

MILITARY SPOUSE



2010 Media Kit

CONTENTS

— About <i>Military Spouse</i>	pg 3
— Circulation	pg 5
— Demographics	pg 5
— Editorial Overview	pg 7
— Sponsorships	pg 8
— Advertising Rates	pg 10
— Advertising Specs	pg 11
— Production Calendar	pg 11



About

WHAT IS MILITARY SPOUSE ALL ABOUT?

Military Spouse is the dominant brand serving one of the most desirable consumer market segments in the United States: military families.

The military spouse faces unique challenges and leads a lifestyle much different from that of civilian spouses. Family separation, multiple relocations, and being “married to the military” are just a few of the challenges these “alpha women” must overcome. Relying on each other, these women form a closely-knit sisterhood.

Military Spouse reaches these loyal, independent, and influential women on an intimate level. Through *Military Spouse* magazine and MilSPOUSE.com, we address the unique needs and interests of the more than 1.1 million spouses of active duty and reserve troops. These spouses, 92 percent of whom are women, anchor families and fellow spouses alike. *Military Spouse* serves as their champion and resource for entertainment and information.

ONLINE MEDIA KIT

www.milspouse.com/advertise

Why Advertise?

WHY ADVERTISE WITH MILITARY SPOUSE?

The military market is a rare recession-proof consumer market ... their job security and income levels are virtually guaranteed. As such, military families are largely unaffected by drops in consumer confidence brought on by recession. Controlling nearly \$100 billion in annual household income, military families represent one of the most powerful yet underserved consumer market segments in the world. If women make over 80% of household purchasing decisions in a civilian family, that number approaches 100% for military wives who, due to their husbands' frequent overseas tours, determine nearly all of the household purchasing decisions, even male-oriented ones.

Military Spouse helps you reap the value of a lifetime of brand loyalty from this consumer base! Military wives are in their 20s and 30s, raising young children, buying homes for the first time and in general, establishing brand loyalty that will last a lifetime.

Recruitment and Education Advertising in *Military Spouse*

In addition to being a strong consumer base, these women are also an employment asset. 65% of military spouses work outside the home. Recruiting military spouses to work for your company means hiring loyal, hard-working and ambitious leaders.

Many military spouses are finishing degrees and seeking additional education. They make ideal students for undergraduate and graduate programs in traditional and distance settings. And recent GI Bill legislation enables military spouses and children to use GI Bill benefits earned by their service member spouse.

Home-based Business

Along with traditional careers, many military spouse moms seek a flexible working schedule while balancing the responsibilities of raising a family. They need an income-bearing activity that helps pass the time while husbands are away. This makes Home-Based Businesses represent a natural fit for their lifestyles! They become amazingly committed to the business and can become some of your company's best distributors and sellers! Additionally, with their frequent moves, they possess a large, diverse network of friends...and future customers. Because of this natural fit, we have developed a unique approach to recruiting for home-based businesses. Please see our Home-Based Business media kit for further details or visit HomeBiz.MilSPOUSE.com.





DEMOGRAPHICS FAQ

1.1 million total military spouses.
 74% are 18-34 years of age.
 71% have children.



Circulation

Through worldwide military commissary check-out counter distribution, military association partnerships and DoD relationships, *Military Spouse* magazine print circulation is poised for significant growth in 2010, and will likely exceed its rate base minimum of **70,000 issues per month**. Current single copy sales at:



Plus, distribution to:

- Family Readiness Groups • Family Service Centers • Transition Assistance Programs • Employment Readiness Programs • USO Lounges • Base Housing Offices • Base Education Offices • MWR (Morale, Welfare and Recreation) facilities • Military spouse events

MILSPOUSE.com

MilSPOUSE.com has established itself as the premier online destination for the community of over 1.1 million military spouses. The site features fresh content each week and supports a robust forum and social networking community. The thousands of forum posts per week exemplify a superior level of engagement by our users on MilSPOUSE.com. MilSPOUSE.com also features interactive weekly polls by some of the most popular writers in the military spouse community.

