



2022

EDUCATION 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



GI JOBS
YOUR GUIDE TO CIVILIAN SUCCESS

Since 2001
The original veteran
student connection



MILITARYSPOUSE
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

Since 2004
The number one source
for military spouses



MILITARY FRIENDLY

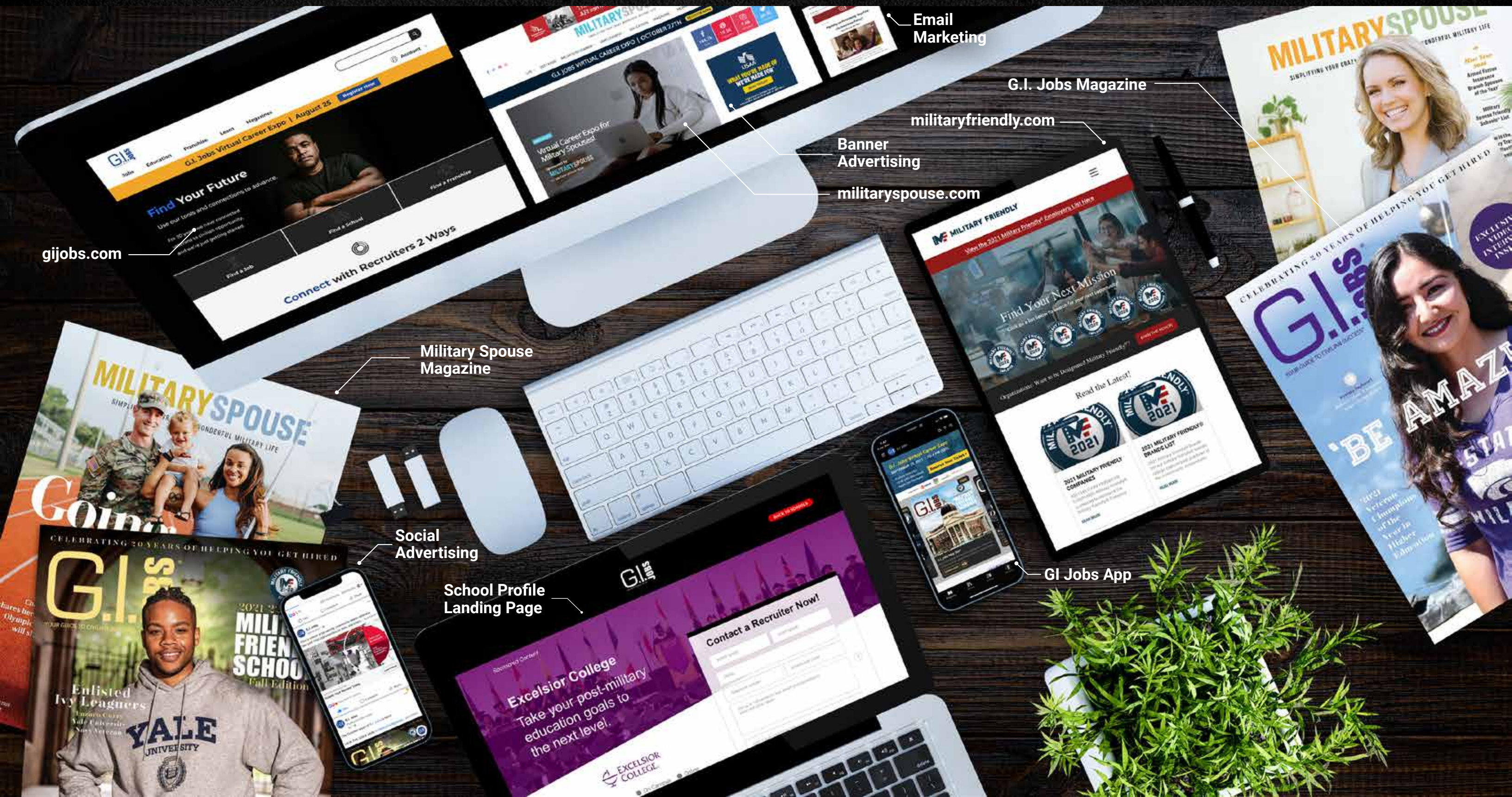
Since 2003
The Gold standard in
measuring veteran
empowering organizations

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.



