

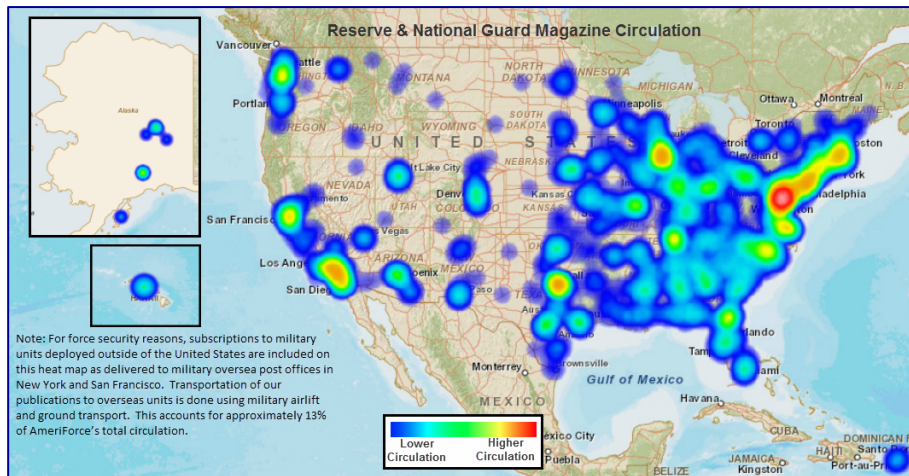
THE Reserve & National Guard

Purpose	Market	Distribution
The <u>Reserve and National Guard Magazine</u> is a lifestyle publication that aims to educate and entertain the Service Members of the various reserve components of the United States Military. Content includes original editorial regarding ever-changing military benefits, finance, technology, unit spotlights, perspectives on military life, and other helpful day-to-day information pertinent to America's citizen soldiers and their families.	With over 1.1 million service members in the Army Guard and Reserve, Air Guard and Reserve, Navy, Marine Corps and Coast Guard Reserve, the reserve components of the U.S. Military are increasingly taking on a larger role in America's defense. Service members are oftentimes teachers, business people, law enforcement and other first responders in their communities and supplement their income with additional funds from their military service.	A qualified print distribution of 124,800 and 53,659 digital subscribers yields a total <u>Reserve & National Guard Magazine readership of 665,179</u> . Distribution is to all branches of the U.S. Military's reserve components to service members and their families operating at 1,188 armories and reserve centers across the Continental United States, Alaska, Hawaii, and in some select overseas installations.

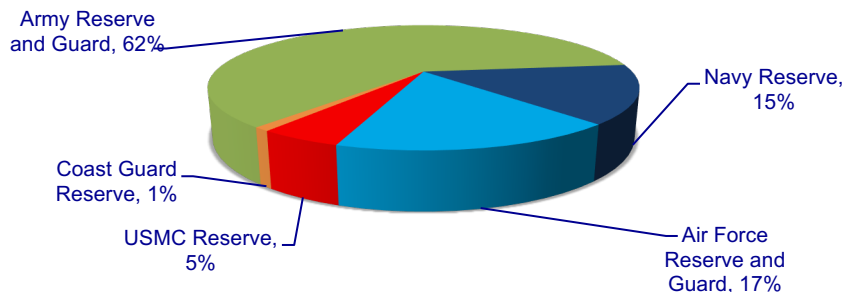
Geographic and Demographic	Location
----------------------------	----------



- The [Reserve & National Guard Magazine](#) is provided, **by written request only**, to 1,188 qualified reserve component military units, state government offices, and various reserve support centers across the United States.
- The [Reserve & National Guard Magazine](#) is printed in Berne, IN and sent via bulk U.S. mail to locations in all 50 States, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and other overseas locations.




Distribution by Reserve Component Branch



	Locations	Circulation	Readership
AK	6	390	1,911
AL	31	3,185	15,607
AR	11	715	3,504
AZ	20	1,885	9,237
CA	90	10,140	49,686
CO	18	1,690	8,281
CT	15	1,950	9,555
DC	6	650	3,185
DE	6	520	2,548
FL	63	5,915	28,984
GA	39	4,680	22,932
HI	8	1,170	5,733
IA	16	1,560	7,644
ID	3	195	956
IL	56	5,785	28,347
IN	31	2,925	14,333
KS	7	780	3,822
KY	18	1,430	7,007
LA	18	2,600	12,740
MA	20	2,015	9,874
MD	59	5,915	28,984
ME	7	455	2,230
MI	15	1,495	7,326
MN	12	1,105	5,415
MO	40	3,965	19,429
MS	32	3,120	15,288
MT	5	325	1,593
NC	36	4,680	22,932
ND	7	715	3,504
NE	17	1,105	5,415
NH	5	455	2,230
NJ	12	1,300	6,370
NM	9	1,105	5,415
NV	10	1,105	5,415
NY	35	3,575	17,518
OH	35	3,185	15,607
OK	13	1,170	5,733
OR	11	1,040	5,096
PA	34	4,680	22,932
RI	9	1,040	5,096
SC	23	1,495	7,326
SD	7	585	2,867
TN	37	3,965	19,429
TX	87	9,555	46,820
UT	16	1,495	7,326
VA	42	4,810	23,569
VT	3	455	2,230
WA	30	4,615	22,614
WI	22	2,275	11,148
WV	8	715	3,504
WY	2	390	1,911
PR	7	845	4,141
Overseas	19	1,885	9,237
Digital Subscribers		53,659	53,659
Total	1,188	178,459	665,179

* 4.9 Readers per copy as determined by MRI Reader Survey




 Todd A. Taranto, Publisher
 February 19, 2019

Postal Information
 Permit: 270
 Copies per Package: 65
 Mail Distribution: 124,800
 Date: 1/18/19