In addition to advertising opportunities on MilSPOUSE.com, the weekly MilSPOUSE.com newsletter boasts a distribution in the tens of thousands and is growing rapidly. The newsletter is delivered each Wednesday afternoon and serves up the freshest content from MilSPOUSE.com directly into users' inboxes.

Combining print, newsletter and Web site advertising is a proven strategy to appeal to a user along multiple touch points. *See advertising rates on page 10.*

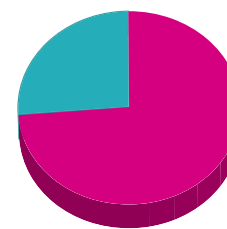


Demographics

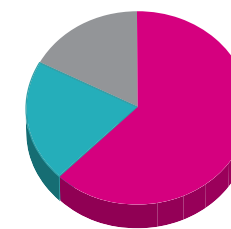
This powerful consumer market makes household purchasing decisions on:

- Groceries: over \$6 billion per year spent in military commissaries.
- Children and infant products.
- Relocation: military families move every 2-3 years.
- Clothing, cosmetics, sundries and household items: \$12 billion per year spent in military exchanges.
- Investing, insurance and banking.
- Home purchases, home furnishings, home improvement and appliances.
- Automobile purchases.
- Vacation, travel and entertainment: military families enjoy 4-6 weeks of vacation per year.

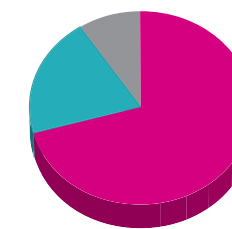
THE MILITARY SPOUSE READER



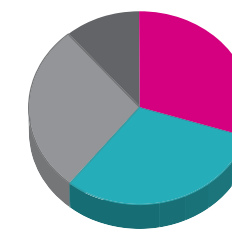
AGE
 74% are 18-34
 26% are 35+



EDUCATION
 55% have some college
 18% have 4 year degree
 15% have graduate degree



CHILDREN
 71% have children
 20% do not have children
 9% are pregnant or trying



EMPLOYMENT
 31% are homemakers
 30% work full-time
 28% other
 11% work part-time

Source: 2009 Military Spouse reader survey



CONSUMER FAQ

Military wives control \$100 billion in consumer spending annually.



Editorial Overview

EDITORIAL MISSION

Military Spouse magazine serves the independent, courageous and loyal women married to our country's service members. The publication serves as a resource for spouses to cope with and celebrate their unique lifestyle. Our readers crave stories about job opportunities, parenting, relationships and family. They're also curious about staying fit, healthy and fashionable, even during the stressful times of deployments. *Military Spouse* encourages an aspirational lifestyle with relevant and entertaining articles about their world.

2010 EDITORIAL CALENDAR

Issue	Theme I	Theme II
January	Babies	Fitness
February	Beauty	Relationships
March	Fashion	Career
April	Travel	Finance
May	Weddings	Education
June	2010 Military Spouse of the Year	Recreation
July	Entertaining	Cooking
August	Back to School	Pets
September	Women's Health	Home Décor
October	Military Spouse Friendly Employers List	Parenting
November	Overseas	Technology
December	Gift Guide	Crafts

* All issues will also carry a Holiday theme with the monthly date.

FEATURES: IN DEMAND

Expect these rotating features on the lifestyle topics our readers crave.

Parenting

Babies, bottles, toddlers and toys. Motherhood secrets shared in a sophisticated way.

Beauty & Fashion

Hairstyles and hemlines from the trendy to ready-to-wear. We show women how to makeover their wardrobe or make it work.

Career & Education

Independent, educated and ambitious. We cherry-pick the best opportunities for professional development.

Relationships

Romance, love, marriage and friendship. Because we can't get enough of it!

Technology

Gadgets, gizmos and chic geeks. Reviews of the best products and Web sites out there.

