

**PLANNING FOR THE COMMUNITY**

**2019**

IA KIT

**PLANNING FOR THE COMMUNITY**

2019

IA KIT

**PLANNING FOR THE COMMUNITY**

**2019**

IA KIT

**PLANNING FOR THE COMMUNITY**

**2019**

IA KIT

**PLANNING FOR THE COMMUNITY**

2019

IA KIT



**PLANNING FOR THE COMMUNITY**

2019

IA KIT





VIQ TORY

**Connect Your Brand with  
Military Families**

**G.I. JOBS**  
YOUR GUIDE TO CIVILIAN SUCCESS

*Since 2001*

**The number one source  
for military talent**

**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.

**MILITARYSPOUSE**  
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

*Since 2004*

**The number one source  
for military spouses**



# AUDIENCE DEMOGRAPHICS



**2.1M+**  
*Strong in the military<sup>1</sup>*




**230K+**  
*Transitioned out in 2018<sup>2</sup>*



*Gender of the Total DoD Force*  
**82%** Male  
**18%** Female<sup>5</sup>




**3.7M+**  
*Post-9/11 Veterans by 2021<sup>4</sup>*




**18M**  
*Veterans out of the service<sup>3</sup>*



**4,728,939**  
*Number of Total DoD Force Personnel and Family Members<sup>7</sup>*



**966,604**  
*Number of military spouses of the Total DoD Force (2,101,134)<sup>6</sup>*



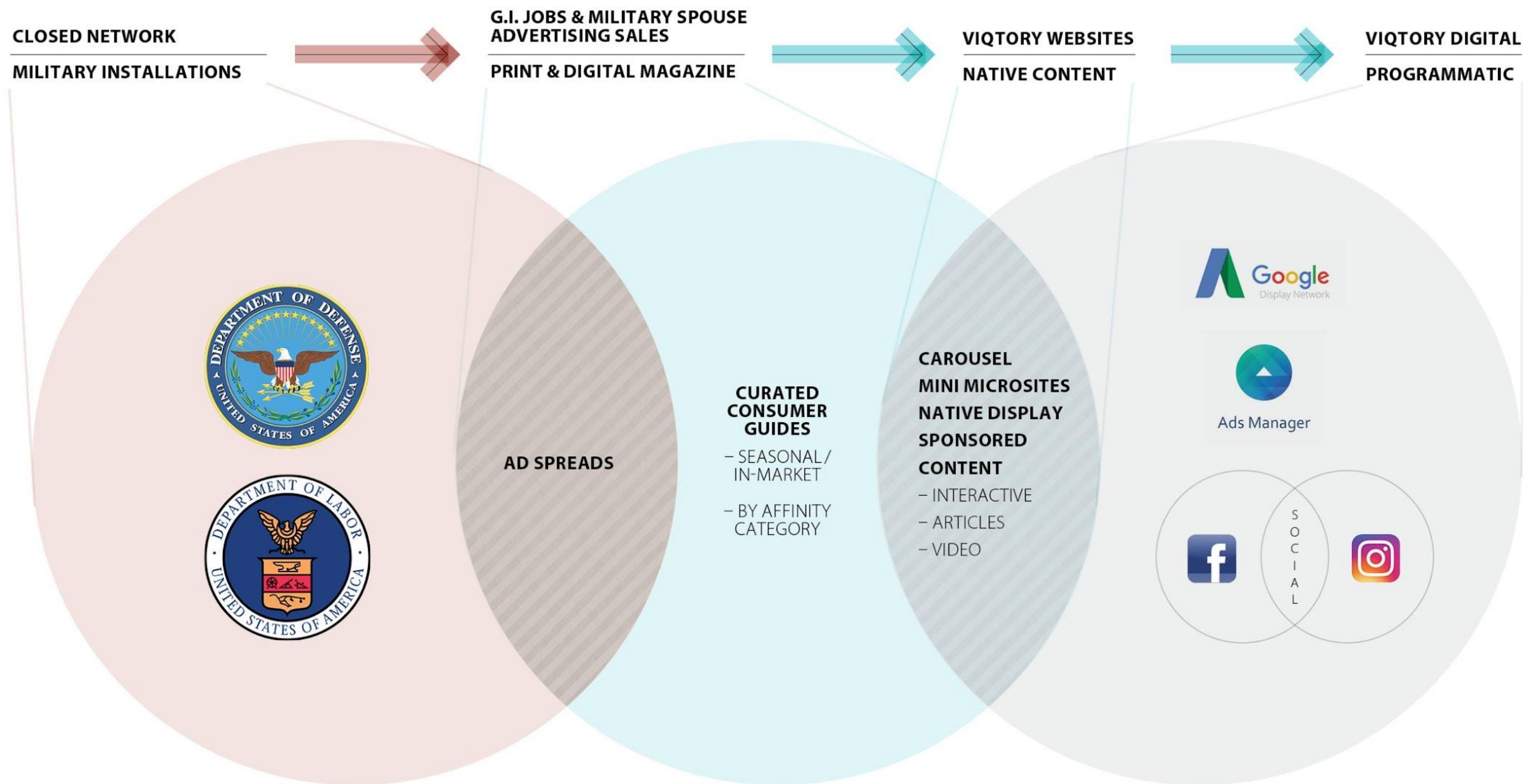
**92%**  
*Female demographic of military spouse population<sup>8</sup>*

Roughly one in five adults, or 22 million people nationwide, have served in uniform, according to the VA.<sup>[1]</sup> Interestingly, veteran households spend 16% more overall than the average U.S. household, according to data released by Nielsen<sup>[2]</sup>. Moreover, average consumer spending per household unit in 2017 exceeded \$60,000 annually<sup>[3]</sup>. This creates a total spending power of just the veteran community exceeding \$1.5 Trillion annually.