gijobs.com

Email
Marketing

G.I. Jobs Magazine

Banner
Advertising

militaryspouse.com

Military Spouse
Magazine

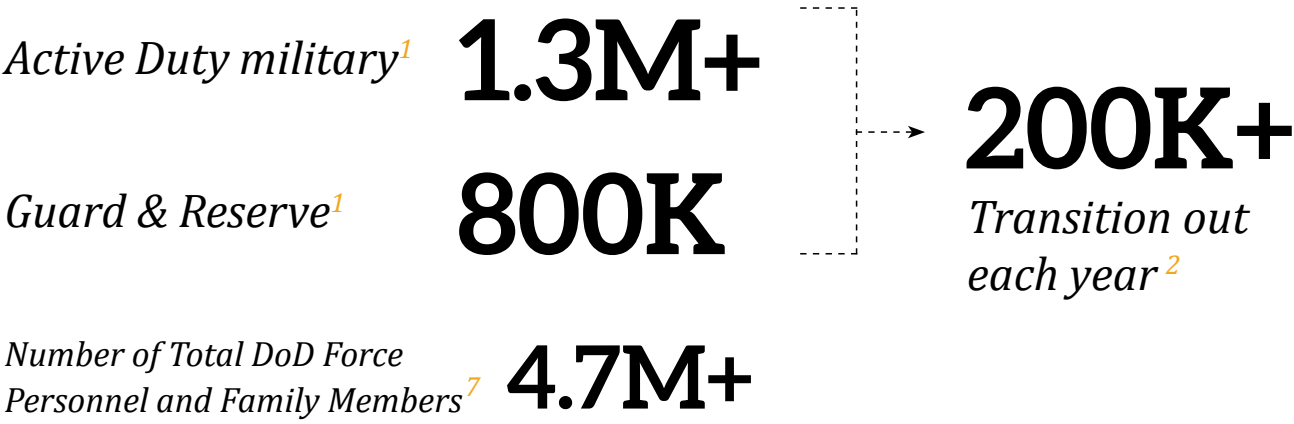
Social
Advertising

School Profile
Landing Page

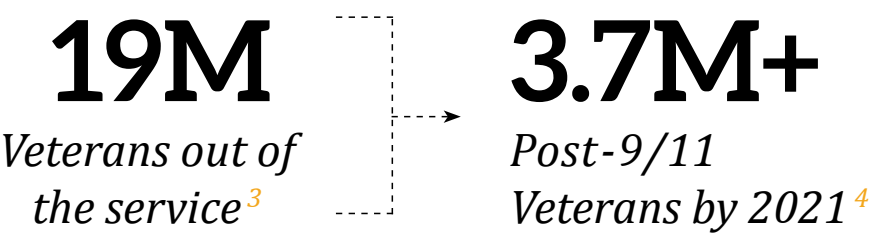
G.I. Jobs App

AUDIENCE POTENTIAL

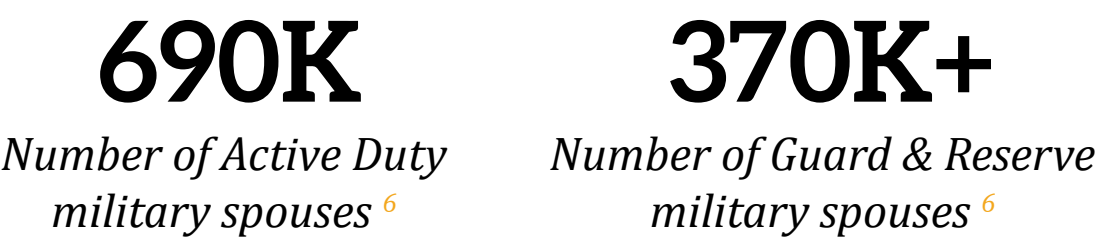
ACTIVE MILITARY



VETERANS



MILITARY SPOUSES



*Cited numbers on page 12

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

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 student 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.			
E-mail Marketing	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.			
Digital Advertsing	Extend your reach within the military community utilizing multichannel brand safe sites and social channels driven by first-party data.			
Education Directory	Visitors gain access to a customized landing page that includes your videos, text and graphics to promote your school. Your page also has a lead generation form that delivers new candidates directly to your recruiters.			

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



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

SPECIAL SECTION
Top Ranked Schools

CAREER FIELD
Mechanics

Space Deadline: 3/25/22



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



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



December 2023 GUIDE TO MILITARY FRIENDLY® EMPLOYERS (WINTER EDITION)

Space Deadline: 11/4/22

EDUCATION FOCUSED ISSUES

Although, all issues have education content within.