Health & Fitness

Belly-busting tips for an active and fit lifestyle. In-depth reporting on health issues such as infertility and breast cancer.

Design & Decorating

Splashes of color, small repair jobs and inspiring home improvement projects – often tackled while their soldiers are away.

Money

Budget tips that won't bore. Financial focus for the household money managers.

Cooking

Mouth-watering photos, seasonal ingredients. Our recipe section coaches readers how to be the hostess with the most.

Travel

Sunshine getaways and snowy hideaways. We tip military families off to the best destinations and resorts.

Sponsorships

Recipe Sponsors

Recipe sponsorship provides food brands an ideal venue to reach military spouses in a “cooking” editorial environment. Recipe sponsors get attribution for providing a recipe that runs in *Military Spouse* magazine. Recipes may also include brand-specific ingredients. Recipe sponsors must run a FP4CB ad in the issue(s) where their recipe appears, minimum of a 3x run.



Cover Fashion Sponsors

Fashion sponsorship provides fashion, apparel, accessory, retail, cosmetics and fragrance brands a unique opportunity to get attribution for products worn by our cover models. Cover fashion sponsors get attribution near the Table of Contents. Cover fashion sponsors must commit to a minimum of a 3x FP4CB ad purchase. Cover fashion sponsorships are not exclusive; multiple cover fashion sponsors may sponsor one cover model but exclusion of competing brands will be honored.



Product Sponsors

Product sponsorship provide any brand an ideal venue for product placement within a story. Product placement sponsors get attribution on the editorial page. Must run a minimum of a 3x FP4CB ad purchase.



Military Spouse of the Year Sponsorships

Each year *Military Spouse* magazine honors the Military Spouse of the Year. This sponsorship opportunity will intimately connect you with both the military spouse market as well as the military and defense community with a distinctive and supportive approach. With varying levels of participation, we can customize your company's involvement to meet your goals and needs.

msoy.milspouse.com

Military Spouse of the Year Sponsorships



CONSUMER FAQ

Military families enjoy 4-6 weeks of vacation annually. They overspend on leisure travel.



2010 DISPLAY ADVERTISING RATES (4 COLOR BLEED)

Call for Rates
412 • 269 • 1663 x148

MILSPOUSE.COM RATES AND SPECS

MSM E-NEWSLETTER RATES AND SPECS

Call for Rates
412 • 269 • 1663 x148

COPY AND CONTRACT REGULATIONS

Cancellation: Cancellation of an advertisement or a change in its schedule must be received in writing before the space reservation deadline. If any portion of an advertising contract is cancelled before the full run of the advertising contract, the advertiser will be charged at the full open (1x) rate, including color and position charges if applicable, for all advertisements already published under that contract. In such cases, payment of that difference will be made immediately to Victory Media Inc. Advertisements cancelled

after the space reservation deadline will be billed at 100%.

Liability for Errors: Victory Media Inc. assumes no liability for any advertisement whether or not it is supplied camera-ready by the advertiser. Victory Media Inc. shall not be liable to Advertiser for any loss that results from incorrect publication, positioning or omission of its advertisements. However, ads that appear with errors that are the fault of the publisher will receive space credit in the next available issue.

Advertiser and Agency Liability: Advertiser and advertising agency assume liability for all content (including names, words, labels, trademarks, or other copyright matter) of advertisements printed, and also assume responsibility for any claims arising there from. The publisher reserves the right to decline or cancel an advertisement at any time.

Victory Media Inc. is not liable for the failure to publish or circulate any part of an issue because of acts of God, work

stoppages, national emergencies, or any other emergencies/circumstances beyond the control of Victory Media, Inc.

Billing Instructions: Victory Media Inc. invoices the day after mailing the issue. Full payment of advertising appearing in that issue is expected within 15 days of invoice date.

Military Spouse is published by Victory Media Inc.

