Vietnam Veterans of America is the only congressionally chartered national veterans’ service organization dedicated to serving veterans of the Vietnam War and their families. Its members served in the American military during the two decades of the Vietnam era, 1961-1975.

No ticker-tape parades greeted those men and women who returned from the war. No handshakes, no thank-yous. So they turned to each other and formed Vietnam Veterans of America. But even as they banded together and formed the bonds that would help them survive the peace, they made a vow: Never again will one generation of veterans abandon another.

As the organization developed and took shape, a national magazine emerged. *The VVA Veteran* became the go-to source for issues relevant to Vietnam veterans—issues including Agent Orange, the fate of American POWs, PTSD, employment issues, veterans incarcerated, minority affairs, and health issues related to aging and as a result of their military service. It became an important source for readers and researchers seeking the history and literature of the Vietnam era.

While some VVA members are still raising children, many are enjoying the leisure activities of retirement. Having endured the difficulties of integrating with American culture after the war, the Vietnam generation is now preeminent in American society. They hold positions of authority in every profession and in every walk of life. They’re found in every boardroom, every business venture, in the halls of Congress, and in our courthouses. They make our art and write our books. They staff our hospitals, run our schools, and raise our crops.

True to its vow, VVA and *The VVA Veteran* take a keen interest in the veterans of other conflicts, both older veterans and the young men and women returning from Iraq and Afghanistan. Articles address their concerns and problems, such as chemical exposure, PTSD, readjustment, education and training, and health—the same issues that for so many years troubled Vietnam veterans. As VVA members age, the magazine also has taken on the issues of their spouses, children, and grandchildren.

*The VVA Veteran* is an important source for literature, history, politics, and advocacy regarding the Vietnam generation. Because of that, its subscription base has grown beyond the VVA membership to include many researchers, libraries, schools, other institutions, and all members of Congress. There are, in fact, few places that offer so many voices from that era—voices both famous and unknown.
TOTAL NUMBER OF COPIES ........................................ 86,656
Total Paid and/or Requested Circulation ........... 85,650
Free Distribution .............................................................. 965
Total Distribution .............................................................. 86,615
Percent Paid Circulation ............................................ 98.8%


The VVA Veteran is delivered to all members of Congress, all members of VVA, members of Associates of Vietnam Veterans of America, VVA supporters, VA Medical Centers and Vet Centers, as well as many libraries, colleges, and research institutions.

MEMBERSHIP TOTAL: SEPTEMBER 2021
VVA — 88,604  AVVA — 9,853

AVVA members include family and supporters of Vietnam veterans, as well as veterans who did not serve during the Vietnam era.

VVA MEMBER PROFILE
BETWEEN 43 - 64 YEARS OLD ............................................. 73%
OVER 65 YEARS OLD ............................................................ 27%
HOUSEHOLD INCOME OVER $50,000 .......................... 56%
EDUCATION
  Bachelors Degree or Higher ........................................ 40%
MARRIED ............................................................................. 78%
OWN THEIR OWN HOME ................................................... 72%

SHOPPING…..

When thinking about ANY product, nearly three in four members (73%) say the “Made in America” label is very important.

VVA members are online shoppers: 95% of VVA and AVVA members make purchases online.

Automobiles: 33% will consider any brand depending on the deal. The three most commonly owned are: Ford (30%), Chevrolet (25%), and Toyota (16%).

Motorcycles: 30% have a license to operate a motorcycle; 18% own a motorcycle.

ACTIVITIES…..

THE VVA MEDIA MIX:

The VVA Veteran magazine: Nearly 80% of VVA and AVVA members read every issue of The VVA Veteran. Over 51% read every issue cover to cover.

“The VVA Web Weekly” eNewsletter: VVA and AVVA members consistently read the Web Weekly eNewsletter.

The VVA website – www.vva.org: The VVA website (www.vva.org) is rated highest for ease of navigation (79%), followed by ease of use, depth of information provided on key topics, and timeliness of information (each 76%).

THE INTERNET AND VVA:

- Over 97% of members use the internet.
- 80% access the internet once or more per day for personal/non-work related information, including email, compared to 37% for business.
- 95% say they regularly email, 81% look for information and 75% say they read news articles.

81% of current members say Healthcare for Vietnam veterans is vitally important, followed by:

- Public Image of Vietnam vets (71%)
- Assurance of VA Benefits (67%)
- Agent Orange (61%)
- Post-Traumatic Stress Disorder (57%)
- Advocacy to the U.S. Congress (54%)
- POW/MIA (51%)
- Homeless Vets (48%)

**DIABETES, HEART DISEASE, AND PROSTATE CANCER RANK HIGHEST AMONG VIETNAM VETERANS**

VVA & AVVA members report that they have had: diabetes (57%), cardiovascular disorder/heart disease (46%), prostate cancer (12%), and cancer (11%).

Members affected with diabetes, prostate cancer, Hodgkin's disease, leukemia, neuropathy, and non-Hodgkin's lymphoma believe their ailments are service related.

Eight in ten members (81%) have at least one heart disease risk factor. The most common risk factors include: high cholesterol (62%), hypertension/high blood pressure (62%), diabetes (37%), high triglyceride levels (32%), and obesity (27%).

