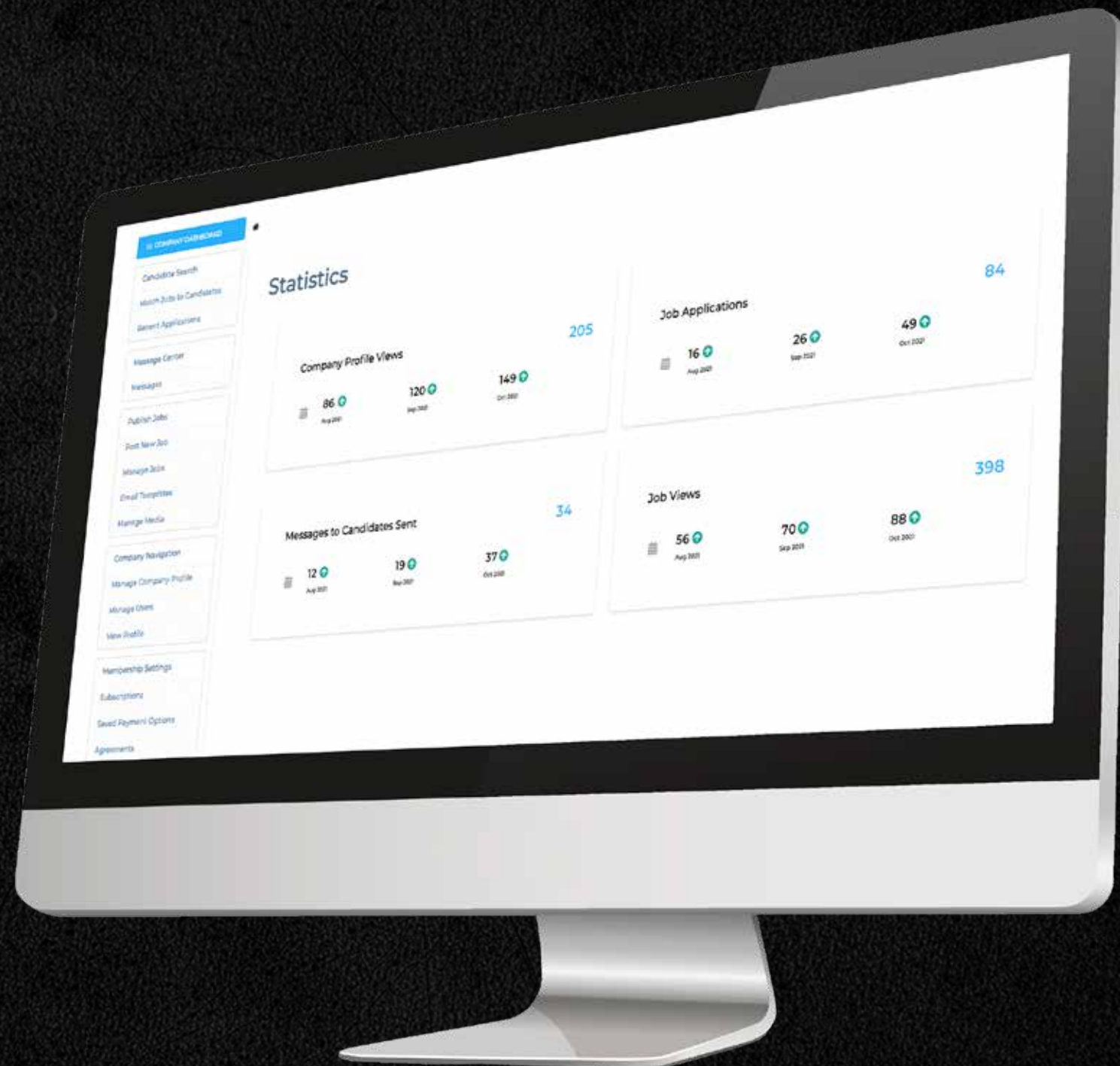
## SOURCE, QUALIFY, AND ENGAGE TOP CANDIDATES IN MINUTES ON ONE CENTRALIZED PLATFORM FROM THE MILITARY COMMUNITY

### ACCELERATE YOUR TALENT PIPELINE GROWTH WITH THESE POWERFUL FEATURES:

- Resume Search for Clients
- Automatic Candidate Alerts
- Employer Profiles
- Complete Administrative Control
- Metrics, Tracking and Reporting
- Custom Dashboards
- Text (SMS) Messages
- Mobile Responsive
- Match Jobs to Candidates
- Review Applications
- Edit Jobs
- Job Match Notifications

### VETERAN CANDIDATES CAN:

- Create a Profile
- Upload Their Resume
- Fill in Military Specific Information in Profile
- Job Match
- Receive Text and/or Email Alerts
- Connect with Employers
- Browse by Specialty and/or Location
- Search by Keywords
- Save Jobs
- Apply for Positions



[careers.gijobs.com](https://careers.gijobs.com)



# 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:** 1/14/21



### 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



### GUIDE TO MILITARY FRIENDLY® SCHOOLS

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

**SPECIAL SECTION**  
Top Ranked Schools

**CAREER FIELD**  
Mechanics

**Space Deadline:** 3/25/22



### GUIDE TO MILITARY FRIENDLY® EMPLOYERS

### 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



### GUIDE TO MILITARY FRIENDLY® SCHOOLS

### 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



### GUIDE TO MILITARY FRIENDLY® EMPLOYERS

### 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

## EMPLOYERS LEVERAGE MAGAZINE ADVERTISING

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

## VETERANS GAIN ACCESS TO:

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





# 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 COMPANIES WE HAVE PARTNERED WITH:







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

[gijobs.com/recruit-veterans](https://gijobs.com/recruit-veterans)

Contact: [sales@gijobs.com](mailto:sales@gijobs.com)



G.I. Jobs is owned and operated by VIQTORY which 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](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