[1] U.S. Department of Veterans Affairs Office of the Actuary, Veteran Population Projections Model - 2017 • [2] Nielsen Insights: Active-Duty Shoppers: Today's U.S. Veteran Consumers - 2017 • [3] U.S. Department of Labor's Bureau of Labor Statistics Consumer Expenditures - 2017

1) 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); 2) Source: United States Government Accountability Office (2014-2018); 3) Source: U.S. Census: American Community Survey 2018 ACS 1-Year Estimates, Number is rounded; 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) Source: DMDC Active Duty Military Family File (September 2018); DMDC Reserve Components Family File (September 2018); 7) Military personnel includes both married and single members. Family members include spouses, children, and adult dependents. 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

# CONSUMER ACQUISITION



**MILITARY AUDIENCE ROADMAP**  
**CLOSED NETWORK TO ACQUISITION**



# UNRIVALED REACH

**GIJOBS.COM**

## Direct Private Traffic

**1.7 Mil**

Site Visitors

**75%**

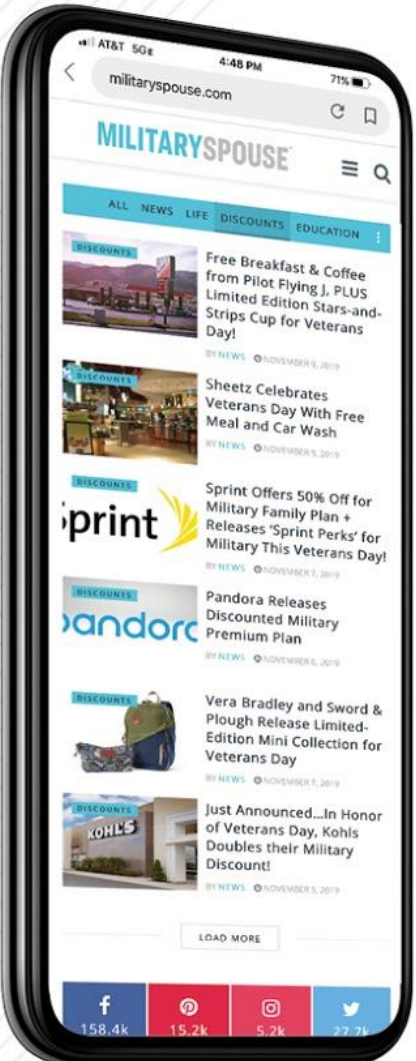
Male Visitors

**55%**

25-44 Yr old

**70%**

Reach of Total transitioning Veterans



**MILITARYSPOUSE.COM**

## Direct Private Traffic

**1.4 Mil**

Site Visitors

**72%**

Female Visitors

**60%**

25-44 Yr old

**70%**

Reach of Total spouses

## OVERALL REACH OF 22 MILLION

## Dynamic Results

**2.5X**

Average Increase in Ad Click Rate

**2X**

Average Increase in Landed Conversion Rate

**6X**

Increase in Actual Click Volume

**3.5X**

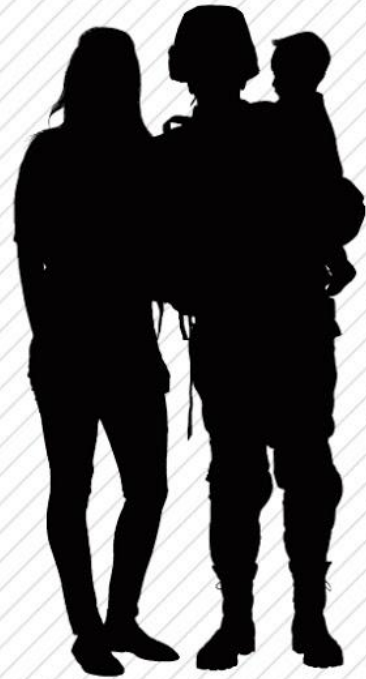
Cost Savings Over Existing Ad Investment

