

A woman in a military uniform and a black dog. The woman is wearing a camouflage uniform with a name tag that reads "LUNSFORD". She is wearing a black face mask. The dog is a black Labrador Retriever wearing a green and yellow floral collar. The background is a plain, light-colored wall.

**20
YEARS**

**RESERVE+
NATIONAL GUARD**
MAGAZINE

2021 MEDIA KIT

About Us

AmeriForce Media is a service-disabled, veteran-owned small business founded in 1999. The company utilizes talent from the military community to produce print and digital offerings that inform, entertain, and support today's warfighters and their families. Its flagship products, Reserve & National Guard and Military Families magazines, are delivered direct to National Guard armories and reserve component units across the globe. In 2020, AFM partnered with the Military Influencer Conference to create a new publication called the Military Influencer Magazine.



CONTACT: sales@ameriforcemedia.com

**We know
the military
because we are
the military**

Our audience

STATISTICS

1 million

reserve component members

Gender

80%

are male;

20%

are female

1/3

are 25 years or younger

Majority of
members are in
pay grades

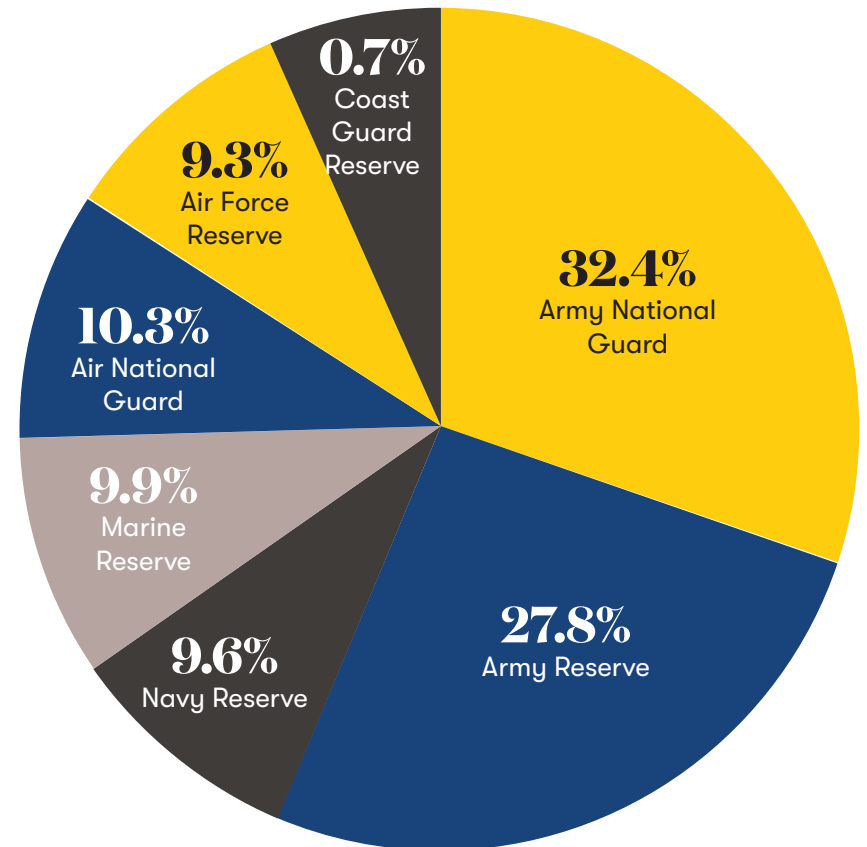
E3-E6

44.3%

are married

24.5%

hold a Bachelor's
or advanced
degree



BREAKDOWN OF COMPONENTS

Source: Department of Defense, 2018

Why market to our audience



Education & Professional Development

Members of the Guard & reserves have access numerous financial aid resources for their education, such as state tuition assistance and credentialing assistance programs, and federal education benefits like the Post-9/11 GI Bill.



Careers & Transition

This demographic often pursues a career in addition to their military service, which is why the DOD created a program called Employer Support of the Guard & Reserve to support relationships between the reserve component and civilian employers.



