



**MILITARY INFLUENCER**

★  MAGAZINE

# 2021 MEDIA KIT

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# 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, Military Families and Reserve & National Guard magazines, are delivered direct to active-duty service members, veterans, and military spouses 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](mailto:sales@ameriforcemedia.com)

We know the  
military because  
we are the  
military

# Our market

## STATISTICS

**1.3 million**  
active-duty service members

More than ½ are  
**30 years old**  
or younger

**31.6**  
years old is the  
average age of a  
military spouse

**91.3%**  
of spouses are  
women

**83.5%**  
are men/

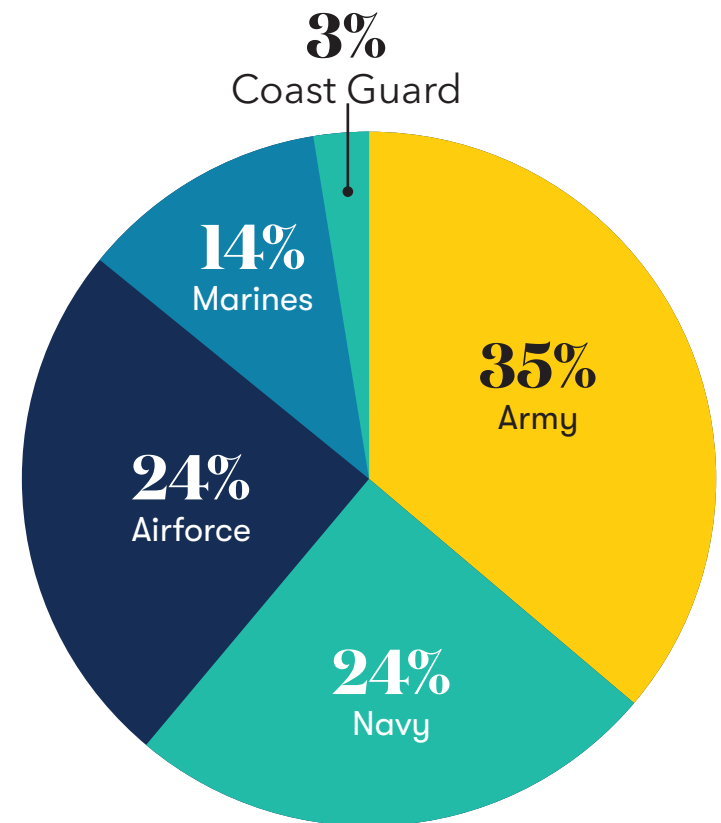
**16.5%**  
are women

**1.6 million**  
active-duty family members

Nearly half of military  
children are

**ages 5**  
or younger

**51.5%**  
are married



## BREAKDOWN OF THE BRANCHES

Source: Department of Defense, 2018

# Print reach

We reach active-duty service members, military veterans, and spouses on base and online.

# 120,185 copies

sent to more than  
1,750 locations



## Distribution by request only

Army, Navy, Air Force,  
Marines, Space Force,  
Coast Guard

“

I see this magazine as an investment in the community. By taking the valuable insights gained from MIC, outside of the four walls, we have the opportunity to get these stories in front of stakeholders and decision makers who can help a service member, a veteran, or a spouse take their ambitions to the next level.”

- Curtez Riggs, MIC Founder & Army veteran



# Get exposure



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



**CLASSIFIEDS**  
(\$500 - \$1500)



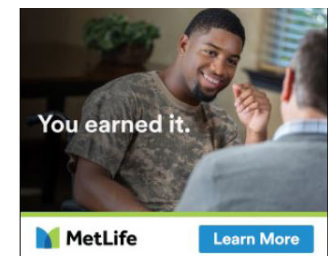
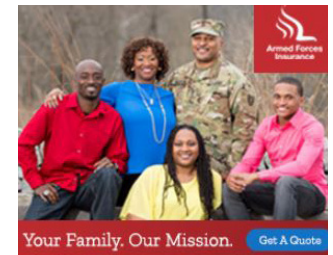
**SPONSOR A COVER**  
(\$15,495 - \$21,395)



