

Military.com

Military.com was founded in 1999 by a Navy veteran to inform and connect the military and veteran community.

Our Mission

is to improve the lives of service members, veterans and their families by keeping you informed of all things military. We do this through our twice-daily news cycle, comprehensive benefits information and variety of content channels addressing transition, education, employment, family and military culture.

One of the Largest Online US Military Organizations

Dedicated to serving our military members, veterans & their families.



Membership & Annual Traffic

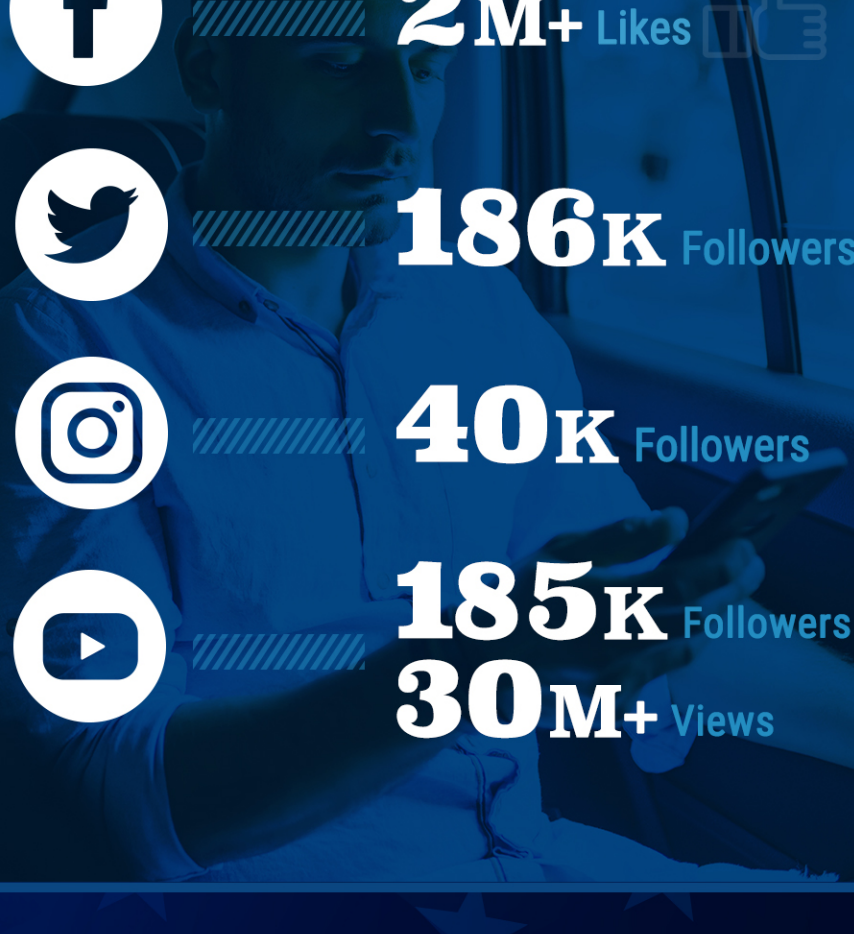
10+ Million > Military.com Members

800k* New Members / Year

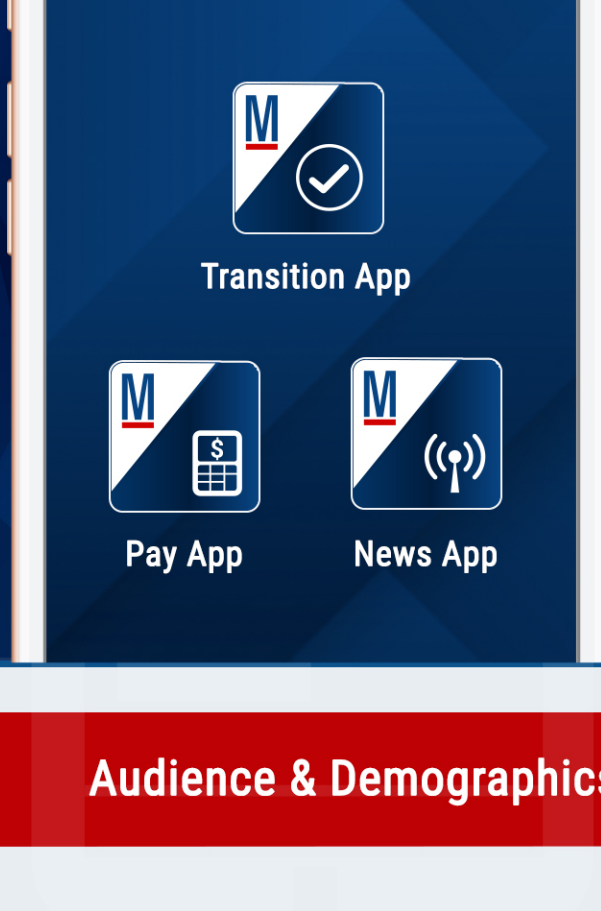
92M* Unique Visitors

132M* Total Visitors

Social Media²



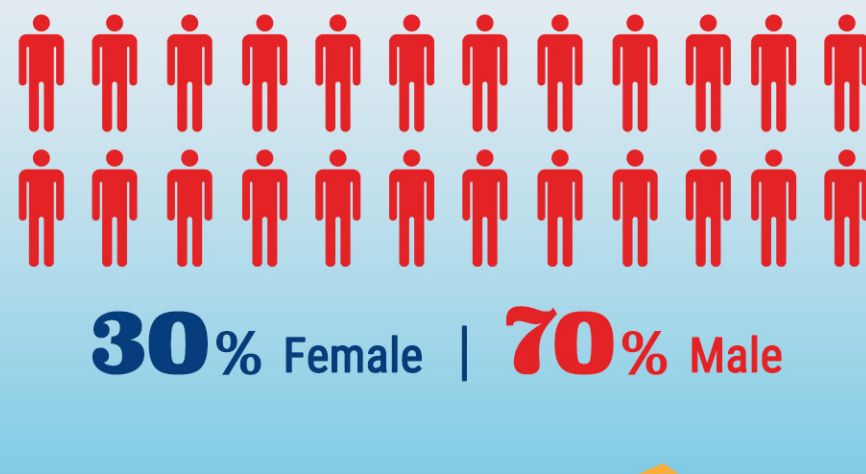
Mobile Apps



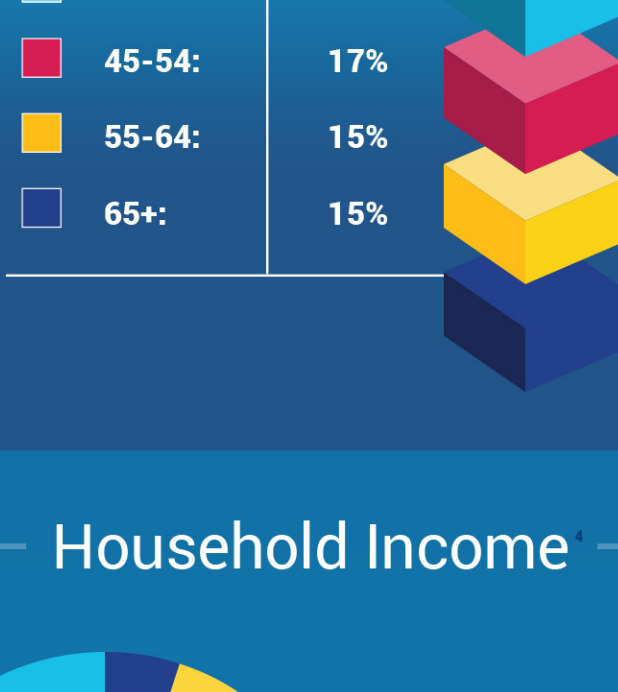
3 Resource Apps
647k³+ Total Downloads

Audience & Demographics

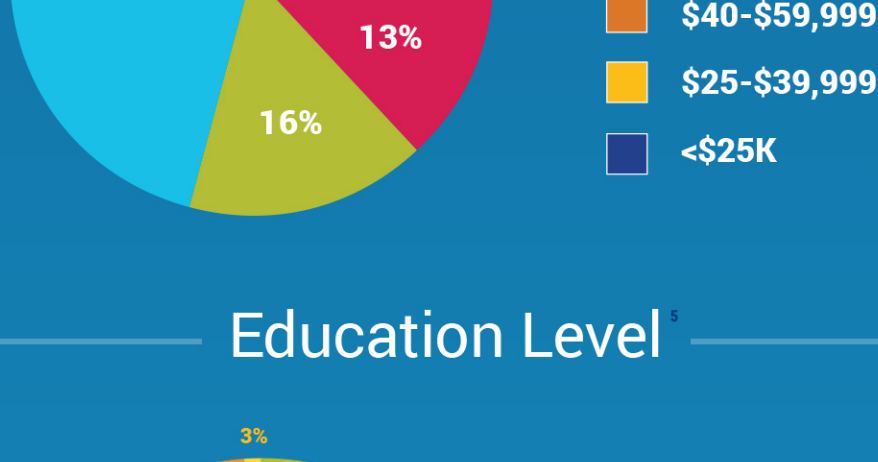
BY GENDER⁴



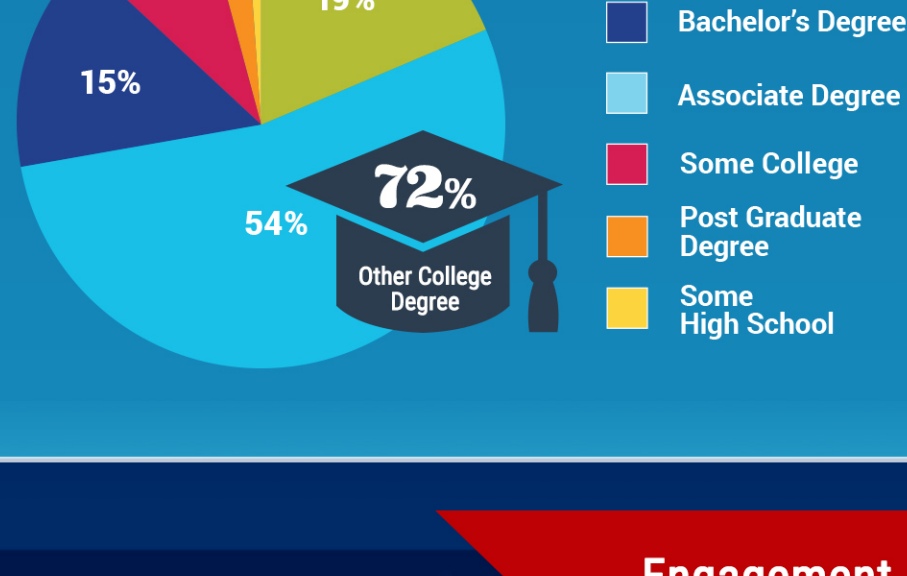
BY AGE⁴



Household Income⁴