**5X**

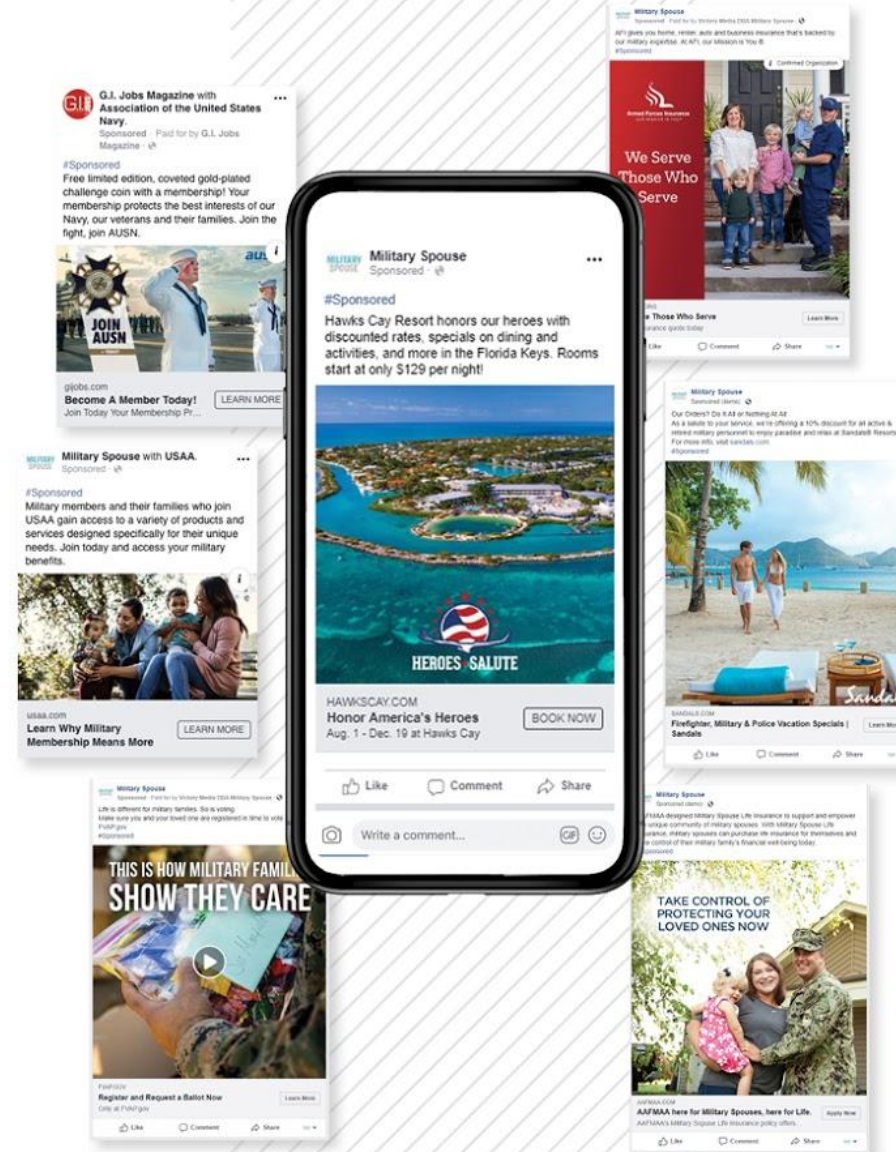
Average Increase in Targeted Reach



# TARGET PROGRAMMATICALLY



**Customized  
Audience/  
Ideal Prospects**



**Targeted  
Digital Ads**



**Trackable ROI  
to Real-Time  
Reporting**





# ENHANCED TARGETING TECHNOLOGIES

NOW AVAILABLE

## 22 MILLION

With this Programmatic reach,  
we integrate our first-party  
military data to drive  
exceptional campaigns.

LEARN WHY SOME OF THE LARGEST RETAILERS AND GOVERNMENT  
AGENCIES HIRE US TO MANAGE THEIR PROGRAMMATIC

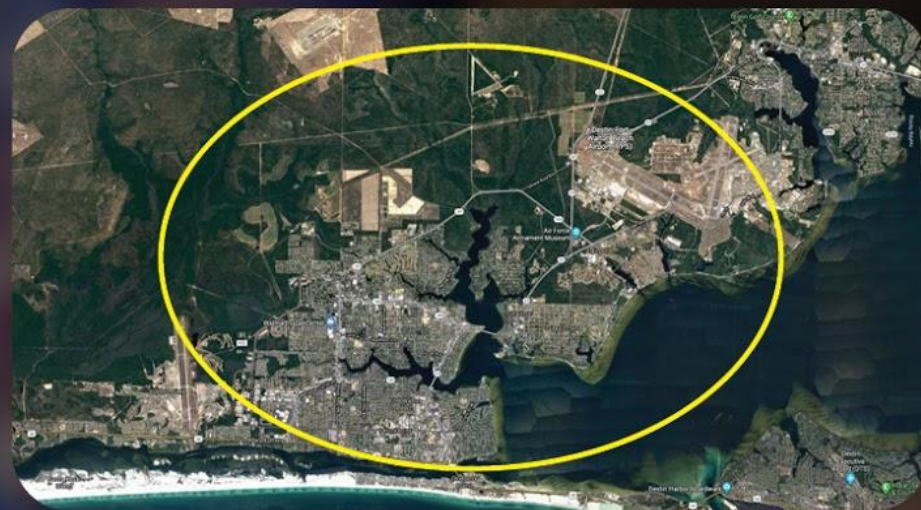


# REACH YOUR AUDIENCE STRATEGICALLY

ANYWHERE. ANYTIME. ANYPLACE. ANY DEVICE.



**Targeted Social**



**Geofencing**



**Contextual Search Targeting**



**Programmatic Video**



**Connected OTT/CTV**



**Behavioral Targeting**



# OMNI-CHANNEL MARKETING

UNRIVALED REACH. UNRIVALED RESULTS.