Off Duty & Hobbies

Because this demographic is located in communities across the U.S. but not necessarily near an installation, they seek access to leisure options off base. This can include fishing, hunting, shooting, camping, or modern-day hobbies like esports.



Money & Finances

Members of the Guard & reserves have access to ongoing compensation for monthly drill weekends, annual training, mobilizations and deployments. Additionally, this demographic often has a civilian employer and may have a spouse that works as well.



Home Buying & Benefits

Members of the Guard & reserves may qualify for VA benefits to include disability compensation, pension, home loan guaranty, education, health care, insurance, vocational rehabilitation and employment, and burial.

Our print reach

We reach reserve component members at the unit and leadership levels and online.

125,515 copies

sent to more than **1,100**
locations each month



Distribution by request only

Army, Navy, Air Force,
Marines, Coast Guard

“

I cover 20 units in the West Tennessee Region for the Army National Guard. I use these great magazines for unit visits, family days, Yellow Ribbons, and volunteer workshops.”

-Charlotte G., Family Readiness Support Assistant

676,300 readership

Our digital reach



10,000
website sessions



15,000+
Social followers



1 million*
Social reach

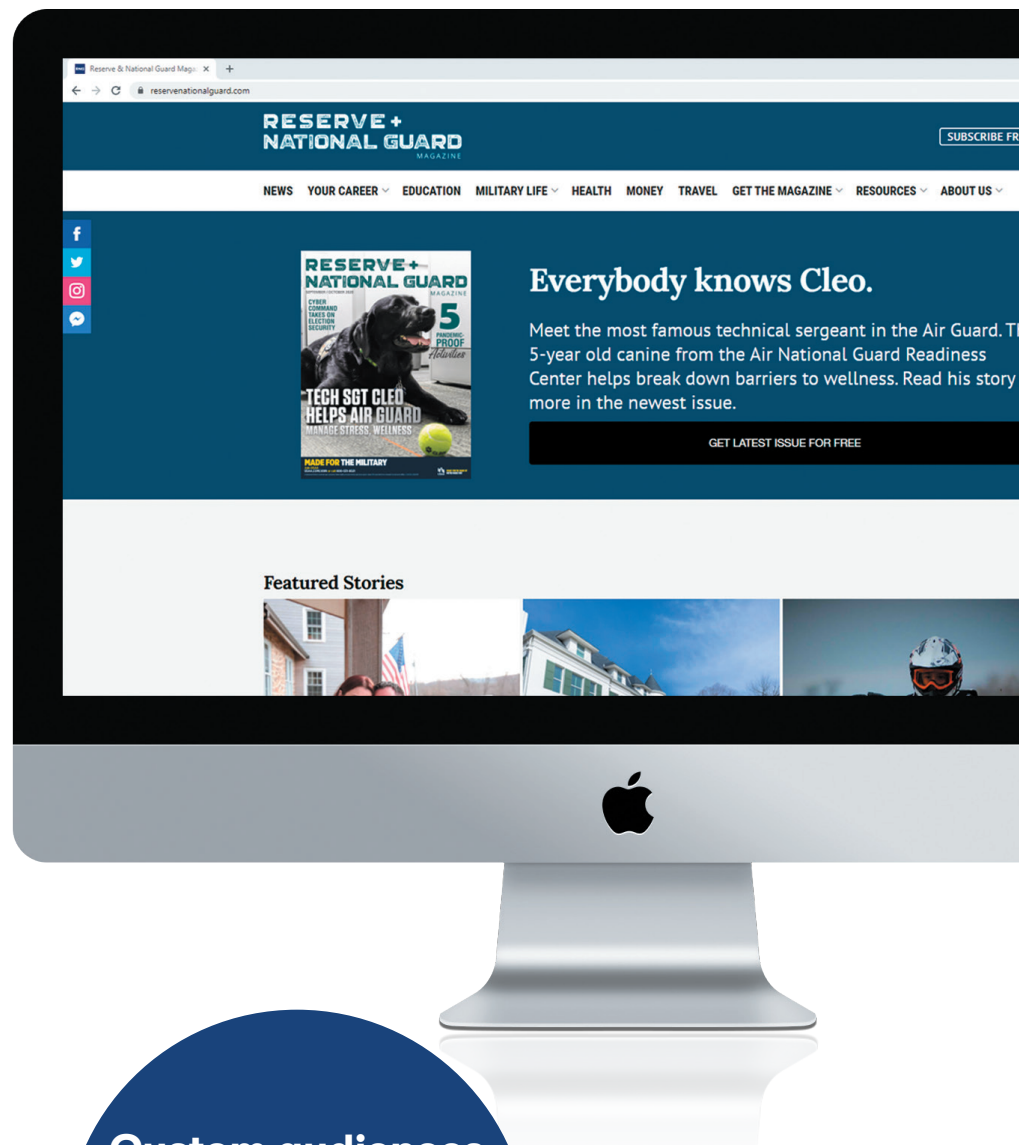


**250+ per
month**
new subscribers*



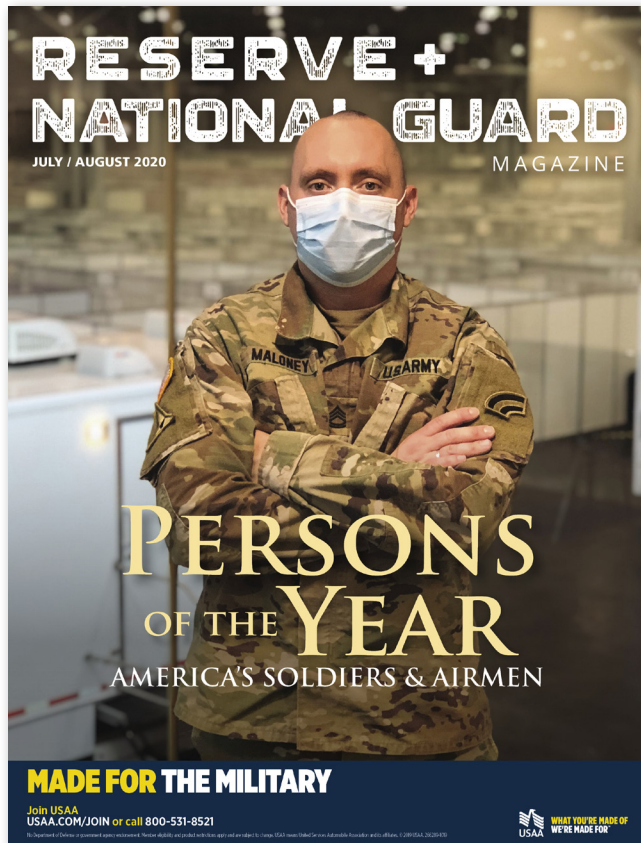
35,000
impressions per ad

** Based on annual reach*



**Custom audiences
providing targeted
promotions
to military
demographics**

Get exposure



COVER SPONSOR
(\$15,495 - \$21,395)



**SOCIAL MEDIA
TAKEOVER**
(\$595 - \$2,495)



PRINT ADS
(\$3,451 - \$15,796)



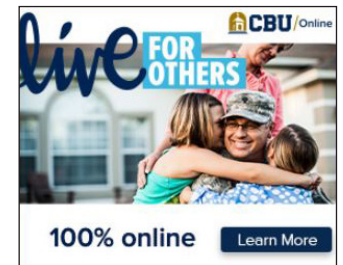
**"THE LATEST"
NEWSFEED**
(\$550 - \$1,195)



SPONSORED CONTENT
(\$3,850 - \$10,450)