Education Level⁴



Engagement

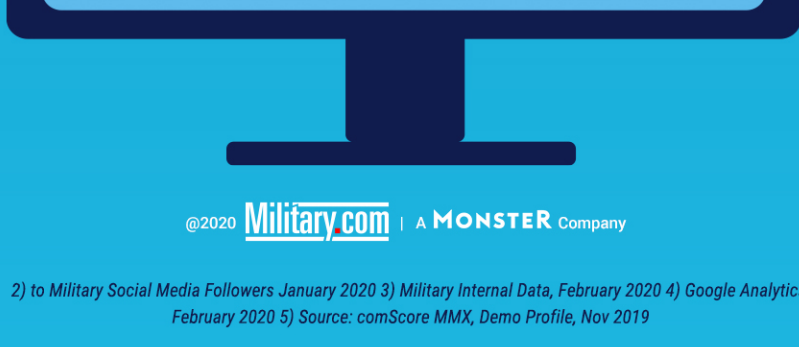


Source: comScore PMX, Key Measures, Average Pages & Minutes per Visitor, November 2019. Multi-platform

Employment Focus

90% OF ALL VETERANS

Believe it is critical to consider companies that market themselves as veteran-friendly.



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2) to Military Social Media Followers January 2020 3) Military Internal Data, February 2020 4) Google Analytics, February 2020 5) Source: comScore MMX, Demo Profile, Nov 2019