# INTEGRATED MARKETING APPROACH

Intelligent Targeting Fueled  
with First-Party Data

Print & Digital  
Magazine  
Advertising



Real Time  
Reporting



Personal Brand Page  
on MilitarySpouse.com

- 1) Main Featured Carousel
- 2) Featured Carousel (300 x 250)



Sponsored  
Footer Link  
(Global)

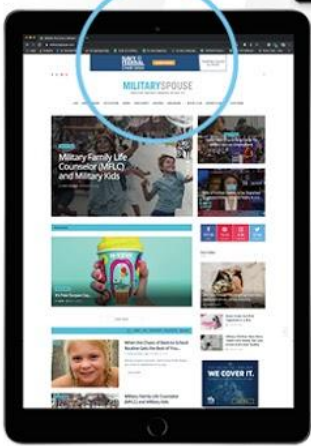


Featured  
Category Page

Featured Menu  
(drop down)



Native  
Advertising



Share of Voice



Advertising In  
Our Newsletters

VIQ TORY

G.I. JOBS  
YOUR GUIDE TO CIVILIAN SUCCESS

MILITARYSPOUSE  
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

Sponsored  
Content



E-Blasts

G.I. JOBS  
LIVE

MilSpouse  
Live

G.I. Jobs & MilSpouse Live  
Virtual Opportunity Events





# ENGAGE WITH AUDIENCES “GO LIVE!” IN 2020

Interact with **Military Spouse**® or **G.I. Jobs**® audiences directly! With an ongoing legacy nearing 20 years, VIQTORY's properties foster trust, are authentic, relevant, and inspire action.

\*Native evergreen opportunities also available

Email [amber.chaib@viqtory.com](mailto:amber.chaib@viqtory.com) ABOUT OUR NEW “GO LIVE!” SUITES AND NEW EVERGREEN CONTENT



A hand is shown interacting with a complex digital financial chart. The chart features multiple data series, including candlestick patterns, line graphs, and bar charts, all rendered in various colors like red, green, blue, and orange. The background is dark, making the glowing chart elements stand out. The hand is positioned in the foreground, with fingers extended as if touching or pointing at the data. The overall aesthetic is high-tech and data-driven.

# NEW FIRST-PARTY DATA INSIGHTS

VIQTORY connects consumer brand clients with regular **insight reports** and **behavioral analysis** on our audiences.\*

Learn how to truly connect with decision-makers within our specific segments.

ADVERTISE INTELLIGENTLY BY TRULY UNDERSTANDING MILITARY CONSUMERS

*\*Available to programmatic and native clients*



# FIRST PARTY DATA

TOP 10 SEARCHES 2018-2019



3/10: Home & Garden

2/10: Employment

1/10: Women's Apparel  
Travel/Hotel,  
K-12 EDU, Other  
Residential Home

## TOP 3 SEARCHES

Home & Garden/Home Decor

Employment

Apparel/Women's



2/10: Employment

2/10: Auto

2/10: Travel

1/10: Post-secondary Edu,  
Investment Svcs, Other,  
Real Estate

## TOP 3 SEARCHES

Employment

Employment/Career Consulting

Autos/Used





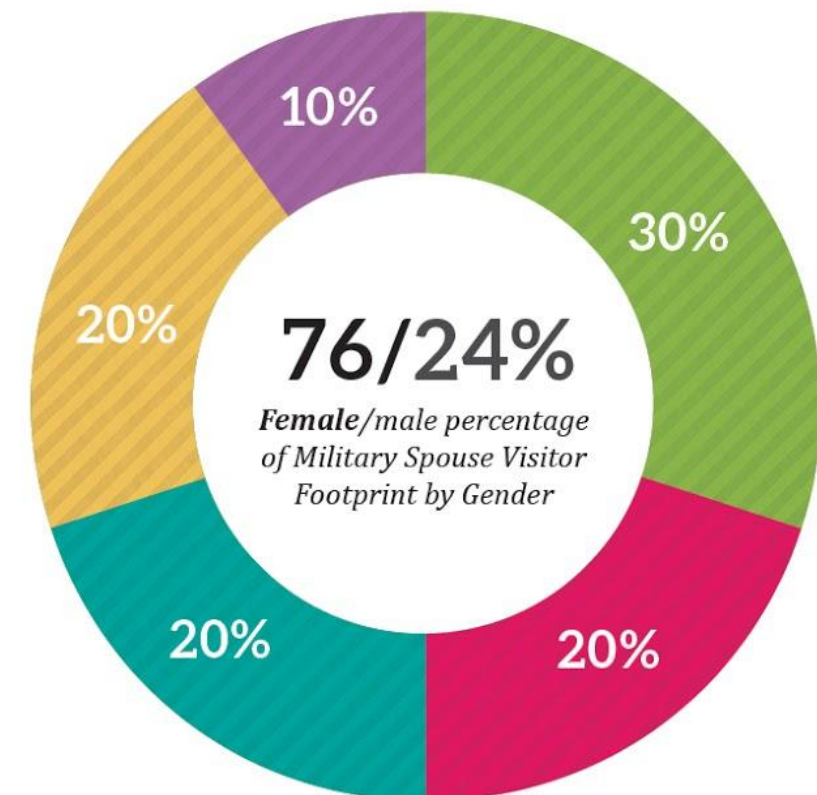
# FIRST PARTY DATA

## TOP 10 AFFINITY CATEGORIES



**MILITARYSPOUSE**  
SIMPLIFYING YOUR CRAZY, WONDERFUL MILITARY LIFE

- 1. Shoppers/Value Shoppers
- 2. Lifestyle & Hobbies/Pet Lovers
- 3. Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- 4. Food & Dining/Fast Food Cravers
- 5. Technology/Technophiles
- 6. Lifestyle & Hobbies/Family Focused
- 7. Media & Entertainment/Movie Lovers
- 8. Shoppers/Shopaholics
- 9. Media & Entertainment/TV Lovers
- 10. Shoppers/Bargain Hunters