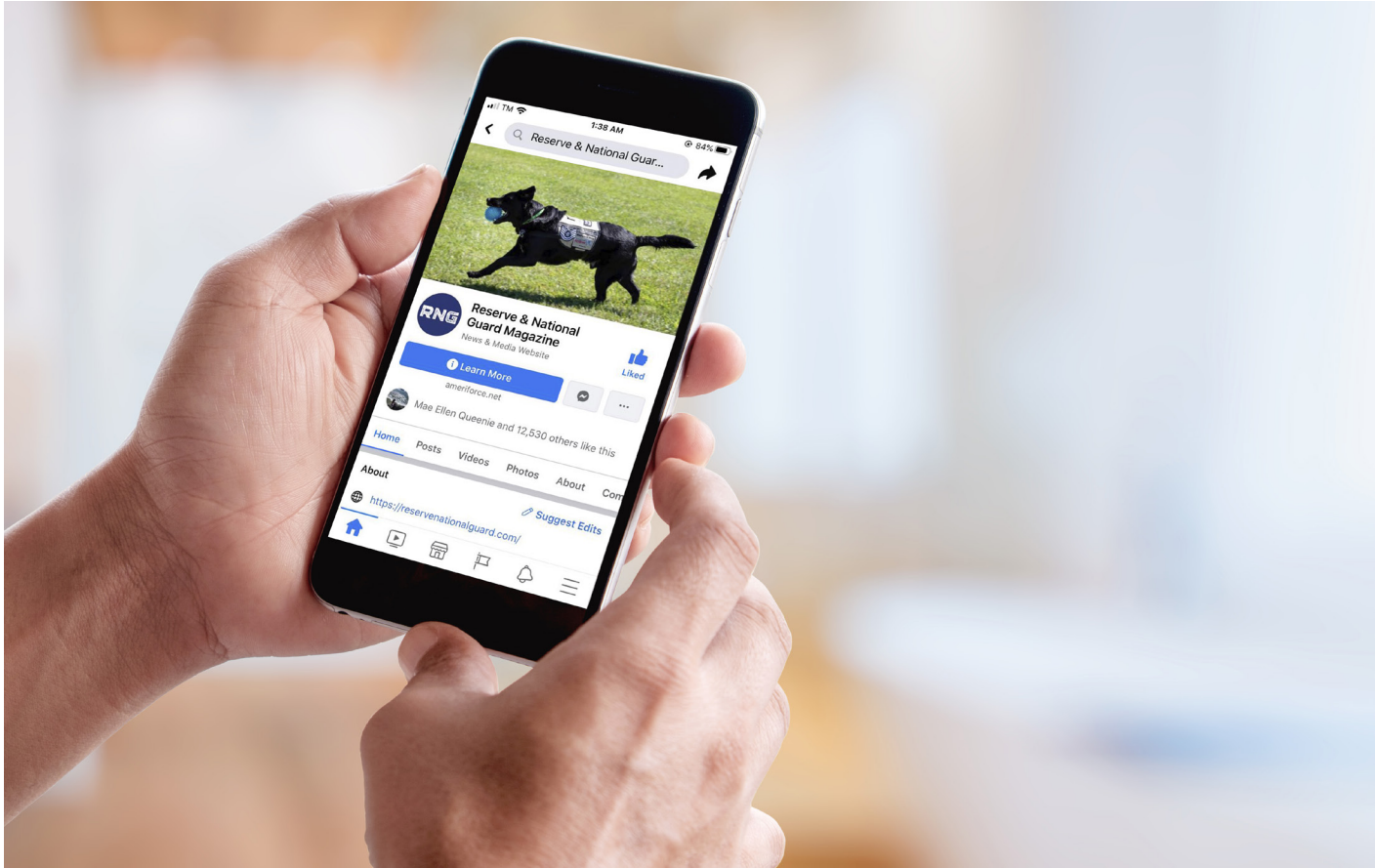
ENEWSLETTER
(\$3,000)



DIGITAL ADS
(\$5,175 - \$14,000)

Get engagement

Engage with Reserve & National Guard



76%

of **consumers** have purchased a product they've seen in a social media post. Are you ready to use our channels to reach the military audience?



