

# MILITARY NEWSPAPERS

TARGET (MILITARY PERSONNEL, DEPENDENTS & VETERANS)



Today's military community – 6.6 million strong – is a thriving, young, family-oriented market with higher education and employment levels than that of the general population.

Installation newspapers provide military personnel with relevant information and content not found anywhere else. In fact, they're practically considered "required reading" among military personnel. Seventy-seven percent of active duty personnel and 86% of military spouses have read at least one of the last five issues of their on-base newspaper.

Newspapers are a critical part of any military advertising plan and are an ideal vehicle to prompt the audience to take action. Whether it's an event or retail promotion, acquisition or branding, base newspaper advertising is an extremely effective approach to achieve your military market objectives.

With more than 25 years of experience in the market place, **re:fuel** is the leader in military advertising and promotions execution.

Source: 2013 re:fuel Military Explorer Study

## KEY BENEFITS

- Base papers are the official source of news and information necessary to the daily lives of military personnel and families.
- Military papers are distributed, for free, on base and in surrounding communities.

## QUICK FACTS

- Target:** Military enlisted personnel and officers, spouses, veterans and DOD civilians
- Reach:** 243 publications, including local base publications and national magazines, reaching 11.8 million in combined circulation
- Targeting:** By region or specific bases; population, branch, specialized training and more

Additional military reach available via OOH, broadcast and on-base promotions.

Contact your account executive or reach us at 866-360-9688 or [info@refuelnow.com](mailto:info@refuelnow.com) to **re:fuel** your next campaign.