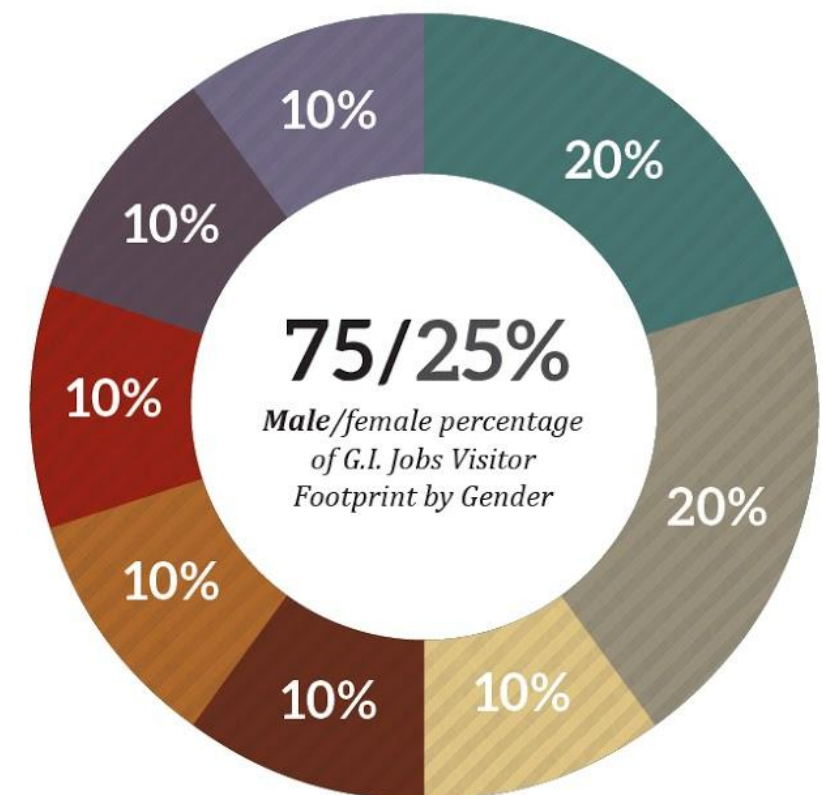


# FIRST PARTY DATA

## TOP 10 AFFINITY CATEGORIES



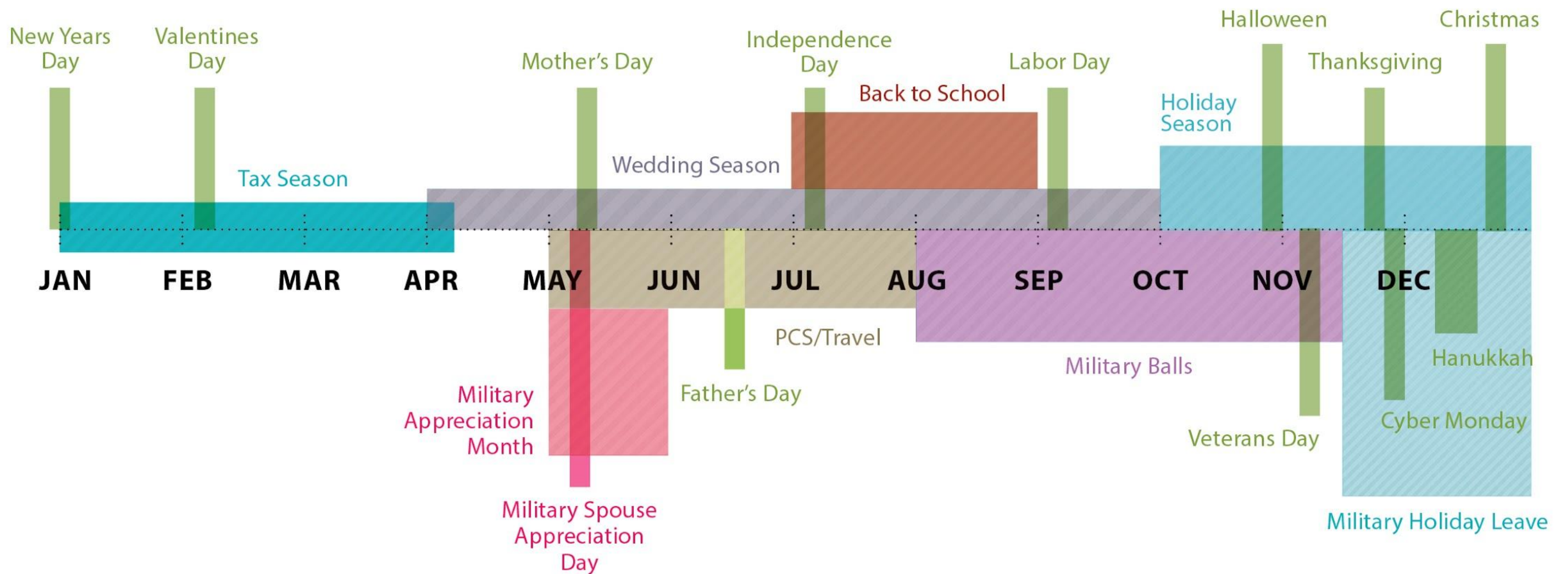
- 1. Shoppers/Value Shoppers
- 2. Food & Dining/Fast Food Cravers
- 3. Technology/Technophiles
- 4. Media & Entertainment/Movie Lovers
- 5. Home & Garden/Do-It-Yourselfers
- 6. Vehicles & Transportation/Auto Enthusiasts
- 7. Sports & Fitness/Sports Fans
- 8. Lifestyles & Hobbies/Pet Lovers
- 9. Lifestyles & Hobbies/Outdoor Enthusiasts
- 10. Media & Entertainment/Music Lovers