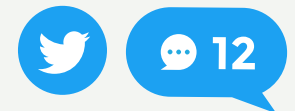
SOCIAL POSTS
(\$500)



**DIGITAL SPONSORED
CONTENT**
(\$1,895 - \$3,955)



**FACEBOOK LIVE
BROADCASTS**
(\$3,250 - \$5,495)

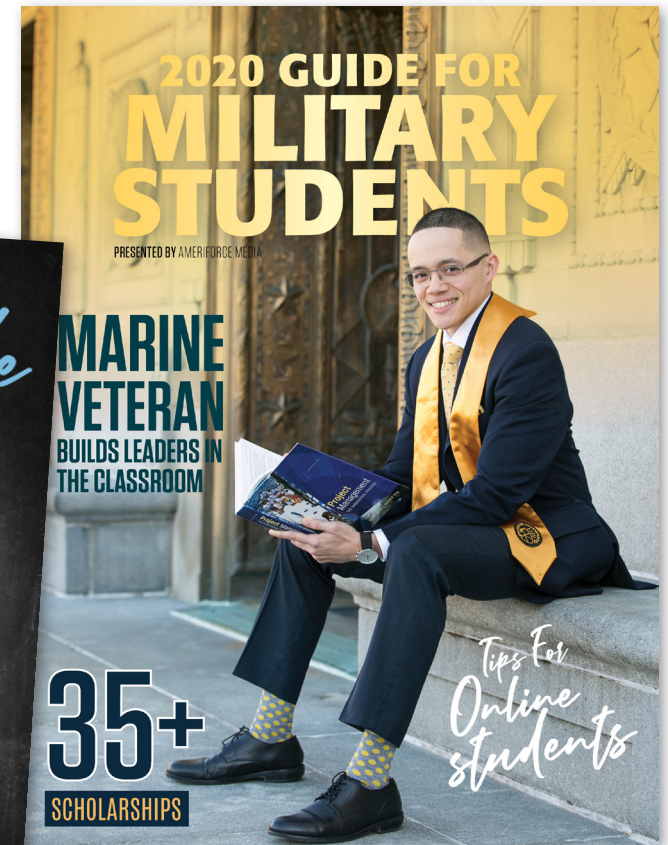
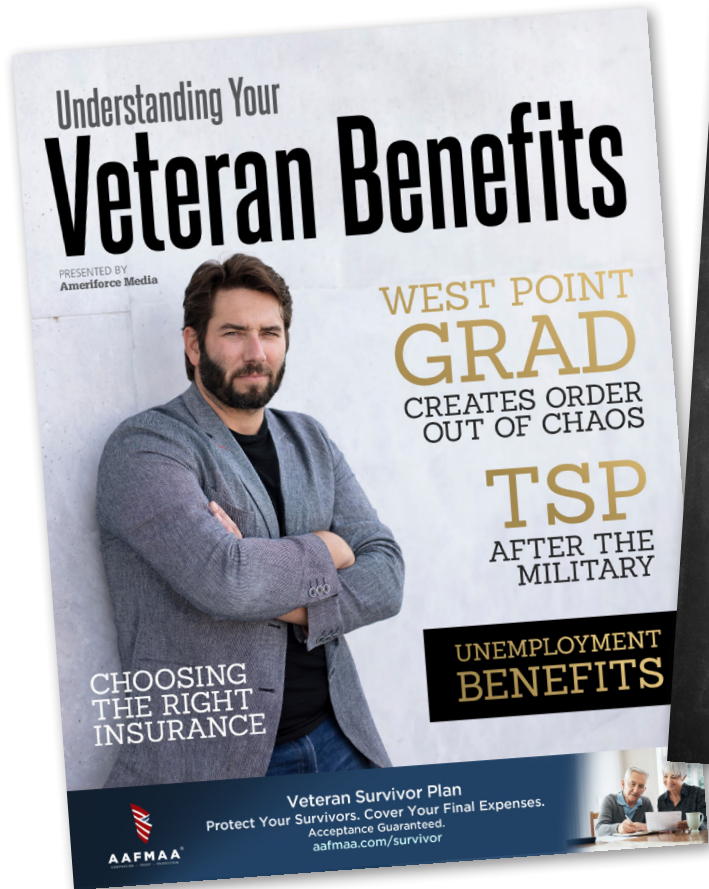


