



VICTORY

RECRUITING
FRANCHISEES
FROM THE MILITARY
COMMUNITY 2024



CONNECTING THE MILITARY COMMUNITY TO CIVILIAN OPPORTUNITY SINCE 2001

Why Recruit Military Veterans into Franchising?

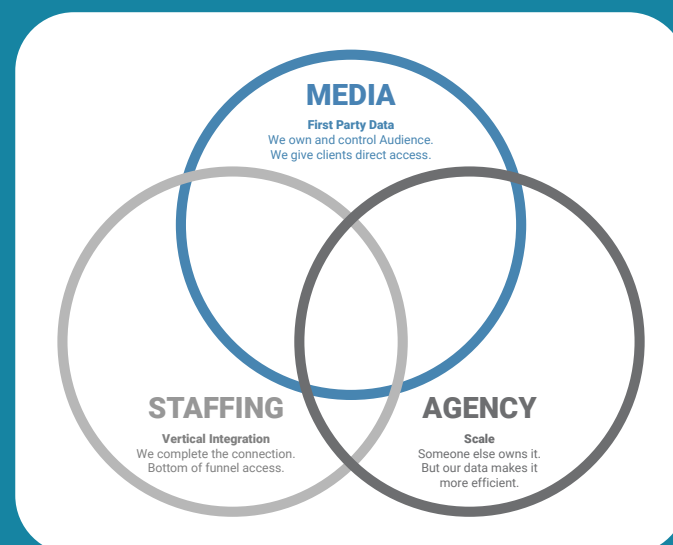
An estimated 1 in 7 franchises is owned by a military veteran. It's no surprise that veterans are ideally suited for franchising.

- 1. They're trained to follow a system.**
- 2. They have financial cushion** in the form of unique veteran benefits such as passive income from military retirement pensions and VA disability payments as well as lower debt and expenses due to health and education benefits.
- 3. They're disciplined.**
- 4. They're not afraid of some calculated risk.**
- 5. They are trained to be effective leaders of people.**

But more than that, America loves her veterans. There's a sense of trust and gratitude and fulfillment that goes with supporting veterans. And that translates well to consumers being comfortable hiring veteran-owned franchisees to perform work in and around the home. What's more American than buying veteran?

Why Use VIQTORY to do so?

VIQTORY was founded by 3 Navy veterans over 21 years ago with a mission to create vital, civilian-produced resources for the approximately 200,000 individuals leaving the military each year. The company introduced military veterans to previously unknown civilian employment, entrepreneurship, and education opportunities. Since then, VIQTORY has transformed into the premier military marketing company in the country, connecting tens of thousands of veterans to their next opportunity and helping companies build better workforces, more loyal customer bases, and schools stronger student bodies. Our years of publishing and community engagement have given us deep insight into the needs, interests, and behaviors of the military and veteran community. We understand the importance of authentic military and veteran program investments that return value to institutions and benefit service members, veterans, and their families.



Marketing to veterans has three primary benefits.

The first two will help drive leads for your organic franchise development.

1. Brand Awareness. Members of the military community are often seeing your franchise brand first. The incumbent always holds influence over challengers. Plus, by advertising in a Viqtory publication, you're directly telling the military community that you value them for their military background. This is especially helpful to uniquely stand out as a small subset of the thousands of franchise opportunities available.

2. Direct Response. Viqtory magazines are not periodicals. They're reference books with staying power. Some readers may respond directly to your franchise opportunity. Others will hold on to them until it's time for them to make a decision and then contact you months or years later.

The third will help drive significantly higher response rates with franchise brokers.

3. Franchise brokers typically represent hundreds of franchise brands. But when prospective franchisees come with franchise systems they're interested in by name, brokers will typically add these to the mix. As an example, Vetpreneur Franchise Coaching, which is Viqtory's sister company, works with an inventory of about 600 franchise systems. When prospective franchisees mention a franchise interest by name, it usually makes the short list of about a dozen for consideration. Making the cut from 600 to 12 improves your franchise's odds of being selected by 50x!

In the end, the cost of a full year of 12 issues of full page magazine print and digital ads only costs \$36,000. This marketing could pay for itself with just one additional franchise sold per year!

Since 2001, we have a rich history of helping veterans find opportunities in franchising while being rooted in the expansion of veteran-owned businesses.

Here is a comprehensive list of all the brands launched under Vetpreneur's umbrella, dedicated to advancing veterans in their pursuit of business ownership and growth.