# CONSUMER SPENDING TRENDS

## HOLIDAY, SEASONAL & MILITARY EVENTS





# WHY MARKET TO MILITARY SPOUSES

REACH MILITARY SPOUSES AND THEIR FAMILIES AT CRITICAL LIFE STAGES WHEN FAMILIES TEND TO CONSUME MORE.



## RELOCATION

Military spouses move every 2-3 years. Military families spend on moving services, home purchases, furnishings, improvements and appliances.



## WEDDINGS

There are an estimated 200,000 military weddings annually. At an average cost of \$35,000 per wedding, that's a \$7 billion annual industry.



## VACATION, TRAVEL AND ENTERTAINMENT

Military families get 4-6 weeks of vacation annually. Because military families are stationed across the United States and the world, many families use that time to visit loved ones and relatives. Most costs include airfare, hotels and car rentals.



## FAMILY GROWTH

Raising children is a rewarding journey, with opportunities to purchase food, clothing, childcare products, automobile purchases and educational resources each step of the way.

# WHY MARKET TO ACTIVE DUTY AND VETERANS?

*Well, to put it simply, because you can't afford not to.*



## APPAREL



## HOME IMPROVEMENT GOODS



## AUTOMOBILES



## FINANCIAL SERVICES



## INSURANCE



## SPORTING GOODS



## TRAVEL/ VACATIONS





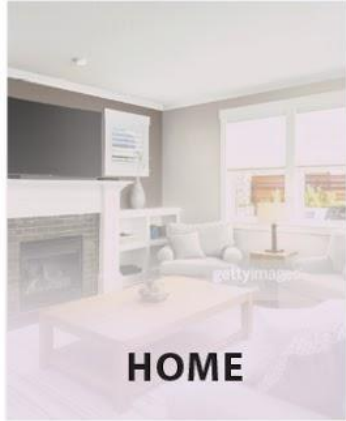




MILITARY SPOUSE  
**CONSUMER CONTENT**  
CALENDAR

| TIMELINE                                  |       | Q1                                                                                                                       |                                                                                                        |                                                                                                   | Q2                                                                                                                             |                                                                                                                      |                                                                                                                    |
|-------------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| ROTATING<br>QUARTERLY<br>THEME            |       |  <p>CAREER &amp; ENTREPRENEURSHIP</p> |                                                                                                        |                                                                                                   |  <p>FINANCE</p>                            |                                                                                                                      |                                                                                                                    |
|                                           | MONTH | JAN                                                                                                                      | FEB                                                                                                    | MAR                                                                                               | APR                                                                                                                            | MAY                                                                                                                  | JUN                                                                                                                |
| CONSUMER<br>DIGITAL<br>PRODUCTS/<br>TOPIC |       |  <p>SELF-GENERATED<br/>CASHFLOW</p>  |  <p>EDUCATION</p> |  <p>JOBS</p> |  <p>BUDGETING,<br/>DEBT &amp; BANKING</p> |  <p>RETIREMENT<br/>PLANNING</p> |  <p>SAVING/<br/>INVESTING</p> |



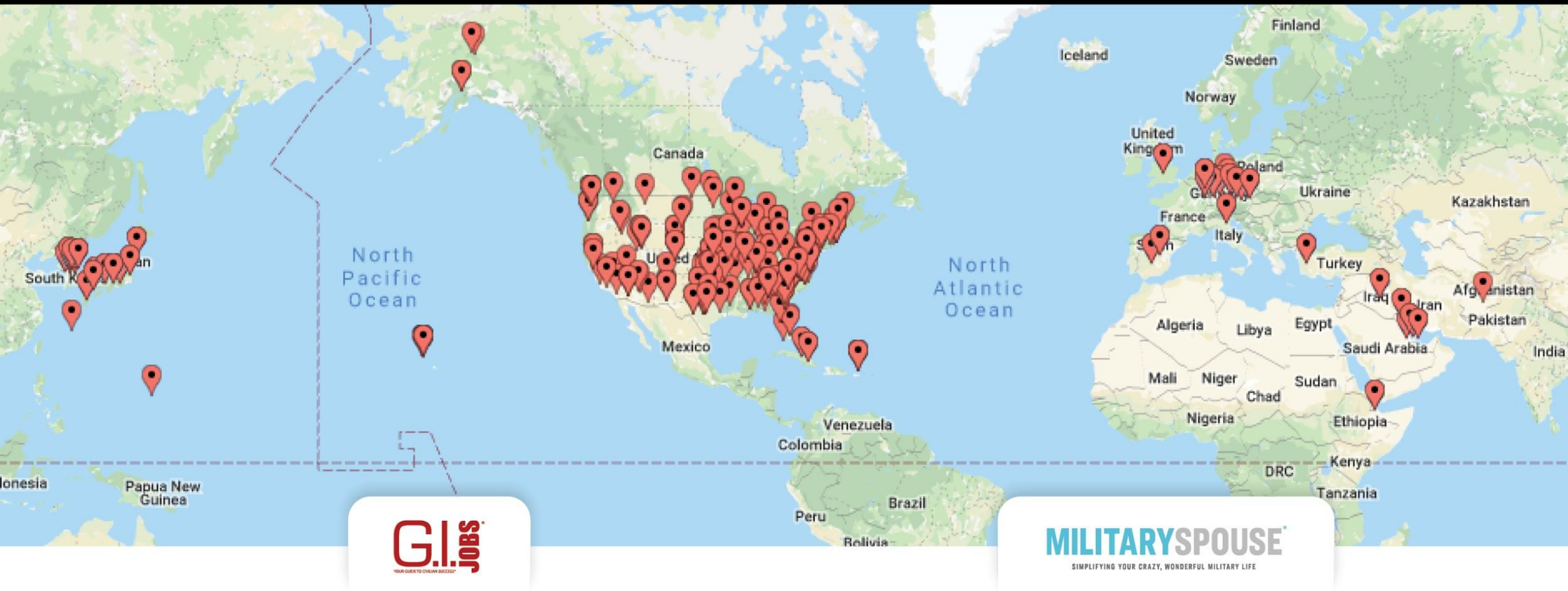
MILITARY SPOUSE  
**CONSUMER CONTENT**  
CALENDAR

