



## Media Options for Government and Military Markets

- **The Traveler Series:** Associated with Wyndham since 2003. Well known in the industry with budget marketing opportunities for hotels. SGTP award for best government programs in 2006. Features business and leisure websites for Government, Golf, Motor sports and General travel. Issues a monthly E-newsletter to over 2 million subscribers with almost 1.5M monthly visitors to their online sites.  
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- **Military Media:** Jennifer Lombardi - [jlombardi@militarymedia.com](mailto:jlombardi@militarymedia.com)  
Military base newspaper representatives for over 30 years for all official publications worldwide, reaching active duty, government employees on bases, defense contractors and retirees in and around military bases. Military Media also offers programs such as the *Judy Johnson* direct mail coupon envelope, mailed directly to military base housing (in it's 18th year), the Military Family Residents mailing list and MilitaryShoppers.com, a Military consumer website that highlights product and service discounts and extends special offers to families, active duty, retired and reserve military members. For more information visit: [www.MilitaryMedia.com](http://www.MilitaryMedia.com) or call 715-359-2244 / 845-454-7900 X 306
- **DC Military Base Newspapers:** [www.dcmilitary.com](http://www.dcmilitary.com) John Rives publisher. 301 670 2680 [jrives@gazette.net](mailto:jrives@gazette.net) Targets all military base newspapers in the Metropolitan DC area.
- **AmeriForce Publishing, Inc.:** Contact Julie Miller, Sr. Sales Manger, 757 208 0400 [Jmiller@ameriforce.net](mailto:Jmiller@ameriforce.net), [www.ameriforce.net](http://www.ameriforce.net). AmeriForce publishes six (6) annual PCS-TDY relocation guides: *MidAtlantic; West Coast; Texas; Southeast; Europe and Pacific*. They offer totally targeted, affordable, full color advertising opportunities for reaching military members and their families who are **planning** their move. These movers often take leave between duty stations, requiring a variety of leisure travel services. Many also require extended stay and other services once they arrive at a new duty station, while they house-hunt. The guides, 500,000 in all, are requested (in writing) and distributed to movers by base relocation managers. You can also get "hot" travel leads from our interactive web area: [www.ameriforce.net/travel](http://www.ameriforce.net/travel). Additionally, AmeriForce publishes the semi-annual "AmeriForce Families Magazine", which offers 175,000 national circulation to active duty and (*travel planning*) spouses through base lodging facilities, family service centers, relocation offices and recreation (MWR) activities. And don't overlook the increasingly important, widespread and **mobile** Reserve & National Guard market! When activated, they are entitled to full military benefits, including government travel. AmeriForce publishes a magazine JUST for them, with 175,000 circulation each, six times per year starting in 2007. It is requested (in writing) by over 1,200 units nationwide—even in remote locations without immediate access to other military medium.

- **Federalnewsradio:** WFED1050 AM Federal News Radio Chris O'Brien Account Manager [corbrien@wtopnews.com](mailto:corbrien@wtopnews.com) 202 895 5037 Ideal for targeting government employees and decision makers in the DC area on the radio and their website reaches worldwide the government employee. A great package opportunity for any brand or marketing group.
- **GovExec Magazine:**  
*Government Executive* has been dedicated to serving federal business leaders for the past 38 years. Through the bimonthly print magazine, daily online updates on GovExec.com and executive events, *Government Executive* is the authoritative voice on business and management in the federal sector. *Government Executive's* circulation is controlled by grade/rank. Readers must rank GS-12 or higher to receive the publication.  
  
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[www.govexec.com](http://www.govexec.com)
- **The Reunion Network:** Paul Spiewak CEO and Editor TRNews [www.reunionfriendly.com](http://www.reunionfriendly.com) [paul@reunionfriendly.com](mailto:paul@reunionfriendly.com) 800 225 5044 The Definitive Source of Information for the Volunteer Reunion Planner. Military Reunions are still a hot market. We have just received information that the number of military reunions is increasing. This business is highly desirable because it tends to be off-season and off-peak. Additionally, it is usually flexible enough so that if the hotel is busy at the time they want to hold the reunion, it is comparatively easy to get them to move the reunion a week or two, back or forward.
- **Command Sponsorships:** Pierre Laxa, Chief, Corporate Partnerships [Pierre.laxa@cfsc.army.mil](mailto:Pierre.laxa@cfsc.army.mil) or Gabriele Perez [www.armymwr.com](http://www.armymwr.com) [Gabriele.perez@cfsc.army.mil](mailto:Gabriele.perez@cfsc.army.mil) 703 681 7290 This agency can help you reach military customers worldwide or at only one military base or a combination of military bases. They host events like concerts, golf tournaments, air shows, fitness centers and so much more. They can customize a program for you. For example: RCI was a key sponsor for the *Military Idol* contest held on major Army posts last year.
- **MWR and Military Voucher Program** (All services): Dan Yount, 703 681 5274 [Dan.yount@cfsc.army.mil](mailto:Dan.yount@cfsc.army.mil) 10 million potential customers and 110 military Installations. This is the perfect program for any hotel in a popular leisure destination.
- **Recreational News:** Karl Teel 410 638 6901 [www.recreationnews.com](http://www.recreationnews.com) 100,000 circulation targeting most of the Washington DC area for federal employees. Leisure focus of paper. Monthly.
- **Recgov:** Ruth Sragner [www.recgov.org](http://www.recgov.org) 301 221 3977 cell Over 28 federal agencies in the Greater DC area for leisure marketing opportunities. This is a network of recreational specialists at 28 agencies. All promoting leisure travel, activities and events.

- **Military Living**: Roy Crawford [www.militaryliving.com](http://www.militaryliving.com) Military Travel Media Dana Franklin 888 691 0203 ext 4 703 237 0203 ext 4 [sales@militaryliving.com](mailto:sales@militaryliving.com) Travel Guides, atlases, maps, newsletters, calendars. Exceptional penetration into the military community for over 37 years. All products target the military and retiree travel population.
- **OAG**: Christina Kosac 630 515 2191 [www.oag.com](http://www.oag.com) [ckosac@oag.com](mailto:ckosac@oag.com) Exceptional advertising opportunities in many channels for Government and Corporate.
- **Innovata, llc**: Judy Smith Director e-product services [www.innovata-llc.com](http://www.innovata-llc.com) 770- 614 4900 [jsmith@innovata-llc.com](mailto:jsmith@innovata-llc.com) Multi-media solutions to the travel industry. [www.fedtravel.com](http://www.fedtravel.com) [www.fedtravel.com/gsa](http://www.fedtravel.com/gsa) The Federal Travel Directory CD version for government employees. Enhanced listings available for hotels or brands.
- **Military Times**: Army, AirForce, Navy, Marines [www.militarycity.com](http://www.militarycity.com) Megan Morrocco Acct Exec. 703 642 7341 [mmorrocco@atpco.com](mailto:mmorrocco@atpco.com)
- **Federal Times**: Doug Hayes: 703 750 8339 Mid Atlantic and NE [dhayes@federaltimes.com](mailto:dhayes@federaltimes.com) [www.federaltimes.com](http://www.federaltimes.com) **Federal Times**: The only national newsweekly for federal managers. 40,000 government executives. Federal Times is highly recommended for brands and loyalty program messages.
- **Fedrooms**: Krista Shold Marketing Manager [www.fedrooms.com](http://www.fedrooms.com) 763 212 1516 [Krista@fedrooms.com](mailto:Krista@fedrooms.com) The Fedrooms site is being promoted to all federal travelers and is the up and coming place to put out your messages. Fedrooms has been contracted to coordinate the 10 million room nights that the Federal Government uses each year