2024 Editorial Calendar

ISSUE	BRAND	FEATURED TOPIC	SPACE DEADLINE	CREATIVE DEADLINE
Winter	MILITARYSPOUSE	Military Spouse Friendly Employers®	Work from home Careers • IT/Tech	12/22/231/3/24
February	G.I. JOBS	College Presidents Who Served	Military Friendly® Companies • Finance/Insurance Healthcare/Pharma	1/19/241/23/24
Spring	VETREPRENEUR	Franchising Guide for Veterans	Franchise Coaching Services and Success Stories Top 10 Reasons vets are well suited for Franchising	2/16/242/20/24
April	G.I. JOBS	2023-24 Military Friendly® Schools	Veteran Student Athlete of the Year • Manufacturing Construction • Health Care	3/15/243/19/24
Spring	MILITARYSPOUSE	Armed Forces Insurance Military Spouse of the Year®	Milspouse Entrepreneurs We Love • Health Care	4/12/244/16/24
June	G.I. JOBS	2023 Military Friendly® Employers 2.0	Veteran Champions of the Year in Corporate America • Employee Veteran Leadership Awards Defense • Telecom • Skilled Trades	5/10/245/14/24
July	G.I. JOBS	Mother of All Transition Guides	Franchising • Manufacturing	6/7/246/11/24
August	G.I. JOBS	Military Friendly® States	Student Veteran Leadership Awards • Retail Federal Government • Transportation	7/5/247/9/24
Fall	VETREPRENEUR	Vetpreneur of the Year	Franchise Coaching Services and Success Stories Vet HOF • 5 Myths...Busted • Transportation	8/9/248/13/24
October	G.I. JOBS	2023-24 Military Friendly® Schools 2.0	Hot Degrees • Veteran Champion of the Year in Higher Education Student Veteran Leadership Awards • Energy • IT/Technology	9/6/249/10/23
Fall	MILITARYSPOUSE	Military Spouse Magazine Anniversary	Military Spouse Friendly Schools • Military Friendly® Brands Milspouse Student Leadership Awards • Retail	10/4/2410/8/24
December	G.I. JOBS	2024 Military Friendly® Employers	Military Friendly® Employers	11/29/2412/3/24

Editorial Calendar is subject to change

2024 Magazine Rate Card

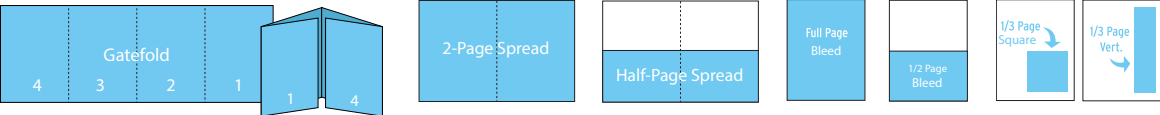
GIJ or MSM	1x	3x	6x	12x
Full	\$5,997	\$4,997	\$3,997	\$2,997
Half	\$3,898	\$3,298	\$2,698	\$1,998
1/3 page	\$2,699	\$2,299	\$1,799	\$1,399
Premium Positions	LIMITED SUPPLY			
Back Cover	\$9,990	\$9,990	\$9,990	\$9,990
IBC, IFC	\$7,990	\$7,990	\$7,990	\$6,990
Additional Sizes				
Gatefold	\$12,990	\$12,990	\$12,990	\$12,990
2-Page Spread	\$9,990	\$8,390	\$6,890	\$5,290

*Guaranteed Position Fee: 10%

Print and Digital Magazine Ad Specs

SIZE OF ADVERTISEMENT	TRIM SIZE		BLEED SIZE		TOTAL SQ. IN.
	WIDTH	HEIGHT	WIDTH	HEIGHT	
2 Page Spread Bleed	16.750"	10.875"	17.000"	11.125"	182 sq. in.
1/2 Page Spread Bleed	16.750"	5.359"	17.000"	5.609"	90 sq. in.
Full Page Bleed	8.375"	10.875"	8.625"	11.125"	91 sq. in.
1/2 Page Bleed	8.375"	5.359"	8.625"	5.609"	45 sq. in.
1/3 Page (Vertical)	2.230"	9.285"			21 sq. in.
1/3 Page (Square)	Only 4.628"	4.559"			21 sq. in.

For bleed ads, measure in from the "Trim Size" .25 around the perimeter for the safe/live area. Anything you do not want a danger of being trimmed off, needs to be within this area.



