



Defender Magazine

**Media Kit
2020**

**“Honoring the Past,
Protecting the Present,
and Securing the Future”**



Defender Magazine is an independent online publication that was established in 2008 as a central repository of information, pictures, and videos of U.S. Air Force (USAF) Security Forces Squadrons from around the world.

The goal of its founder was to create a venue through which the general public could become familiarized with the Air Force's **largest career field** that operates as its Military Police service and ground defense force.

The motto adopted for the magazine is "Honoring the Past, Protecting the Present, and Securing the Future." The magazine's objective has always been to highlight the service, sacrifice, and accomplishments of Security Forces members referred to as "Defenders." The "Defender" identifier is derived from the motto "DEFENSOR FORTIS" worn on the beret which means "Defenders of the Force."

The USAF Security Forces career field is comprised of more than **38,000** members in the active and air reserve components.



THE MILITARY MARKET:

There are more than 18.2 million¹ veterans in the United States, and approximately 1.3 million active duty and .5 million reserve uniformed military service members.

Active, reserve, and veterans spend approximately \$9 Billion annually in military Exchanges and Commissaries with an estimated \$1 trillion purchasing power.

¹ U.S. Census, 2017

Defender Magazine offers multiple advertising options on its online magazine as well as postings within its social media channels. Defender Magazine has over 70,000 followers on its Facebook pages (FB/USAFDefenders and FB/DefenderMagazine).



ADVERTISING OPTIONS:

Options 1: Leaderboard Banner; the Leaderboard Banner is a 728x90 banner that appears within the header area of all website pages. The Leaderboard Banner is considered the most valuable advertising space on a website because it grabs the immediate attention of site visitors. \$125 per month, \$325 for 3-months.

Options 2: Top Right Sidebar Banner; the Top Right Sidebar Banner is a 300x250 banner that appears on the top of the Right Sidebar on all website pages except the homepage. \$100 per month, \$250 for 3-months.

Option 3: Article Body Banner; the Article Body Banner is a 300x250 banner that appears within the body of all articles. The article text wraps around this banner increasing its visibility. \$100 per month, \$250 for 3-months.

Option 4: Lower Right Sidebar Banner; the Lower Right Sidebar Banner is a 300x250 banner that that appears on the lower segment of the Right Sidebar on all website pages except the homepage. \$75 per month, \$175 for 3-months.

Option 5: Homepage Lower Body Banner; the Homepage Lower Body Banner is allowed to be a fullwidth responsive banner or preestablished size banner such as 728x90 that appears on the homepage towards the center of the homepage. \$75 per month, \$175 for 3-months.

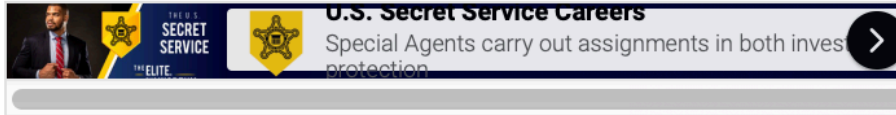
Option 6: Full-page Publication; the Full-page Publication provides a company / organization the opportunity to advertise their corporate products, services, and/or special event activities. \$150.

***All Options** include three postings on our Facebook pages within a two-week period. Rates subject to change quarterly

Advertising Contact:

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728x90 Leaderboard Banner in header of all website pages

Rescue dogs help heal wounded

SEARCH ...

for uniform service members

(preview)

3% pay raise requested for uniform service members (preview)

300x250 Top Right Sidebar Banner for all website pages

by, DOD, Navy, USAF,

ADVERTISE HERE

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Advertisement



"Honoring the Past, Protecting the Present, and Securing the Future" DefenderMagazine.com

WASHINGTON — President Donald J. Trump released his fiscal 2021 budget request Feb. 10. For those in uniform, the Department of Defense has asked for a 3% pay raise across the board, along with increases to the allowances for housing and subsistence.

SECURITY FORCES



RECENT PUBLICATIONS

DOD family service programs for more than a million family members and support to the schools that educate more than 7,000 students from military families.

300x250 Article Body Banner within the body of magazine articles

300x250 Lower Right Sidebar Banner for all website pages

military opportunities children,

Top priorities for defense in the budget request include nuclear modernization, missile defeat and defense, space and cyberspace.

For fiscal 2021, DOD is asking for \$28.9 billion to fund modernization of the nuclear defense program, covering all three legs of the nuclear triad: land, sea and air.

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around \$7 billion is targeted at nuclear command, control and communications. Another \$2.8 billion is earmarked for

members' name, ranks

3% pay raise requested for uniform service members (preview)

A Security Forces Defender PTSD Story

Rescue dogs help heal wounded warriors (preview)

Who Let the 96th SFG Military Working Dog Out? (preview)

Tuskegee Airman Receives Promotion to Brigadier General

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