| TIMELINE                                  |       | Q3                                                                                                       |                                                                                                    |                                                                                               | Q4                                                                                                      |                                                                                                   |     |
|-------------------------------------------|-------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----|
| ROTATING<br>QUARTERLY<br>THEME            |       | <br>WEDDINGS & FAMILY |                                                                                                    |                                                                                               | <br>MOVING & TRAVEL |                                                                                                   |     |
|                                           | MONTH | JUL                                                                                                      | AUG                                                                                                | SEP                                                                                           | OCT                                                                                                     | NOV                                                                                               | DEC |
| CONSUMER<br>DIGITAL<br>PRODUCTS/<br>TOPIC |       | <br>LIFE EVENTS      | <br>PARENTING | <br>HOME | <br>TRAVEL & PCS   | <br>HOLIDAYS |     |



# PUBLICATION DISTRIBUTION

COMBINED AVERAGE MONTHLY PRINT DISTRIBUTION OF 113,000



## 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

## 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



# PRINT & DIGITAL MAGAZINES



**PRINT**

**113K**

*Combined Average Monthly  
Distribution Rate of G.I. Jobs and  
Military Spouse magazines*



**Thousands**

*of distribution points  
worldwide for each  
publication*

**22,000**

*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.

**DIGITAL**

**138K+**

*Monthly Average  
Pageviews*

**99K+**

*Monthly Average  
Unique Pageviews*



**Distributed to:**

- 50,000+ G.I. Jobs Registered Users
- 25,000+ Military Spouse Registered Users
- Clients

**Distributed through:**

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





# G.I. JOBS® MAGAZINE

Utilize *G.I. Jobs* magazine to build brand awareness 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.

## 2020 EDITORIAL CALENDAR



**January**  
WOMEN VETERANS/  
EMPLOYMENT  
TOP LIST  
F5000 Women Veteran CEOs  
**Space Deadline:** 11/29/19



**February**  
EDUCATION  
**Space Deadline:** 1/3/20



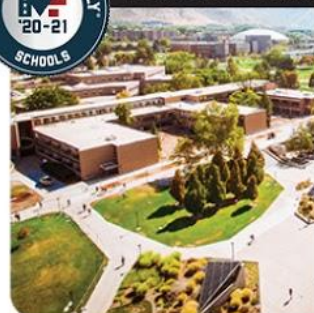
**March**  
EMPLOYMENT  
FEATURE  
Military Friendly® Companies  
TOP LIST  
F1000 CEOs Who are Veterans  
**Space Deadline:** 01/29/20



**April**  
HOT JOBS  
FOR VETERANS  
**Space Deadline:** 2/21/20



### 2020 GUIDE TO MILITARY FRIENDLY® SCHOOLS



**May**  
EDUCATION  
TOP LIST  
50 Student  
Veteran Leaders  
Making an Impact  
**Space Deadline:** 3/24/20



### VETREPRENEUR®



**June**  
BUSINESS OWNERSHIP  
TOP LIST  
Military Friendly® Supplier  
Diversity Programs  
... OF THE YEAR  
Vetpreneur of the Year®  
(VOY) & 25 City VOYs  
**Space Deadline:** 4/23/20

### MOTHER OF ALL TRANSITION GUIDE



**July**  
EMPLOYMENT/  
CELEBRITIES WHO SERVED  
TOP LIST  
50 Veteran Employees  
Making an Impact  
**Space Deadline:** 5/22/20



**August**  
HOT DEGREES  
FOR VETERANS  
... OF THE YEAR  
25 Veteran Champions of  
the Year - Higher Education  
**Space Deadline:** 6/23/20



**September**  
EMPLOYMENT/CFC†  
TOP LIST  
25 Veteran Non-Profits We Love  
... OF THE YEAR  
25 Veteran Champions of the Year  
- Corporate America  
**Space Deadline:** 7/24/20



