



recurrent

Military & Defense

June 2022

A soldier in camouflage gear is shown from the back, saluting with their right hand. The soldier is wearing a camouflage cap and a uniform with an American flag patch on the sleeve. The background is dark and textured.

Introducing the **largest
suite of military brands
& content in the digital
media landscape.**

In 2022 Our Military Audience Has Grown to

18 Million
MUVs



Pageview Growth YoY
Video View Growth YoY

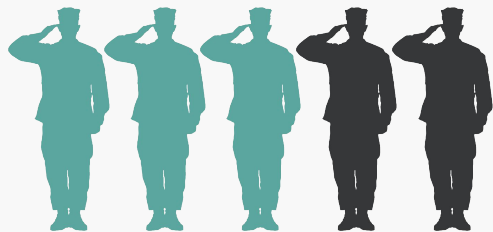
+106%
+285%

Our portfolio captures, empowers, and celebrates the voice of the military community.

Recurrent's extensive military portfolio including **Task & Purpose**, **The War Zone**, and **We Are The Mighty** provide the most unique and authentic perspectives on our armed services and veteran issues, emerging technologies, and in-depth looks at what is happening in the military and defense sectors.



We are **military-led** and **military majority**.



57% of Recurrent's military workforce is a part of the military community.

Our production and marketing services are informed by authentic, apolitical, inspirational content about service that we create for all platforms: digital, film, and TV.

We work with amazing brands and employ incredibly talented veterans & military spouses!



Veteran Spotlight

MARK HARPER, Head of Military Operations at Recurrent, served two deployments in the USAF leading teams of combat photojournalist as part of the 1st Combat Camera Squadron.

Following his service, Mark brought his skillset to Technicolor and Paramount Pictures where he was involved with marketing campaigns for *G.I. Joe*, *Transformers II*, and *Star Trek*. Mark now leads production initiatives across Recurrent's military portfolio.

We are the **largest, fastest growing** network serving the enlisted and veteran community.

TASK & PURPOSE

Task & Purpose covers news and views that the military community is talking about. With an emphasis on the junior enlisted and officer community, Task & Purpose sets itself apart by telling stories of people first and platforms second.



3M
MONTHLY
UNIQUES



5M
YOUTUBE
MVUs



1M
SOCIAL
FOLLOWERS



370K
EMAIL
SUBSCRIBERS



[Download T&P One-Pager](#)

Our brands provide **premier** news coverage of military technology, strategy, and foreign policy.

THE WARZONE

As a full-spectrum defense news and analysis website, The War Zone covers the air, sea, land, space, and cyber, domains of warfare, with an infusion of geopolitical context to offer uniquely deep insights.



6.5M

MONTHLY
UNIQUES



100K

SOCIAL
FOLLOWERS



234K

EMAIL
SUBSCRIBERS



We are **Veteran-led content creators** at the forefront of our industry...

WE ARE ★ **THE MIGHTY**

We Are The Mighty is a veteran-led digital publisher and media agency servicing brands with video production, marketing, advertising, and consulting services to engage with the military community.



