

RESERVE + NATIONAL GUARD

MAGAZINE

Purpose

[Reserve and National Guard Magazine](#), published bi-monthly, is a lifestyle periodical that aims to educate and entertain U.S. service members of the reserve and national guard components of the U.S. Military. Original content includes topics such as military benefits, education, finance, technology, unit spotlights, and other helpful day-to-day information pertinent to America's citizen soldiers and their families.

Market

With over 1.1 million total service members in the Army National Guard and Reserve, Air Guard and Reserve, Navy, Marine Corps and Coast Guard Reserve, these 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.

Circulation

A qualified **print distribution of 125,450** and **54,713 digital subscribers** yields a total [Reserve & National Guard Magazine circulation of 180,163](#). Distribution is to all branches of the U.S. Military's reserve component at armories and reserve centers across the United States and in select overseas installations, state and local government offices, and other military affiliates.

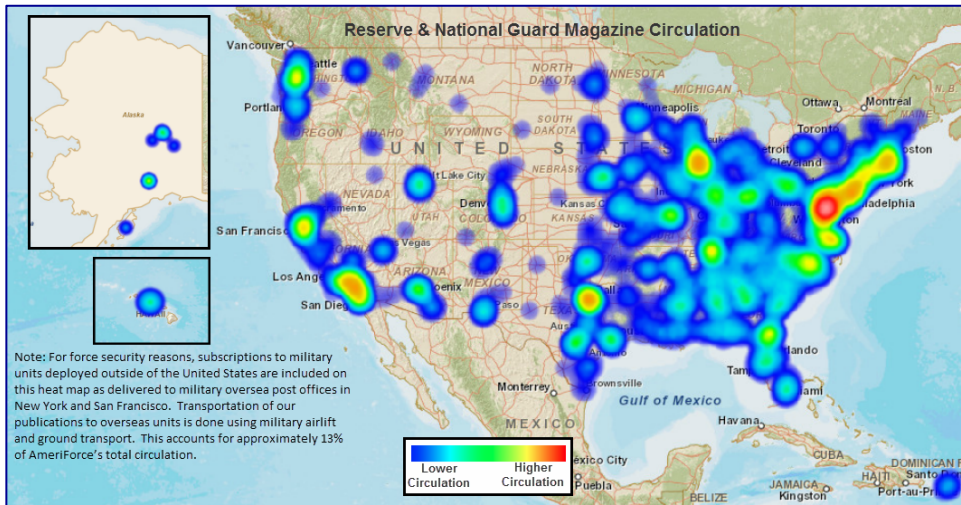
Geographic and Demographic



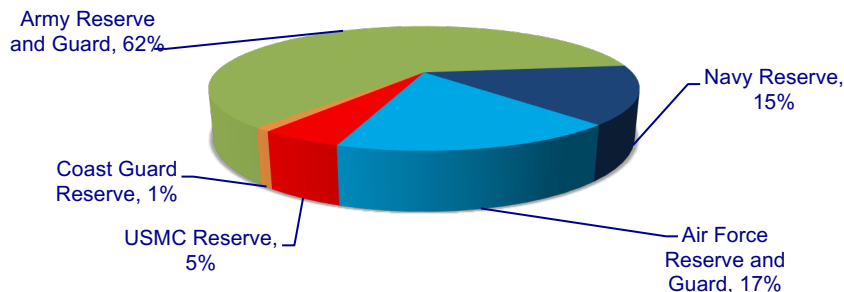
- [Reserve & National Guard Magazine](#) is provided, **by written request only**, to 1,158 qualified reserve component military units, government offices, and military affiliates across the United States.
- [Reserve & National Guard Magazine](#) is printed in Berne, IN and sent via bulk U.S. mail to locations in all 50 States, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and other overseas locations.


Location

	Location	Circulation
AK	6	390
AL	31	2,990
AR	12	845
AZ	19	1,950
CA	85	10,400
CO	17	1,625
CT	14	2,145
DC	6	715
DE	5	390
FL	62	5,980
GA	38	5,005
HI	6	1,170
IA	16	1,625
ID	3	195
IL	53	5,590
IN	31	3,055
KS	9	975
KY	17	1,365
LA	18	2,600
MA	23	2,275
MD	53	5,200
ME	6	390
MI	14	1,365
MN	12	1,105
MO	41	3,835
MS	32	3,250
MT	5	325
NC	34	5,005
ND	7	780
NE	18	1,170
NH	4	325
NJ	13	1,430
NM	8	1,105
NV	10	1,235
NY	37	3,770
OH	34	2,990
OK	13	1,170
OR	11	1,105
PA	34	4,940
RI	9	910
SC	23	1,495
SD	6	520
TN	37	4,225
TX	74	8,645
UT	16	1,495
VA	46	4,940
VT	3	455
WA	29	4,745
WI	22	2,340
WV	8	715
WY	3	455
Overseas	25	2,730
Print subscribers	1,158	125,450
Digital subscribers		54,713
Total subscribers	1,158	180,163



Distribution by Reserve Component Branch




Todd A. Taranto, Publisher
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