



THE VETERAN MAGAZINE

SOME STORIES ARE REMEMBERED.

OTHERS ARE NEVER TOLD.

OLDER VETERANS OFTEN FEEL FORGOTTEN;

YOUNGER VETERANS OFTEN FEEL INVISIBLE.

TOO MANY VOICES ARE NEVER HEARD.



THAT'S WHY WE EXIST

Every Veteran has a story worth preserving.

Every generation carries wisdom earned through service.

Communities grow stronger when Veterans are informed, inspired, and connected.

V²M exists to strengthen the Veteran community by sharing stories, connecting people, and increasing awareness of the resources, organizations, and opportunities that support life beyond military service.



WITHOUT A LOCAL PLATFORM, VETERANS CAN BECOME
DISCONNECTED FROM ONE ANOTHER, VALUABLE EXPERIENCES GO
UNSHARED, IMPORTANT RESOURCES REMAIN UNKNOWN, AND
OPPORTUNITIES TO STRENGTHEN THE COMMUNITY ARE LOST.

WHO WE SERVE & WHY

- Veterans across all eras
- Military families
- Civilians who want to better understand the Veteran community

Why it Matters

- The experiences of older generations deserve to be preserved and passed on.
- Younger Veterans deserve to know they are seen, valued, and not alone after service.
- Communities grow stronger when Veterans remain informed, inspired, and connected.

Built for Impact

- Story-driven, non-political editorial approach
- Authentic voices from every generation of Veterans
- Connecting Veterans, businesses, organizations, and communities





THE VETERAN MAGAZINE

HAPPY 251ST BIRTHDAY United States Army

WHAT A MASTER SERGEANT CARRIES HOME

An interview with Vietnam Veteran
MSG Joseph Korosec

FROM THE BATTLEFIELD TO THE STUDIO

The Artistry of Army Veteran Kurt Stone

HOMEFRONT DEFENSE

with Army Veteran
Kenneth Vignali

FROM K9 TO JOB CORPS

The Air Force Life of
Jay Brooks

STILL ON DUTY

with Navy Veteran
Maggie McCanna

HOW WE'RE MAKING IT HAPPEN

A GROWING PLATFORM

- Bi-monthly print & digital publication
- Estimated readership: 9,500+ *(based on distribution and industry pass-along rates)*
- Distributed free of charge
- Exclusive video interviews complement select print stories

BUILT FOR REACH

- Available at 32 distribution locations across Central Virginia
- Requested by readers in 15 additional states
- Expanding distribution with every issue

**DESIGNED TO REACH VETERANS
WHEREVER THEY ARE, IN PRINT,
ONLINE, AND THROUGH VIDEO.**

THE LOCAL LANDSCAPE

- Most local publications serve general audiences.
- None are dedicated exclusively to the Veteran community.
- None combine journalism, community resources, business partnerships, and nonprofit sponsorships into one unified platform.

**V²M DOMINATES THE
WHITESPACE IN THIS
MARKET**



“WHAT DOES THAT HAVE TO DO WITH ME?”

I'M GLAD YOU ASKED...

Every partnership helps strengthen the Veteran community we all serve.

✓ **GREATER VISIBILITY**

With approximately 80% editorial content and 20% advertising, your message isn't competing with page after page of ads.

✓ **GREATER COMMUNITY IMPACT**

Every issue helps Veterans discover local resources, connect with others who share their experiences, and uncover new opportunities to grow, contribute, and lead.

✓ **STRONGER COMMUNITIES**

The stories we share, the organizations we highlight, and the businesses that support them all work together to create a more informed, connected, and engaged Veteran community.

You're already making a difference thorough corporate sponsorships...

Now imagine multiplying that impact...

**ONE BUSINESS × ONE VETERAN-SERVING
NONPROFIT = COUNTLESS LIVES TOUCHED**

By sponsoring a Veteran-founded nonprofit's advertising, you help them become more visible to the Veterans (and their families) who need its services.

THE RESULT:

- A nonprofit gains visibility.
- Your business gains exposure.
- More Veterans discover local resources.
- More families find support.
- More connections are made.
- Communities grow stronger.

**EVERY STRONG COMMUNITY
HAS A STARTING POINT**



A close-up photograph of a lit matchstick. The matchstick is positioned vertically on the left side of the frame. The flame is bright yellow and orange, with a small, dark, charred tip. Wisps of white smoke are rising from the flame, drifting towards the right. The background is a solid, deep black, which makes the light from the match and the smoke stand out prominently.

When people look back, there's always a
specific moment that ignited everything;

THIS IS THAT MOMENT.

Reach & Distribution

- 30+ local business distributors across Central Virginia
- Readers in 15 states beyond Virginia
- Current combined estimate of 9,500+ readers
- Available in print and digital formats
- Growing print runs with each edition increases readership

Standard Advertising Options | Everyday placements for businesses who want to align with the Veteran community.

PAGE SIZE	2 Publications (ea)	4 Publications (ea) (10% DISCOUNT)	6 Publications (ea) (20% DISCOUNT)
Full Page	\$1300	\$1170	\$1040
Half Page	\$1000	\$900	\$800
1/3 Page	\$900	\$810	\$720
1/4 Page	\$800	\$720	\$640
1/8 Page	\$700	\$630	\$560

Minimum requirement: Two consecutive issues. Invoices are issued in consecutive months at the full per-issue rate for the number of issues reserved. 6-month payment option available for 4-edition agreements. and 6-or 12-month payment option available for 6-edition agreements.. All options require a credit card on file.

Premium Listings | There are three premium placements in each issue: inside front cover, double spread, and inside back cover. Premium placements are limited and subject to availability.

Inside front cover:	\$1600	\$1450	\$1300
Inside back cover:	\$1500	\$1350	\$1200
Double spread:	\$2600	\$2400	\$2200