TWITTER CHATS
(\$1,495 - \$2,195)



WEBINARS
(\$2,995 - \$4,495)

Get leads



SPONSORED LEAD MAGNETS
(\$12,000 - \$18,000)

DIGITAL ADS
(\$1,695 - \$13,495)

WEBINARS
(\$2,975 - \$3,950)

8,000+
leads

in past 12 months across
4 targeted campaigns

2021 Editorial Focus



JAN/FEB: Finance

Space Close: 11/17/2020
Ad Due: 11/24/2020
Release: 12/28/2020

MAR/APR: Deployment

Space Close: 01/21/2021
Ad Due: 01/29/2021
Release: 03/01/2021

MAY/JUN: Off Duty

Space Close: 03/17/2021
Ad Due: 03/23/2021
Release: 04/22/2021

JUL/AUG: Education

Space Close: 05/19/2021
Ad Due: 05/28/2021
Release: 06/25/2021

SEPT/OCT: Mental Health

Space Close: 07/21/2021
Ad Due: 07/30/2021
Release: 08/25/2021

NOV/DEC: Careers

Space Close: 09/28/2021
Ad Due: 10/08/2021
Release: 11/01/2021

Key dates for the military audience

JANUARY

- Martin Luther King, Jr Day- January 18

FEBRUARY

- Four Chaplains Day- February 3
- Valentine's Day- February 14
- Coast Guard Reserve Birthday- February 19

Black
History
Month

MARCH

- Navy Reserve Birthday- March 3
- K-9 Veterans Day- March 13
- Vietnam Veterans Day- March 29

Month
of the
Military
Caregiver

APRIL

- Gold Star Wives Day- April 5
- Air Force Reserve Birthday- April 14
- Army Reserve Birthday- April 23
- National Military Brats Day- April 30

Military
Saves
Month

MAY

- Silver Star Service Banner Day- May 1
- Military Spouse Appreciation Day- May 8
- Mother's Day- May 9
- Children of Fallen Patriots Day- May 13
- Armed Forces Day- May 15
- Memorial Day- May 31

National
Military
Appreciation
Month

JUNE

- D-Day Invasion- June 6
- Flag Day- June 14
- Father's Day- June 20
- Employer Support of the Guard and Reserve (ESGR)- June 22
- Anniversary of the Start of the Korean War- June 25
- National PTSD Awareness Day- June 27

JULY

- Independence Day- July 4
- Korean War Veterans Armistice Day- July 27
- Anniversary of the Army Chaplain Corps- July 29

Annual
Training

AUGUST

- Purple Heart Day- August 7
- Military Marriage Day- August 14
- Marine Forces Reserve Birthday- August 29

DOD
Freedom
Awards

SEPTEMBER

- Patriot Day- September 11
- POW/MIA Recognition Day- September 18
- Air Guard Birthday- September 18
- Gold Star Mother's and Family's Day- September 26

Suicide
Prevention
Awareness
Month

OCTOBER

- National Day of the Deployed- October 26

Cyber
Security
Awareness
Month

NOVEMBER

- Election Day- November 4
- Veterans Day- November 11

Military
Families
Month

DECEMBER

- Pearl Harbor Day- December 7
- National Guard Birthday- December 13
- National Wreaths Across America- December

Our customers and other brands

BRANDS WE WORK WITH:



GEICO

NAVY
FEDERAL
Credit Union



Armed Forces Insurance

CALIBER
HOME LOANS

DELTA DENTAL

UNITED CONCORDIA



PURDUE
UNIVERSITY
GLOBAL

MetLife

COLUMBIA
SOUTHERN
UNIVERSITY

MOAA
Military Officers Association of America

UnitedHealth Group



Quarterly print magazine
for military brand builders,
entrepreneurs, and influencers.

MILITARY INFLUENCER
★ MAGAZINE

MILITARY *families*
MAGAZINE

Monthly print magazine
delivered to military
installations worldwide.