SUBJECT TO CHANGE

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

SCHOOLS LEVERAGE MAGAZINE ADVERTISING

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

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



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:**

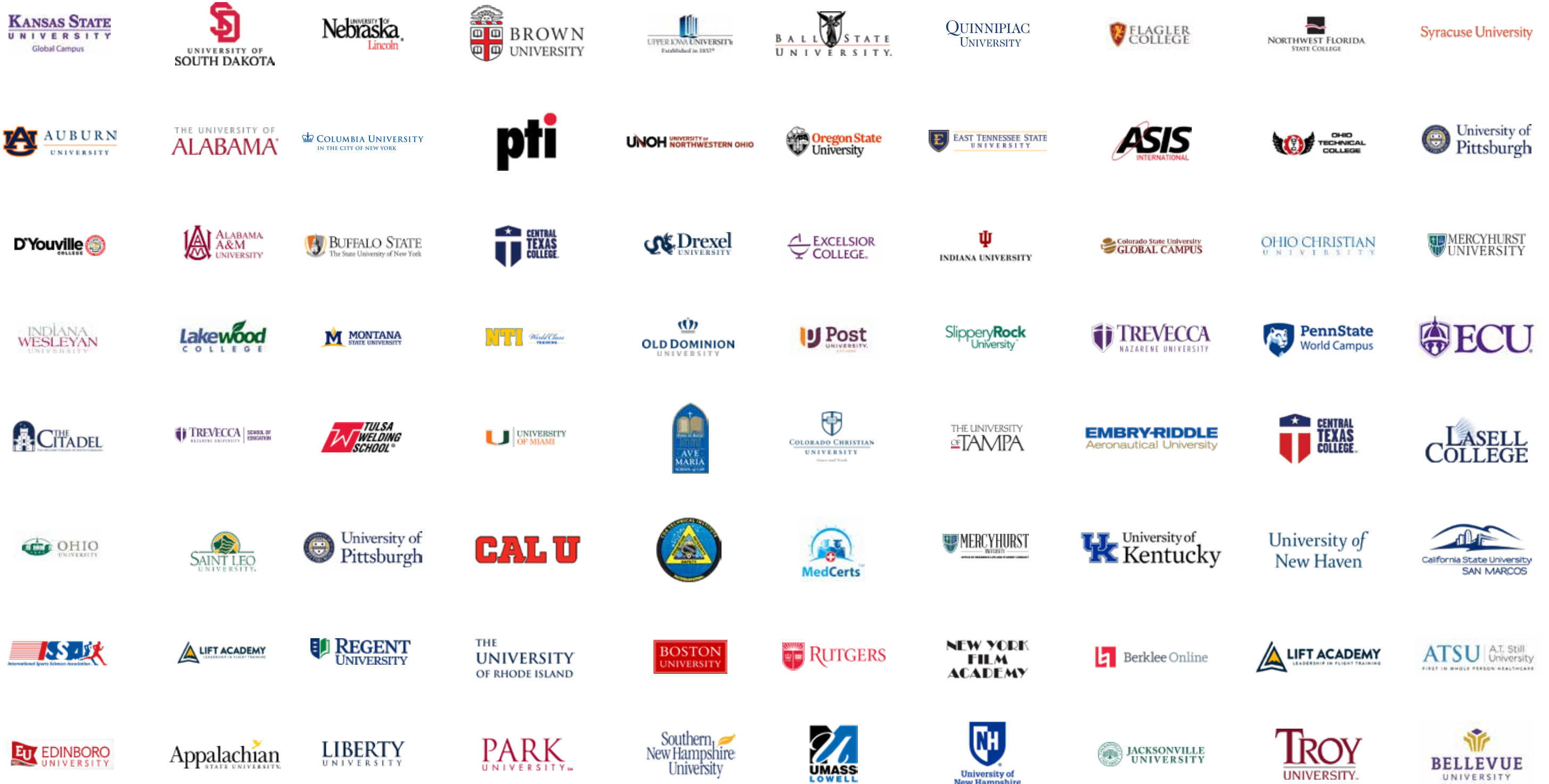
- Social Media
- Newsletters
- Brand Websites
- Advertising
- Articles
- Influencers and more!

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 SCHOOLS WE HAVE PARTNERED WITH HISTORICALLY:





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

<https://www.gijobs.com/recruit-veterans>

Contact: sales@gijobs.com



Photo by Nathan Joseph Dodson Photography



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); **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