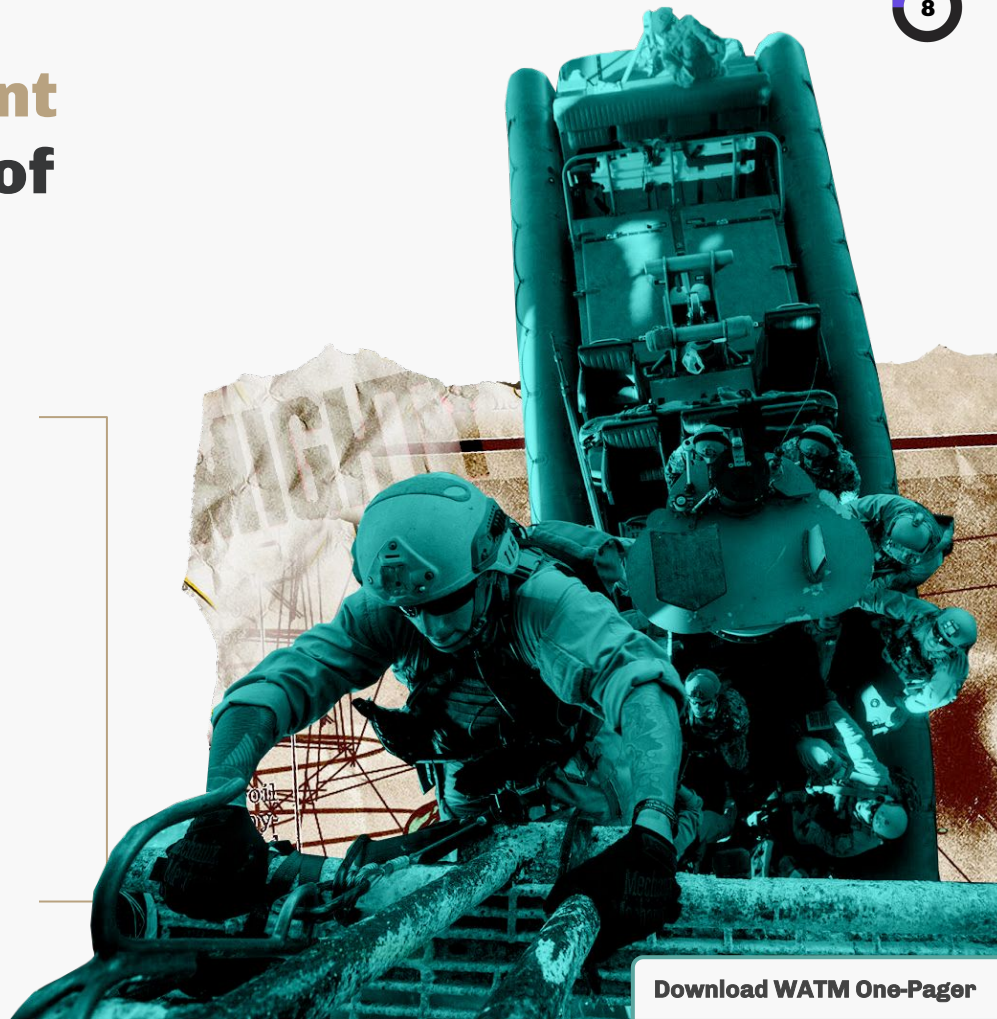
2.5M
MONTHLY
UNIQUES



1.6M
SOCIAL
FOLLOWERS



135K
EMAIL
SUBSCRIBERS



and have become a **gathering place** for service members, veterans, and their families.



[Download MIC Prospectus](#)

MILITARY ★ INFLUENCER

From October 26-29, service members, veterans and spouses from around the world will meet in Las Vegas for our Military Influencer Conference. The 2022 event will feature a supplier diversity tradeshow of military brands, the Mighty 25 Awards Gala, a three-day conference consisting of eight tracks, 100+ game-changing partners and thousands of attendees.



MilSpouseFest provides military spouses and their families with the resources, content, and community support they need in their daily lives. For the past 10 years, MSF has held comprehensive yearly programs that combine in-person, hybrid, and virtual events dedicated to empowering military spouses across the country.



[Download MSF Prospectus](#)

Editorial **Focuses**

News

Career

Family

Finance

Culture

Gear

Gaming

Entertainment

Geopolitics & Warfare

Military Tech & Vehicles

Military History

Education

Health & Wellness



We service every need of the military community, because **we are** the military community.

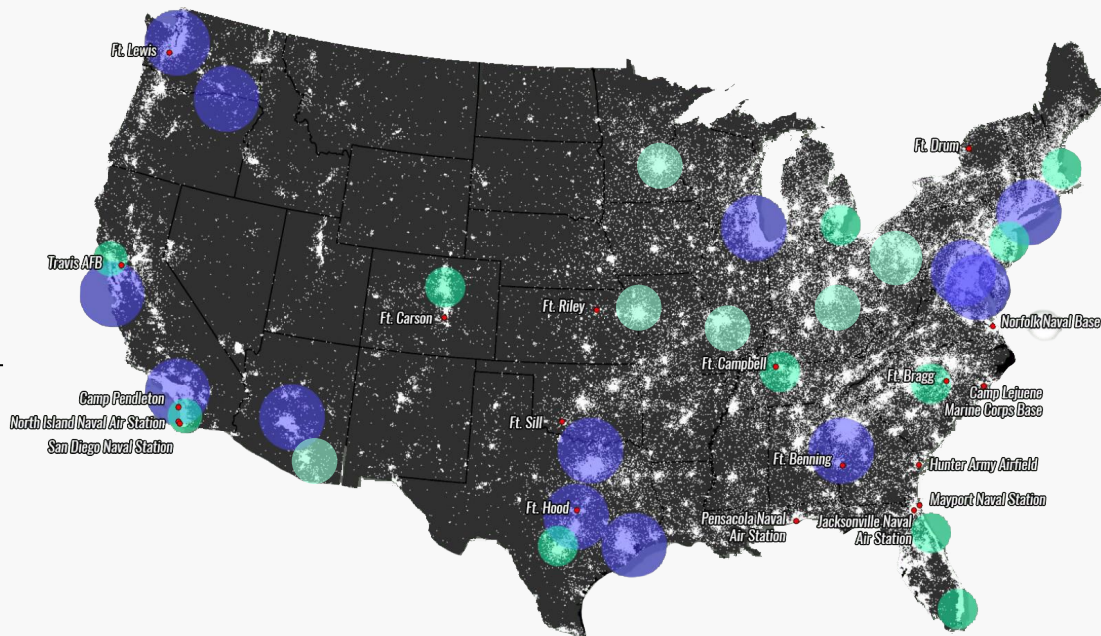
Utilizing US Census data, VA demographic information, DoD pay scales, and our own first-party analytics** we target audiences corresponding to major active duty and veteran populations.

