BY WOMEN VETERANS · FOR WOMEN VETERANS

Civelle

Off Duty. On Your Terms.

MEDIA KIT · 2026–2027

Civelle is the lifestyle magazine by women veterans, for women veterans. *Service shaped us. It isn't the whole story.*

We cover style, money, health, travel, love and the long road after service for women in their 40s, 50s and beyond, written by women who served in every branch and every era. Civelle launched in November 2026 at civellemag.com, with a free weekly newsletter, The Friday Dismissal.

2M+
women veterans live in the U.S. today.[1]

Fastest
growing group in the veteran population, and VA's fastest-growing patient population.[1] [2]

+20%
more women veterans enrolled in VA health care in a single year, May 2023 to May 2024.[2]

OUR READER

She served. *Now she's choosing.*

She's building a second career or running her own business. She manages a household budget, a retirement plan and often a parent's care. She travels, trains, reads and shops with intention.

She's loyal to brands that understand where she's been, and quick to tune out ones that don't. Civelle also reaches civilian women 35 to 65 who want honest, grown-up reading about the rest of their lives.

WHAT WE COVER

Life After Service	Transition, second acts
Health & Wellness	Fitness, strength, sleep
Style & Beauty	Off-duty wardrobe
Money & Careers	Pay, benefits, business
Home & Travel	Where we live and go
Love, Life & Culture	Family, friends, humor
Unranked	Original profile series
The Day Room	Books, film, TV
The Field Guide	Practical how-tos

[1] U.S. Department of Veterans Affairs, Women's Health Services, "Facts and Statistics." [2] U.S. Department of Veterans Affairs, "More than 50,000 women Veterans enrolled in VA health care over past 365 days," June 12, 2024.

WAYS TO PARTNER

Reach women veterans where they read *for pleasure, not paperwork.*

NEWSLETTER

The Friday Dismissal sponsorship

A single sponsor slot in our free weekly email, sent every Friday: five good reads picked by our editors, and your message alongside them.

SECTION

Section sponsorship

Present a section such as Money & Careers, Health & Wellness or Home & Travel, with your brand on every story in it.

CONTENT

Sponsored stories

Stories developed with our editors in Civelle's voice, built around a subject your brand knows well, and always clearly labeled as sponsored.

EXPERIENCES

Events and partnerships

Reader gatherings, giveaways and longer collaborations, including support for Unranked, our original series profiling women veterans.

LAUNCH SEASON

Become a *Founding Partner.*

Civelle is new, and our first partners will be part of the story from the start. We're working with a small number of brands during our launch season.

- First choice of newsletter and section placements
- Recognition as a Founding Partner of Civelle
- Rates and availability on request

WHO WE PARTNER WITH

Brands that serve these women well: military-friendly banks and insurers, education and career programs, health, fitness and wellness, travel, home and style, and businesses owned by women veterans.

OUR STANDARDS

Every partnership is clearly labeled. Our editorial coverage is never for sale, and we only work with brands we'd recommend to the women we served with.

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Let's talk.

Laura Law, Founder and Editor in Chief · West Point graduate and U.S. Army veteran

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