

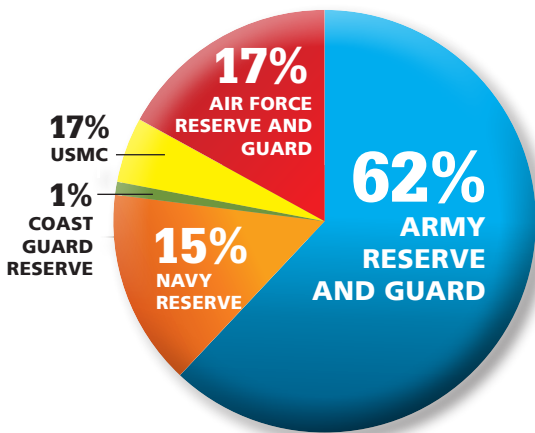


We reach

Members serving in all seven Reserve & National Guard branches, veterans, leadership and spouses.

Circulation: 125,000 print copies + 50,000 digital subscribers

Distribution by Service Branch



Lifestyle

- **46%** own 2+ cars
- **85.5%** have taken multiple overnight trips in the past 12 months
- **80%** read *The Reserve & National Guard Magazine* 1-3+ years
- **86%** have traveled for leisure in the past year
- **81%** own a home
- **89%** enjoy dining out

Favorite Topics



Education



Finance



Cars/Trucks/
Motorcycles



Transition &
Employment



Health &
Fitness



Unit News