○ — 100 veterans*

MAJOR INSTALLATION TRAFFIC IN USERS

● > 1,000,000

● > 500,000



AMERICA'S
NAVY



*Veteran Data from US Census, 2015

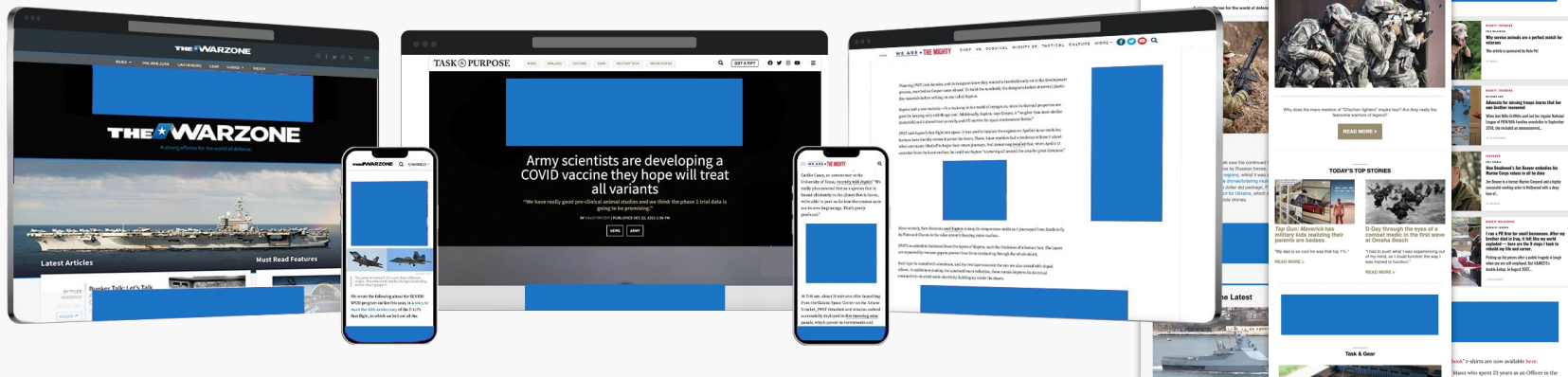
**Audience data via google analytics, 2020



How to Work With Us

Steered by Recurrent's editorial and marketing teams, Recurrent Studios works to shape each project and ensure it is authentic to the brand goals, tactics, budgets and parameters.

Drive customer acquisition with brand exposure.

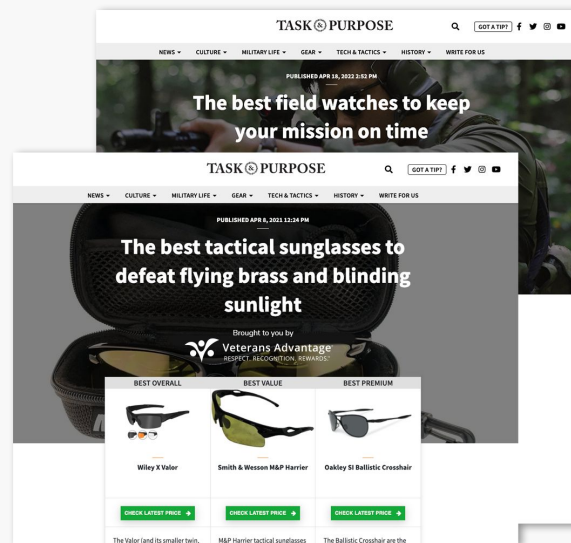


Direct & Programmatic Advertising

Media buying through direct or programmatic activations on our network continue to show rapid YoY growth. Recurrent's tools and subject matter expertise support efficient and effective supply access across our entire portfolio of brands.

RON Display
Site Takeovers
Video Pre-Roll
Newsletter Sponsorships
Social Promotion
PMPs

Promote products through thoughtful curation.