**PRINT ADS**  
(\$3,100 - \$7,800)

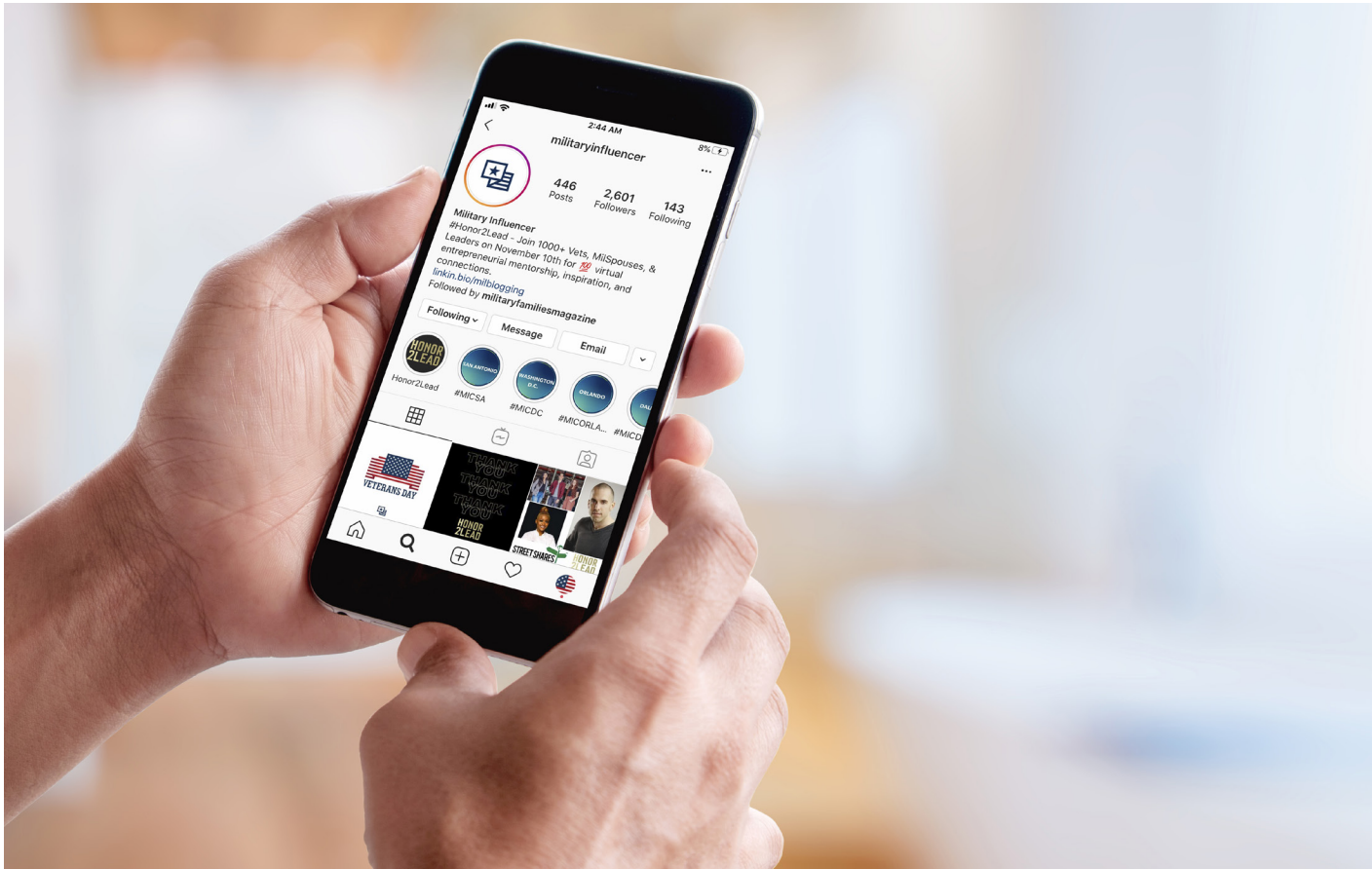


**SPONSORED CONTENT**  
(\$3,850 - \$10,450)



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

# Get engagement



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)



# 2021

# Editorial Focus

UPCOMING DEADLINES & THEMES:



FEB

## Social Impact/ Diversity

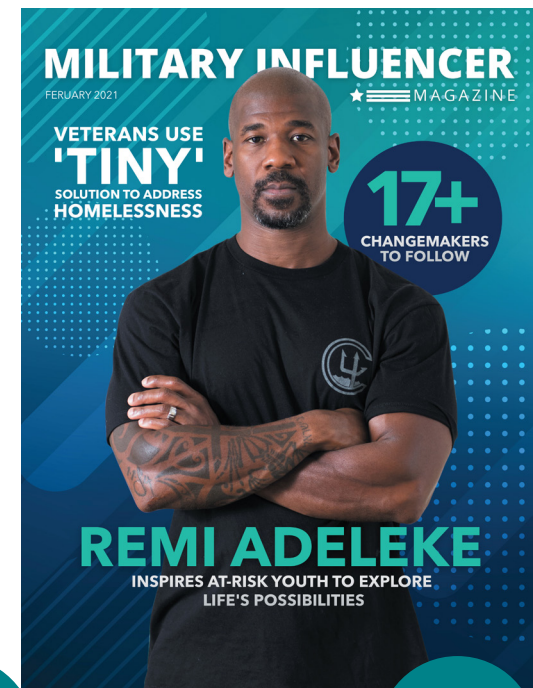
Space Close..... 12/16/20  
Ad Due ..... 12/24/20  
Release ..... 1/22/21



MAY

## Special Conference Issue

Space Close.....3/5/21  
Ad Due ..... 3/12/21  
Release ..... 4/12/21



AUG

## Physical & Mental Wellness

Space Close..... 6/22/21  
Ad Due .....7/2/21  
Release ..... 7/27/21

NOV

## E-commerce

Space Close..... 9/21/21  
Ad Due ..... 10/1/21  
Release ..... 10/25/21

# 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

Black  
History  
Month

## MARCH

- Seabee Birthday- March 5
- K-9 Veterans Day- March 13
- Vietnam Veterans Day- March 29

Month  
of the  
Military  
Caregiver

## APRIL

- Gold Star Wives Day- April 5
- National Military Brats Day- April 30

Month  
of the  
Military  
Child

## 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
- Army Birthday- June 14
- Father's Day- June 20
- 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

## AUGUST

- Coast Guard Birthday- August 4
- Purple Heart Day- August 7
- Military Marriage Day- August 14

Back to  
School

## SEPTEMBER

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

Suicide  
Prevention  
Awareness  
Month

## OCTOBER

- Navy Birthday- October 13
- National Day of the Deployed- October 26

CFC  
Campaign

## NOVEMBER

- Election Day- November 4
- Marine Corps Birthday- November 10
- Veterans Day- November 11

Shop  
Small  
Saturday

## DECEMBER

- Pearl Harbor Day- December 7
- National Wreaths Across America- December



# Our customers and other brands

## BRANDS WE WORK WITH:



Armed Forces Insurance



## RESERVE + NATIONAL GUARD MAGAZINE

Bi-monthly print and continuous digital news and lifestyle content for members of the National Guard and reserves.

## MILITARY families MAGAZINE

Monthly print magazine delivered to military installations worldwide.