ADVERTISING SPECIFICATIONS

Size of Advertisement	TRIM SIZE		BLEED SIZE		Total sq. in.
	Width	Height	Width	Height	
2 Page Spread Bleed	16.000"	10.875"	16.250"	11.125"	234 sq. in.
Full Page Bleed	8.000"	10.875"	8.250"	11.125"	87 sq. in.
Full Page	7.000"	9.875"			69 sq. in.
1/2 Page Bleed	8.000"	5.354"	8.250"	5.604"	43 sq. in.
1/2 Page	6.650"	4.559"			30 sq. in.
1/3 Page Vert.	2.105"	9.285"			20 sq. in.

DESIGNER WARNINGS

WARNING 1. Bleeding ads "bleed" dynamically off the edge of the page. To do this, all bleed ads MUST have a .125" margin (no text area) around the ad and made to the BLEED SIZE ... this extra .125" will be cropped off when printed.

WARNING 2. ALL text in a "safe zone" which is .2" inside the TRIM SIZE to avoid any problems with text being trimmed off when printed.

FREQUENTLY ASKED DESIGN QUESTIONS

What is "Live Area?" Is anything (text, body parts, logos, etc.) that you DO NOT want cropped off when printed must stay inside this area which is .2" inside the trim size.

What is "Bleed Size?" If you have any picture boxes containing images or color that go to the edge of your page, you will make the picture boxes bigger, extending the width or height of those picture boxes to 1/8" (.125") beyond the boundaries of your document.

What is "Trim Size?" Is where the ad will be cut during printing and is the area that the ad will be viewed at in the magazine.

IF YOU HAVE ANY FURTHER QUESTIONS contact production via phone: (412) 269-1663 x135 or e-mail: production@milsouse.com.

2010 PRODUCTION CALENDAR

Magazine Issue	Space Deadline	Material Deadline	On Sale Date
January 2010	13-Nov-2009	17-Nov-2009	18-Dec-2009
February 2010	11-Dec-2009	15-Dec-2009	15-Jan-2010
March 2010	15-Jan-2010	19-Jan-2010	19-Feb-2010
April 2010	12-Feb-2010	16-Feb-2010	19-Mar-2010
May 2010	12-Mar-2010	16-Mar-2010	16-Apr-2010
June 2010	9-Apr-2010	13-Apr-2010	14-May-2010
July 2010	7-May-2010	11-May-2010	18-Jun-2010
August 2010	11-Jun-2010	15-Jun-2010	16-Jul-2010
September 2010	9-Jul-2010	13-Jul-2010	13-Aug-2010
October 2010	13-Aug-2010	17-Aug-2010	16-Sep-2010
November 2010	10-Sep-2010	14-Sep-2010	15-Oct-2010
December 2010	15-Oct-2010	19-Oct-2010	19-Nov-2010

GENERAL INFORMATION

Print Advertising

- Adobe Acrobat PDF
- Fonts should be embedded.
- Please make sure all files are CMYK formatted.
- If you foresee possible changes to an ad in the future please send a collected file of:
 - Collected fonts
 - Linked pictures
 - Host ad file

Ship Creative to

Military Spouse magazine
429 Mill Street
Coraopolis, PA 15108
Tel: (412) 269-1663 x135
E-mail: production@milsouse.com

Online Advertising

- Format: jpg, gif or swf
- Island: 300x250
- Skyscraper: 120x600
- Leaderboard: 728x90
- Vert Banner: 120x240

Production Specifications

Trim size: 8" W x 10.875" H
Bleed size: 8.25" W x 11.125" H*
Text stock: 45 lb. coated
Line Screen: 150 LPI
Binding: Saddle Stitched or Perfect Bound (dependent upon page count)
Printing: Heatset web offset



A Few of our Satisfied Advertisers

CONSUMER - PACKAGED GOODS

3M
Akavir Weight Loss
Alder Foods
Anheuser Busch
Arbonne International
Armour / Ekrich Meats
Bayer
Bic
Campbell Soup
Canon
Coca-Cola
ConAgra
Coty
Crayola
Gerber
Gillette
GlaxoSmithKline
Goodyear
Green Beans Coffee Co
Heinz
Heroes Cross
Ingrid & Isabel
Johnson & Johnson
Kraft
Land O Lakes
M.J. Hummel
Mars - Dove
McCormick Distilling
Pepsi
Procter & Gamble
Schiff Nutrition
Unilever
White Wave Foods