**October**  
2020 ELECTION GUIDE  
ONLINE EDUCATION  
TOP LIST  
College Presidents Who  
Are Veterans  
**Space Deadline:** 8/24/20



### MILITARY ALUMNI

**November**  
ENTREPRENEURSHIP  
BUY VETERAN  
FEATURE  
Military Friendly® Franchises  
TOP LIST  
Veteran-Owned Business 500  
**Space Deadline:** 9/23/20



### 2021 GUIDE TO MILITARY FRIENDLY® EMPLOYERS



**December**  
TOP EMPLOYERS  
**Space Deadline:** 10/23/20

†Combined Federal Campaign

Subject to change

Digital Magazine

Each publication is converted to a digital version that can be viewed on a desktop, tablet or smartphone. The publications are tracked with analytics and are distributed through:

- Social Media
- Newsletters
- Brand Websites
- Content
- Advertising and more!








# MILITARY SPOUSE® MAGAZINE

Military Spouse magazine creates brand awareness 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.

## 2020 EDITORIAL CALENDAR



**2020 GUIDE TO MILITARY SPOUSE FRIENDLY® EMPLOYERS**



**January**  
**GUIDE TO MILITARY SPOUSE FRIENDLY EMPLOYERS®**  
FOCUS AREA  
Employment  
**Space Deadline:** 11/29/19



**February/March**  
**ANNUAL FITNESS ISSUE**  
FOCUS AREA  
Finance  
**TOP LIST**  
25 Military Spouse-Owned Businesses We Love  
**Space Deadline:** 1/24/20



**April**  
**ANNUAL PCS GUIDE**  
FOCUS AREA  
Education & Entrepreneurship  
**TOP LIST**  
Top 10 States to Live in as a Military Family  
**... OF THE YEAR**  
MSOY: Base Winners (TBD)  
**Space Deadline:** 2/21/20



**2020 GUIDE TO MILITARY SPOUSE FRIENDLY® SCHOOLS**



**May**  
**GUIDE TO MILITARY SPOUSE FRIENDLY SCHOOLS®**  
FOCUS AREA  
National Guard/Reserve Spouse & Edu  
**... OF THE YEAR**  
MSOY: Branch Winners  
**Space Deadline:** 3/24/20



**MILITARY SPOUSE OF THE YEAR**



**June**  
**MILITARY SPOUSE OF THE YEAR®**  
FOCUS AREA  
New to the Military  
**... OF THE YEAR**  
MSOY: Overall Winner  
**Space Deadline:** 4/10/20



**MILITARY FRIENDLY® BRANDS**



**July**  
**ANNUAL TRAVEL ISSUE**  
FOCUS AREA  
Savings & Employment  
**TOP LIST**  
25 Great Military Discounts  
**... OF THE YEAR**  
25 MSCOY\* in Corporate America  
**Space Deadline:** 6/5/20



**August/September**  
**ANNUAL CFC® GIVING ISSUE**  
FOCUS AREA  
Back to School  
**... OF THE YEAR**  
25 MSCOY\* Non-Profit Leaders  
**... OF THE YEAR**  
25 MSCOY\* in Higher Education  
**Space Deadline:** 7/17/20



**October**  
**ANNUAL DEPLOYMENT GUIDE**  
FOCUS AREA  
Education  
**TOP LIST**  
Hot Degrees for MilSpouses  
**... OF THE YEAR**  
25 MSCOY\* Celebrities  
**Space Deadline:** 8/24/20



**November**  
**ANNUAL BABY ISSUE**  
FOCUS AREA  
2020 Election Overview  
**... OF THE YEAR**  
25 MSCOY\* Legislators  
**Space Deadline:** 9/23/20



**December**  
**HOLIDAY GIFT GUIDE**  
FOCUS AREA  
Overseas (OCONUS)  
**Space Deadline:** 10/23/20

SUBJECT TO CHANGE

<sup>1</sup>Combined Federal Campaign  
<sup>2</sup>Military Spouse Champion of the Year

Digital Magazine

Each publication is converted to a digital version that can be viewed on a desktop, tablet or smartphone. The publications are tracked with analytics and are distributed through:

- Social Media
- Newsletters
- Brand Websites
- Content
- Advertising and more!







# PARTICIPATION IN MILITARY FRIENDLY<sup>®</sup> HAS SURGED

9,990%

Pecent of Shyrocketing growth! Learn about multi-channel tools and **content categories** that improve consumer client branding and engagement.



2,000  
AND GROWING

[REQUEST A CONTENT CALENDAR](#)



A group of people in a meeting room. In the foreground, a woman with long blonde hair is seen from the back, looking towards a large screen. Another woman is pointing at the screen, and a man is standing next to it. There are laptops on a table in front of them.

# UP - LEVELED IN - HOUSE MARCOM SERVICES

Pairing the sharpest military marketing minds with an enhanced digital prowess and refreshed inventory, our MarCom staff helps brands surpass the generic “Stars and Stripes Wash” and uninspired campaigns of the past.  
**No agency or retainer fees** required.

CONTACT [AMBER.CHAIB@VIQTORY.COM](mailto:AMBER.CHAIB@VIQTORY.COM) • (512) 557-6989



# HERE ARE JUST A FEW OF THE COMPANIES WE HAVE PARTNERED WITH HISTORICALLY:





# VIQTORY

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

VIQTORY.com/contact-us  
412-269-1663 x180



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