## 2022 ADVERTISING RATES

### The VVA

**Veteran®**

### COLOR

<table>
<thead>
<tr>
<th>Space</th>
<th>1 issue</th>
<th>3 issues</th>
<th>6 issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,600</td>
<td>$4,430</td>
<td>$4,100</td>
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<td>2,650</td>
<td>2,545</td>
<td>2,340</td>
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<td>1/4 page</td>
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<td>890</td>
<td>855</td>
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<td>520</td>
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</tr>
<tr>
<td>1/32 page</td>
<td>305</td>
<td>295</td>
<td>270</td>
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### BLACK & WHITE

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>$3,475</td>
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<td>$2,970</td>
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<td>1,250</td>
<td>1,190</td>
<td>1,060</td>
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<tr>
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<td>530</td>
<td>500</td>
<td>445</td>
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<tr>
<td>1/16 page</td>
<td>270</td>
<td>250</td>
<td>230</td>
</tr>
<tr>
<td>1/32 page</td>
<td>130</td>
<td>125</td>
<td>120</td>
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**VVA Chapters**: Call for rate information.

Paper Stock: Recycled machine-coated gloss, 50 lb. basis weight

## 2022 DEADLINES

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation</th>
<th>Material Due</th>
<th>Delivery Window</th>
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<tbody>
<tr>
<td>January/February</td>
<td>January 3</td>
<td>January 7</td>
<td>February 8 - 11</td>
</tr>
<tr>
<td>March/April</td>
<td>February 14</td>
<td>February 18</td>
<td>March 22 - 25</td>
</tr>
<tr>
<td>May/June</td>
<td>April 11</td>
<td>April 15</td>
<td>May 17 - 20</td>
</tr>
<tr>
<td>July/August</td>
<td>June 6</td>
<td>June 10</td>
<td>July 12 - 15</td>
</tr>
<tr>
<td>September/October</td>
<td>August 15</td>
<td>August 19</td>
<td>September 20 - 23</td>
</tr>
<tr>
<td>November/December</td>
<td>October 31</td>
<td>November 4</td>
<td>December 6 - 9</td>
</tr>
</tbody>
</table>

1 Cancellations will not be accepted after the space reservation deadline.
INSTRUCTIONS & REQUIREMENTS

AD MATERIAL:
Files must be prepared as PRESS QUALITY PDFs only. No Quark files, no film, no pasteup.
Modifications to advertising are subject to an additional charge.

MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width x Height</th>
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<tr>
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<tr>
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<td>9.8125” x 6.125”</td>
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<td>4.75” x 12.5”</td>
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<tr>
<td>1/4 page</td>
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<tr>
<td>1/8 page horizontal</td>
<td>4.75” x 3”</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>2.25” x 6.125”</td>
</tr>
<tr>
<td>1/16 page horizontal</td>
<td>4.75” x 1.325”</td>
</tr>
<tr>
<td>1/16 page vertical</td>
<td>2.25” x 3”</td>
</tr>
<tr>
<td>1/32 page</td>
<td>2.25” x 1.325”</td>
</tr>
<tr>
<td>Trim Size:</td>
<td>10.8125” x 13.75”</td>
</tr>
<tr>
<td>Bleed Size:</td>
<td>11.0625” x 14”</td>
</tr>
<tr>
<td>Full-bleed on full page ads only. Allow .125” bleed on all sides.</td>
<td></td>
</tr>
</tbody>
</table>

GENERAL POLICY
All copy, text, and illustrations are subject to the publisher’s approval; and the right is reserved to reject or exclude advertising deemed unacceptable for publication in The VVA Veteran. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof.

It is understood that the advertiser and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right to privacy, plagiarism, copyright infringement, and any other claims for suits that may arise out of the publication of such advertisement. Publisher assumes no liability for errors resulting from illegible copy, or for errors in key numbers. This policy relates to both online and print advertising with VVA.

REQUESTED POSITIONS
are available for a 15% premium over your earned rate.

AGENCY DISCOUNT
is allowed to recognized agencies, if paid within thirty days of receiving invoice.

PUBLISHER
Vietnam Veterans of America
8719 Colesville Rd., Suite 100
Silver Spring, Maryland 20910

Michael Keating
Editor
The VVA Veteran
301-585-4000 Ext. 152

SUBMITTING YOUR AD
Submit your ad to Daniel Devora, Advertising Coordinator, at ddevora@vva.org
AD SIZES
We currently accept the following online ad sizes:

Big Box
300 x 250 px
These ads are centered under feature stories in the e-newsletter and prominently displayed as “ADVERTISEMENT.” There are 2 spaces in each issue for a big box ad.

MECHANICAL SPECIFICATIONS
Static ads only. No Flash ads accepted in the VVA e-Newsletter. Maximum file size is 5MB. We accept jpg, png, and gif file formats.

Deadline is two weeks prior to the first of the advertising month (same deadline for changes in creative).

RATES
Prices are subject to change without notice.

Big Box 300x250 pixels
$600/issue net

CIRCULATION
E-Newsletter sent 4x per month to over 49,000 opt-in VVA members as well as other subscribers interested in veterans issues. Each issue is also posted on VVA’s Facebook page which has over 136,000 followers. The open rate for the Web Weekly at 30.4% remains well above the industry average for non-profits, which is 20%.

TO ADVERTISE IN THE VVA E-NEWSLETTER,
PLEASE CONTACT:
adinfo.vva@foxrep.com
Vietnam Veterans of America
8719 Colesville Rd., Suite 100
Silver Spring, Maryland 20910

All advertising inquiries should be directed to:
Fox Associates, Inc.,
adinfo.vva@foxrep.com or 1-800-440-0231

All insertion orders should be sent to the appropriate Fox Associates, Inc. sales office below:

**Fox - Chicago, IL**
312-644-3888
FAX: 312-644-8718

**Fox - Detroit, MI**
248-626-0511
FAX: 312-644-8718

**Fox - New York, NY**
212-725-2106
FAX: 212-779-1928

**Fox - Los Angeles, CA**
805-522-0501
FAX: 312-644-8718