G.I. JOB, VETREPRENEUR
AND MILITARY SPOUSE
PUBLICATIONS REACH

2.4 Million

Annual Print Magazine Reach*

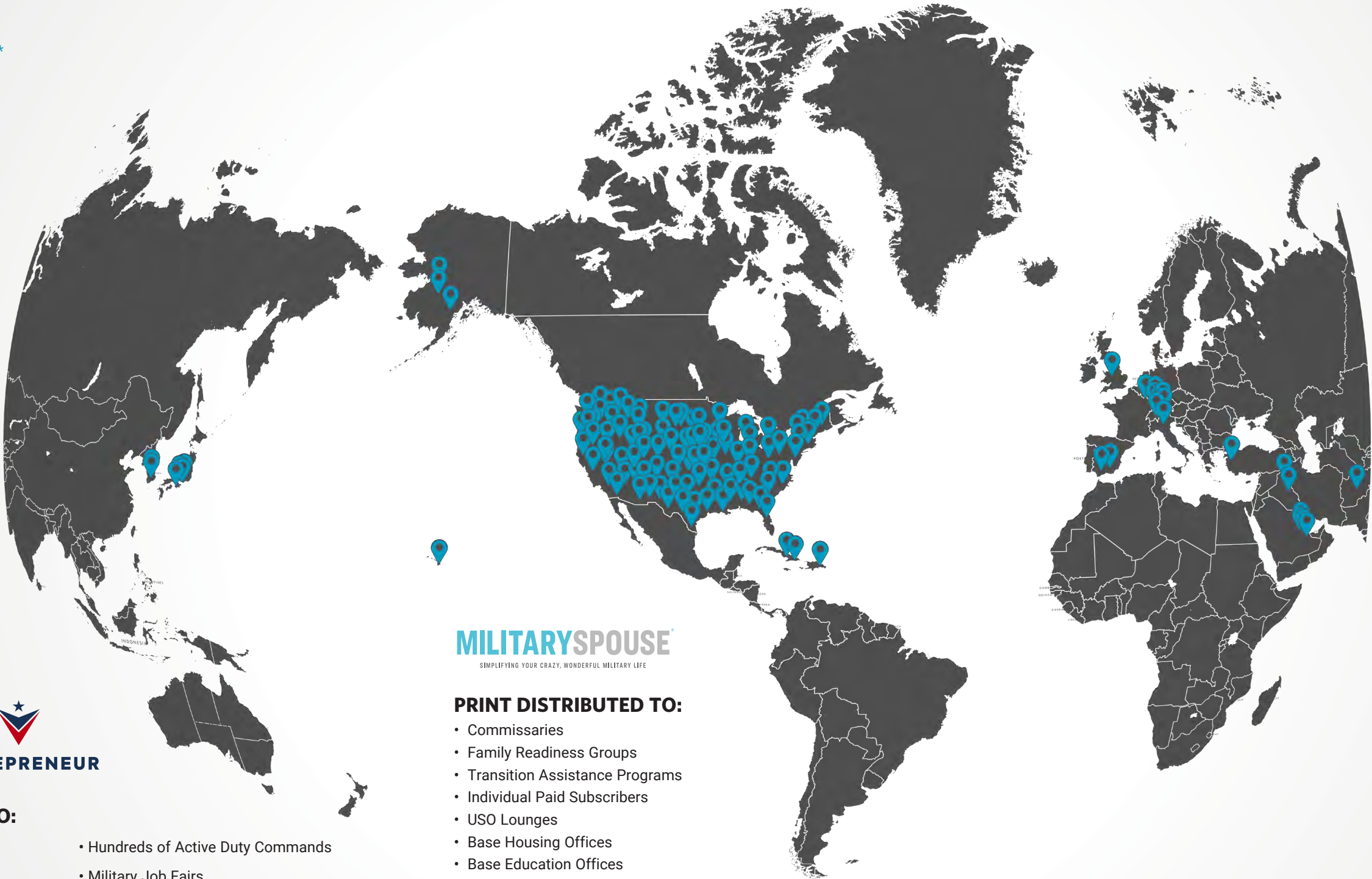
*600,000 print copies annually times
estimated 4x pass-around rate.



PRINT DISTRIBUTED TO:

- 230+ Military Transition (TAP) Classes Worldwide
- VA and Military Hospitals
- Military Base Education Offices
- Base Libraries, Barber Shops, MWR Offices and Military Medical Centers
- VA and USO Centers
- Hundreds of Active Duty Commands
- Military Job Fairs
- Guard/Reserve Centers
- Veterans Education and Financial Aid Offices at Colleges and Universities
- American Job Centers
- And much more.

Global Publication Distribution



PRINT DISTRIBUTED TO:

- Commissaries
- Family Readiness Groups
- Transition Assistance Programs
- Individual Paid Subscribers
- USO Lounges
- Base Housing Offices
- Base Education Offices
- Military Spouse Events
- Military Spouse Influencers
- Office of Work-Life
- Fisher House locations
- Beauty/Barber Shops
- Government locations
- Education Service Offices

All Three Magazines
are Digitally
Promoted Through:

- Social Media
- Newsletters
- Brand Websites
- Advertising
- Articles
- Influencers
- G.I. Jobs App
- and more!

GIJ only



There's a Reason 1 in 7 Franchises is Veteran Owned - Tap Into the Military Community

Get started by scanning the QR code and fill out the form to connect with a military franchisee recruitment expert.

333 Rouser Road, Bldg. 4, Suite 503
Moon Township, PA 15108
partnerships@viqtory.com
412-269-1663 x102

Here are just a few of the franchises we have partnered with.



VIQTORY is certified as a Service-Disabled Veteran's Business Enterprise® by the National Veteran-Owned Business Association.