

MODERN MILITARY ASSOCIATION OF AMERICA

MEDIA KIT

THE VOICE OF THE LGBTQ+ MILITARY AND VETERAN COMMUNITIES



WHO WE ARE

We are an award-winning magazine sharing the stories that matter most to military members, veterans, and their families

We are the nation's largest organization of LGBTQ+ service members, military spouses, veterans, their families, and allies. Our mission is to make a real difference in the lives of modern military families through education, advocacy, and support.



OUR AUDIENCE

Reach members of the LGBTQ+ military and veteran communities and their families.

There are **79,000+ Lesbian, Gay, and Bisexual persons** actively serving and 1M+ LGB veterans.

That represents more than 5% of all active-duty personnel. For reference, 3% of Americans openly identify as LGB.

There are **15,500+ transgender persons** actively serving and 163,000+ transgender veterans.

This represents about 1% of all active-duty personnel. For reference, 0.6% of Americans openly identify as transgender.



OUR COMMUNITY

A united voice for LGBTQ+ military and veteran communities.

The military and LGBTQ+ communities are two of the most brand-loyal communities.

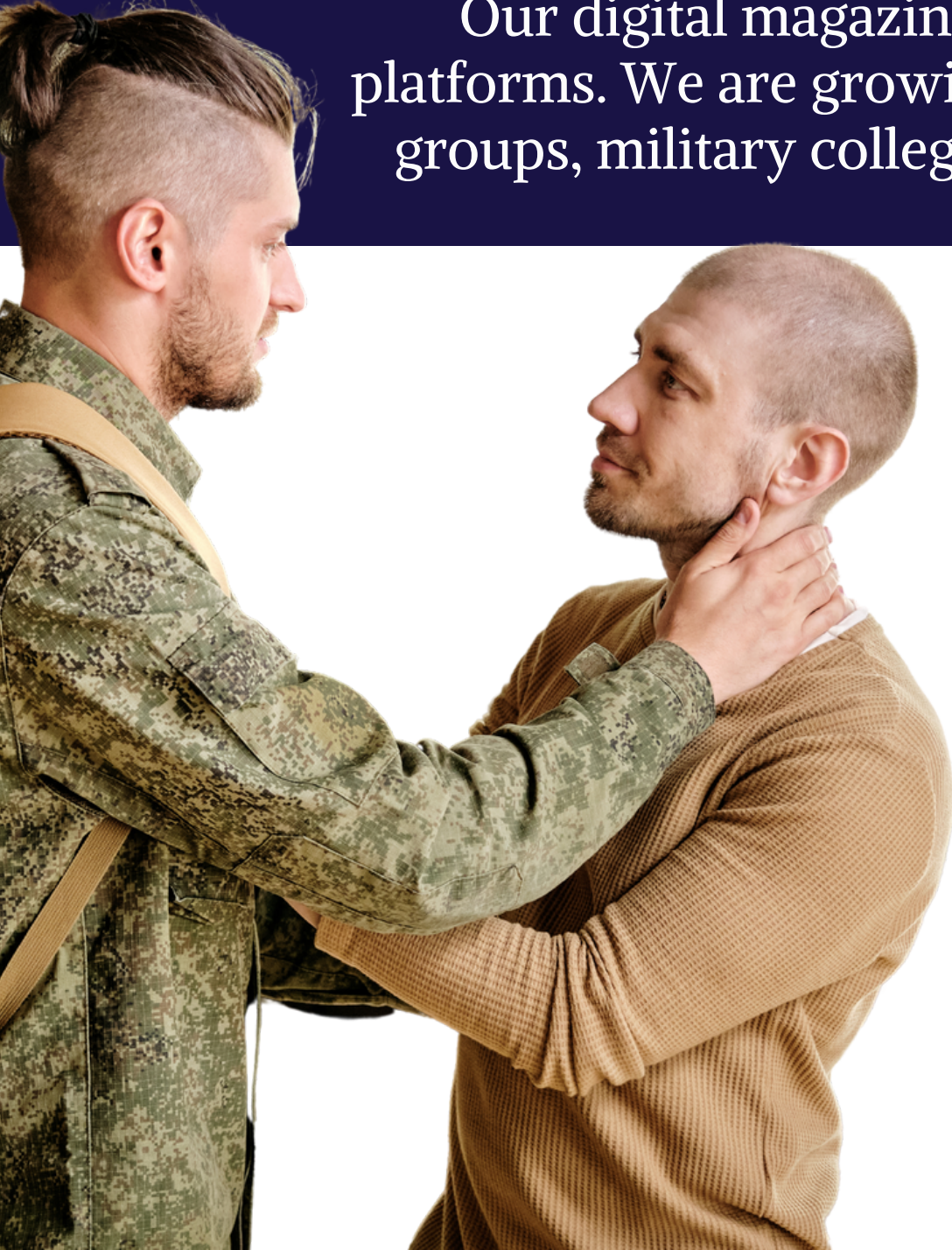
94% of military personnel say they have a positive impression of brands that support the military.

76% of LGBTQ+ people say they are likely to buy from an LGBTQ+ friendly brand.



REACH

Our digital magazine is distributed quarterly on our platforms. We are growing its reach to veterans' student groups, military colleges, and on military installations.



WEBSITE

25,000+
annual

PRIVATE GROUPS

64 groups
16,500+ members

NEWSLETTERS

42,600+ subscribers
60,100+ email audience

SOCIAL MEDIA

98,800+ total followers
Meta qtr reach: 48,300+
Meta qtr engagement: \$18,000+

MAGAZINE ADVERTISING

2024 ISSUES Winter 2024

HIV Positive Military Service
To Print: March

Spring 2024

Advocacy
To Print: June

Summer 2024

Cadets: What to Know for Military College
To Print: September

Fall 2024

Examining Faith
To Print: December



AD SIZE	TRIM SIZE	BLEED SIZE	COST (1, 2, 3, OR 4 ISSUES)
2 page	16.5" x 10.75"	17" x 11"	\$3,200 / \$6,400 / \$9,600 / \$11,520
Full page	8.25" x 10.75"	8.5" x 11"	\$1,600 / \$3,200 / \$4,800 / \$5,760
1/2 page horizontal	8.25" x 5.375"	8.5" x 5.5"	\$800 / \$1,600 / \$2,400 / \$1,440
1/4 page	4.125" x 5.375"	4.25" x 5.5"	\$400 / \$800 / \$1,200 / \$1,440



PRICING

CONNECT

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File Delivery

Formatting:

Adobe Acrobat PDF

300 DPI

CMYK Format

Embedded fonts

Flattened files