Affiliate Commerce

Recurrent's paid Affiliate Program taps our editors across the portfolio to embed seamless product integrations within editorial content to drive revenue for your brand. Our Program generates both upper and lower funnel performance and facilitates purchaser LTV based on positive experience and thoughtful curation.

GEAR REVIEWS

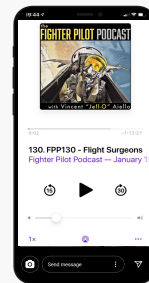
ROUNDUPS

GET THE LOOK

GIFTING

GUARANTEED PLACEMENTS

Gain credibility through talent alignment and authenticity.



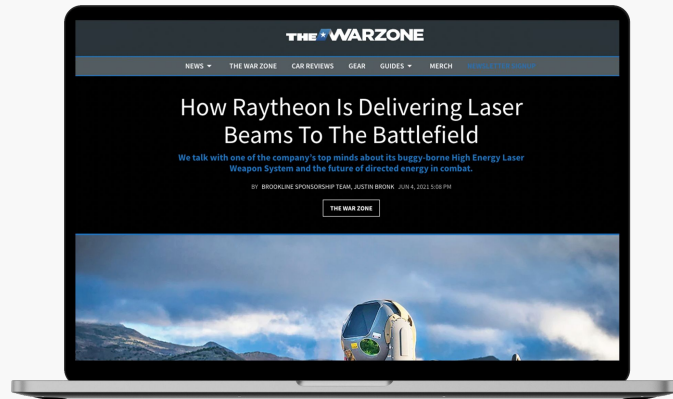
YouTube Pre-Roll & Branded Segments

Task & Purpose was founded with a mission to inform, engage and entertain viewers that are interested in all aspects of the military. Content ranges from historical information to the latest news on military programs. Take advantage of our channel's industry leading engagement with contextual alignments around military products and gear. With 80% of the audience under 35, this channel is great for reaching the active duty military community!

Podcast Pre-Roll & Host Read Ads

Hosted by ret. Navy pilot Vincent Aiello, callsign "Jell-O", the Fighter Pilot Podcast explores the fascinating world of air combat: the aircraft, the weapons systems, and most importantly—the people. This thrice-monthly, hour-long multi-platform podcast discusses relevant topics for both endemic and enthusiasts alike.

Reach DoD and government decision makers through our expert staff of military influencers.



Military Influencer Network

Recurrent's unparalleled staff of military influencers paired with our far-reaching network combine to be the most direct path to the entire spectrum of the military from enlisted and veteran communities to DoD and government decision makers.

The level of authenticity our platforms provide has solidified our status as the largest, fastest-growing digital media company serving these communities.

Industry Exclusives

Editorial Alignment

Bespoke Custom Content

Audience Segmentation & Targeting

Generate brand awareness through best in class custom content.

World of Tanks: WWII Tanker Interviews



Verizon: Make the Call



USAA: Top Gun: Maverick Event on USS Intrepid, NYC



Video

From snackable to cinematic, Recurrent Studios can produce a number of video assets for all platforms to help achieve your goals.

Writing

Advertorials, native articles and content for client's owned and operated channels, access the Recurrent signature voice from it's endemic contributors.

Social

Leverage Recurrent Studios' influencer relationships and editorial expertise in social media content creation and distribution.

Photography

In studio or on location, receive stunning photo assets shot with the Recurrent signature style.

Experiential

We produce to end-to-end events, activations and brand moments that are tailored to meeting client KPIs while engaging our audiences and creating press-worthy experiential.

Emmy-Nominated Spotlight

"A Vet's Life Rebuilt"



VA



U.S. Department
of Veterans Affairs

Veterans Health Administration partnered with We Are The Mighty to produce 75 Videos for their 75 years of service to the military community.

These short films highlight the VHA's unique initiatives, innovations and contributions to medicine, as well as its committed care to America's Veterans.

Film 25, "A Vet's Life Rebuilt" was recently nominated for an Emmy for the Capital Emmys district!

SIXTY-FOURTH
EMMY
AWARDS

NOMINEE

"A VET'S LIFE REBUILT"

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
NATIONAL CAPITAL CHESAPEAKE BAY CHAPTER



WE ARE ★ THE MIGHTY

TASK & PURPOSE

THE ★ WARZONE

Let's Go.

MILITARY ★ INFLUENCER

the
FIGHTER PILOT
PODCAST™

 MilSpouseFest

digital-first
**Recurrent is a media
company made of
award-winning
brands that foster
generations of makers,
doers, and builders.**

60M+

Engaged
Enthusiasts

8M+

YouTube
Subscribers



38M+

Social Followers