CONSUMER - TRAVEL

AFVC
Air Force Villages
Choice Hotels
Gaylord Opryland Hotel
Grupo Proviendo
Hale Koa Hotel
National Leisure Group
Navy Exchange
Navy Lodge
Radisson Hotels
US Virgin Islands
Sandals Resorts
Beaches Resorts

CONSUMER - RETAIL

AAFES
ALA
f.y.e.
GNC
Hooter's
Luther Sales
Navy Exchange
Target
Teleflora
Fingerhut
Overstock.com

CONSUMER - OTHER

1-800 Flowers.com
ALA
Alfardan Autos
Arm's Reach
AT&T
Boeing
Coldwell Banker
Ctr for Surrogate Parenting
DRIFIRE
General Motors
KB Home
Lifetime TV Network
Miche Bags
Military By Owner
Military One Source
MOAA
Penguin Publishing Group
Rock Your Religion
Scholastic Book Fairs
The Healing Group
Treats for Troops
Weight Loss Surgery Ctrs
White House Hist Society
Lincoln Military Housing
Picerne Housing

CONSUMER - FINANCIAL

AAFMAA
AFIE
Armed Forces Insurance
Discount Debt Solutions
Military Benefits Association
NFCU
NMAA
Omni Financial
Pioneer Financial
Service Credit Union
TriWest Healthcare Alliance
United Concordia
United Medical Corp
USAA
Wells Fargo

CONSUMER - FASHION, FRAGRANCE, COSMETICS

Classic Rings
Doxa Watches
Mary Kay Cosmetics
Meadow Hill Co.
Shiseido
Miche Bags

HOME-BASED BUSINESSES & FRANCHISES

All Fired Up Candle Co.
Budget Blinds
Compelling Creations
Inspiranza Designs
Latasia
Longaberger
Miche Bags
PartyLite
Rotobrush International
Tastefully Simple
United Franchise Group

EDUCATION

AIU Online
Allied Schools
Amer Bd of Cert of Teachers
American Military Univ
Auburn Univ
Central Michigan Univ
Central Texas College
Columbia College
Drexel e-Learning
Ellis College
Excelsior College
Hawaii Pacific Univ
Kansas State Univ
Liberty Univ
Pace Univ
Regent Univ
Rio Salado College
The University Group
Thomas Edison St Coll
Troy Univ
UMUC
Univ of NW Ohio
Univ of Phoenix
US Career Institute
Western Governors Univ

RECRUITMENT

Allied Barton Security
American Airlines
American Bd. of Cert. for Teachers
Becon Construction
California Highway Patrol
Computer Sciences Corp
Concentra
Coral Gables PD
Cruise One
Defense Intelligence Agency
H&R Block
Home Depot
Homesource America
Kelly Services
LAPD
Lockheed Martin
Merrill Lynch
Military By Owner
Milton Hershey Schools
Minn. State Patrol
MOAA
PNC
Re/Max
Sears
Starbucks
Sunbelt Rentals
Transcription Relief Services
TSA
USAA
West Corp

*Babette Maxwell,
Military Spouse co-founder*



The co-founder of *Military Spouse* magazine, a Navy wife currently stationed in Norfolk, Virginia, found the resources for military spouses to be sparse, inconsistent and of poor quality. The family service centers and family readiness groups were good. Spouse clubs were good. But there was no vehicle that all military spouses could get behind. No vehicle that made them proud of their unique lifestyle, their shared sacrifices and their camaraderie. In 2003, Babette Maxwell founded *Military Spouse* magazine to fill the voids. She never looked back. Today, Babette and her team at Military Spouse celebrate their seventh year of publishing. Thanks Babette!

