

Source: *G.I. Jobs magazine*
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G.I. Jobs magazine plans its 100th issue

Innovative media property created the most efficient way for companies, schools and franchisors to find troops transitioning back to civilian life.

Pittsburgh, Pa., Jan. 8, 2010 – The April issue of G.I. Jobs magazine will be the 100th in the innovative title's nearly nine year history. Deadline for reserving advertising space in the April issue, which hits the streets in March, is Friday, Feb. 12.

G.I. Jobs has big plans for the celebration. The 100th issue will feature a surprise cover and a contest with a "100" theme featuring sponsor companies which market products to G.I. Jobs demographic of young males. It will also include "best of" content from the previous nine years. Vintage content pieces will include "G.I. Comics," "G.I. Humor" and "They Also Served." The 100th issue will also feature blunders and a special "Where Are They Now?" section that tracks the current location of previously profiled military troops who made the transition to a civilian career.

In its nearly nine years, the ever-popular magazine has published and distributed over 7 million magazines, resulting in an estimated readership of an astonishing 35 million.

"It's a real testament to the hard work and talent of my staff," said Rich McCormack, G.I. Jobs' publisher. "There's a 6-12 month period of time when a service member is leaving the military that absolutely nothing is more important in their life than finding gainful civilian employment, a civilian school or starting their own business via a franchise. We own that time period in their lives because we give them exactly what they need."

McCormack says that G.I. Jobs continually does exhaustive research to ensure its content matches what a military "transitioner" needs. This research includes focus groups, surveys and a full-time person dedicated to maintaining relationships with managers who run mandatory military transition (TAP and ACAP) classes.

The magazine has accomplished much in 100 issues. It has helped millions of military troops leaving the service find gainful civilian employment and education, by offering sage advice and tools on making that transition. But the title itself, which in addition to the magazine also includes a tool-laden Web site at www.gjjobs.com, e-newsletters and posters that are displayed in military transition and education offices, has created a benchmark for measuring the effectiveness of military hiring, student recruitment and franchisee recruitment practices in corporate America through its Military Friendly Employers, Military Friendly Schools and Military Friendly Franchises lists.

“Companies, schools and franchisors compete fiercely to get onto this list and that competition benefits veterans,” said Chris Hale, G.I. Jobs general manager. “Military troops look to G.I. Jobs to tell them where to work, where to go to school and which franchise to open.”

Employers, schools and franchisors wishing to participate and advertise in this celebratory issue are encouraged to make reservations soon. “Many premium positions and sponsorships are already gone, regular print advertising space is going fast and web is expected to sell out soon,” said Scott Shaw, the title’s VP of Sales.

ABOUT G.I. Jobs

G.I. Jobs (www.gijobs.com) is published by Victory Media, a veteran-owned business headquartered in Pittsburgh, Pa. The company also publishes *Military Spouse* (www.milspouse.com) and *Vetpreneur* (www.navoba.com) magazines.

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