



ALLOY ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**MILITARY**

## Military Media Overview



For twenty three years, Alloy Media + Marketing has been the leader in reaching military audiences with media and promotions programs that deliver results. We offer brands a wide array of tactics that reach this young, diverse, family-oriented community:

**Newspapers:** Military newspapers provide personnel with relevant information and content not found anywhere else. Three-quarters of active duty personnel have read an installation newspaper in the past 30 days, and 69% consider the advertising found in military publications to be important.

**OOH:** Through partnerships with the country's leading OOH firms, Alloy has created a network of the best near-base bulletins and transit opportunities while our relationships with Morale Welfare & Recreation (MWR) contacts deliver access to base recreational facilities including fitness centers, pools, bowling alleys, ball fields, golf ranges, movie theaters and more.

**Interactive:** From national military sites, to local MWR pages and online military newspapers, Alloy is the leader in creating military digital campaigns than deliver. We're proud to announce the launch of our own, newly-launched ArmedForces.com military site. Contact us for charter advertiser opportunities today!

**Installation Theaters:** On-base theaters not only provide a recreational opportunity for military members and their families, but they also provide an excellent advertising opportunity for brands trying to reach these important consumers. On-screen static ads and 30-second trailers reach audiences with no waste.

**Broadcast:** Local TV and radio spot ads placed in military communities reach both military personnel and their spouses. Active duty men and women listen to two hours of radio a day on average and more than 80% indicate they've listened to the radio in the past 24 hours.

### QUICK FACTS

- **Target:** Active duty personnel, reservists, retirees, civilian employees and dependents
- **Reach:** More than 6 million-member community including active duty personnel, civilian employees, reservists and dependents
- **Targeting:** National/regional targeting, specific bases, by branch and more

Contact your account executive or e-mail [info@alloymarketing.com](mailto:info@alloymarketing.com) for more information.