

2009-2010

Media Kit



Reaching one of America's fastest growing markets

VETERANS LIVING

LEADERSHIP | VISION | INTEGRITY

{OUR READERS | THE MAGAZINE}

Our Readers

Today there are nearly five million veteran owned businesses in America and still growing. Since 1999, the number of veteran, disabled veteran and military reservist owned businesses have flourished significantly opening a whole new market and business consumer. State and federal laws mandating veteran-owned business (VOB) supplier utilization set the foundation for the veteran business movement; much like similar laws did for minority and women suppliers.

Government executives and supplier diversity officers are continually seeking disadvantaged businesses to contract with. Showcase your business as one stepping forward with America's heroes.



The Magazine

Reach your advertising and subcontracting objectives by connecting with businesses that live the definition of leadership. Whether you already contract with veteran owned businesses or haven't yet tapped into the benefits of doing business with America's patriots, we can maximize your exposure at a reasonable investment.

Veterans Living's targeted content creates high-readership among the veteran and military community. The national quality content ensures that your advertisement has a long shelf life and will be viewed by the audience you need to reach in order to expand into the veteran market.

Quick Facts

Veterans Magazine is a high-image, full-color publication.

No additional charges for color ads.

Veterans Magazine is a national magazine format distributed on a local level.

Veterans Magazine distributes via the U.S. Postal Service free to approximately 25,000 Veteran's businesses & homes in the Texas Area.

Average ad cost is under 2¢ per household.

Veterans Magazine offers a unique advertising opportunity called Business Spotlight.

Value-added selling, boosts your exposure yielding real results.

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{SPECIFICATIONS | AD RATES}

In Every Issue

Specifications

Size	Non-Bleed Size	Bleed Size	Live Area
2 Page Spread	15" x 9.25"	16.5" x 10.75"	15" x 9.25"
Back Cover*	-	8.5" x 10.75"	7" x 9.25" *
Full Page	-	8.5" x 10.75"	7" x 9.25"
1/2 Page (vert.)	3.375" x 9.25"	4.375" x 10.75"	3.375" x 9.25"
1/2 Page (horiz.)	7" x 4.5"	-	7" x 4.5"
1/4 Page (Block)	3.375" x 4.5"	-	3.375" x 4.5"

Mailed to over 25,000 Veteran's homes

* Allow space in design for mail panel which is 4.14" wide and 1.5" tall. Panel is set .6389" from the top bleed edge and .6389" from the top-right bleed edge.

Advertising Rates

Display Ads	4 Insertions	CPC	5-7 Insertions	CPC	8-10 Insertions	CPC
1/4 Page	610	2.4¢	549	2.1¢	495	1.9¢
1/2 Page	1075	4.3¢	975	3.9¢	885	3.5¢
Full Page	1995	7.9¢	1815	7.2¢	1650	6.6¢
Double Truck	2775	11.1¢	2925	10.1¢	2275	9.1¢

Four color display advertising are gross rates

Premium Ads	4 Insertions	CPC	5-7 Insertions	CPC	8-10 Insertions	CPC
Inside Front Cover	2175	8.7¢	1980	7.9¢	1800	7.2¢
Page 3	2175	8.7¢	1980	7.9¢	1800	7.2¢
Back Cover	2355	9.4¢	2145	8.5¢	1950	7.8¢

Four color premium advertising are gross rates,

Leadership
Find out who's leading the way in business and how it's done.

Entrepreneurship
From the battlefield to the boardroom.... Success stories from those who have made the transition.

Government
Cutting through the Red Tape. Issues that matter most to veteran business concerns.

Home Front
Compelling articles about health, family, travel and entertainment.

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{HIGH IMPACT | DEADLINES}



COVER STORY | \$3995

A cover story in VETERANS LIVING is a sure way to get noticed in the community. One of our photographers will shoot eye-catching images for the cover and two-page spread. A writer does an in-depth interview and pens an informative article that turns our readers into your customers.



INSERT | \$5400

This oversized four-page spread, written by one of our copy writers and photographed by a professional, gives you a unique opportunity to pump up your exposure.



BUSINESS SPOTLIGHT | \$2995

Our two-page story on your business, written by a professional copy writer, is a hit with VETERANS LIVING readers. In fact, our survey shows that 92% of our readers enjoy reading about local businesses.



GATEFOLD | \$2995

Not only do you get the premium inside back cover with our gatefolds, but a two-page fold out as well! This display ad space is created for you at no cost by our design team.



PERF. INSERT CARD | \$3795

Want to get your customers to respond now? By using our perforated insert card, you can expect to see an increase in service/product inquirers. All perf. cards should always accompany your display ad.

Advertiser acknowledges that publisher reserves the right to control look, layout and design of all covers, spotlights, inserts and gatefolds. High impact programs are gross rates and non-cancelable during the terms of contract. Rate base: per market, per issue. High impact program must accompany a minimum three month display ad contract.

If photo shoot is needed, there will be a charge of \$300 per setting.

Deadlines

Issue	Nov	Jan/Feb '10	Mar/April	May/June	Jul/Aug	Sept/Oct	Nov/Dec
Ad Closing Date	10/20	12/20	2/20	4/20	6/20	8/20	9/20
Distribution Date	11/2	1/11	3/8	5/10	7/12	9/13	10/11

Join Veterans Living Magazine and reach the thriving Veteran Market!

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www.USVCC.com

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Information contained in the Veterans Living media kit is subject to change without notice.