



# *The Flagship*®

## 2026 MEDIA KIT



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Virginia Media is the proud publisher of the official U.S. Navy newspaper for Hampton Roads. As the trusted partner of the active military community, we are the authorized publisher of the on-base newspaper, The Flagship, and MilitaryNews.com.

## AUDIENCE & MILITARY STATS FOR HAMPTON ROADS

**61,431**

Readers in the  
past six months

**30,668**

Readers in the  
past week

**54%**

Male readership  
of The Flagship

**48%**

Are military  
households

**41%**

Are retired military  
households

**74%**

Own their home

**57.8**

Average age of  
The Flagship reader

SOURCE: SCARBOROUGH R2 2025, NORFOLK DMA.  
DEMOGRAPHICS ARE BASED ON AVERAGE-ISSUE (PAST WEEK) READERS

{ A RECESSION-PROOF CONSUMER MARKET,  
THE MILITARY PROVIDES NEARLY  
**1/3 OF ALL LOCAL JOBS**  
IN HAMPTON ROADS. }

## DISTRIBUTION & CIRCULATION

- 35,000 distributed weekly – 50x per year
- Distributed every Thursday to Hampton Roads Naval and Coast Guard installations as well as all Marine units stationed in the area
- Delivered to all Navy housing and piers
- Delivered to 500+ off-base locations & high traffic areas
- Available free to all active duty and civilian personnel, retirees and their families

# THE FLAGSHIP REACH

■ Hampton Roads is home to major military installations employing approximately 78,000 active-duty and reserve personnel and over 40,000 civilians

■ All five branches of the military have a presence here – US Navy, US Army, US Air Force, US Coast Guard and USMC

■ Headquarters Supreme Allied Commander Transformation (HQ SACT), located in Norfolk, is the only NATO command in North America

■ Over 200,000 retirees and veterans call Hampton Roads home



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2025 Military Spouse Awards  
**HEROES at HOME**

Behind every service member stands a spouse whose courage, sacrifice, and resilience help hold military families – and entire communities – together. The 2025 Heroes at Home finalists exemplify this strength. From organizing support networks and leading community programs to pursuing advanced education and championing mental health access, these spouses don't just endure the challenges of military life – they transform them into purpose.

Dawna Stowers, a Navy spouse of 19 years, has supported families across the country while raising her own, launching inclusive youth sports leagues, and advocating for mental health awareness.

Taylor Fountaine brings her creativity and heart to every endeavor – from homeschooling her children to leading community events and raising local organizations like Girl Scouts and 4-H.

**CHEVROLET** Hampton Roads Chevy Dealers

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## Heroes at Home: Military Spouse Awards

Founded by The Flagship Inc. in Norfolk, Virginia in 2005 Heroes at Home is a highly regarded, regional recognition event where military and civilians come together to honor all military nominated spouses. The Heroes at Home Military Spouse Appreciation and Awards recognizes spouses from all ranks and branches for their strength, sacrifices, volunteerism, and support for the military community.

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**NOMINEE**

**Eleanor Finney**

- Active duty spouse: Austin Finney, US Navy
- Base/Installation where spouse is stationed: Naval Station Norfolk
- Duty station unit: USS Zumwalt
- Number of years as a military spouse: 7
- Number of PCS moves: 4
- Number of deployments: 1

**How do you balance family/work/military life?**

Balance? That word still makes me laugh. Let's be real, it's not balance. It's divinely guided chaos. I still run on massive amounts of coffee, an abundance of grace, and a whole lot of Jesus. From the outside, it might look like I'm juggling it all with ease, but those closest to me know it's more like organized surrender.

The sum of parts, and every one of our children has special needs. I homeschool them while working full-time, running my own business, and pursuing my master's in disability ministry. I'm a military spouse, which means my life is basically one big lesson working toward my master's to become a chaplain. We are also a full-time resident of a Google Campus.

Over the last few years, my life has been marked by both miracles and heartbreak. I've received multiple miscarriages, experienced a heart attack, endured a complicated pregnancy and undergone multiple hours of surgery. I've been an incubator-dependent at just 32. I've lived with a service dog and require accommodations whenever I go to bed. But my faith has kept me going, and I'm still going.

In the middle of all this, I've had just two God agains and again. I completed my degree from Liberty University, building a dream to offer free, faith-based mental health support to the community I love. I've moved to full-time ministry and now lead Deafenders of Business Military Ministry, where we offer by counseling and mental health support to military families. In 2024, we also launched Operation Faith, a digital mental health support initiative with clergy. God has been so good to me, and I've learned to lean into the idea of "leaning" because military life guarantees that no plan stays untouched. So yes, I usually have a Plan A, B, and C, and sometimes all the way to Plan Z.

The truth is, what keeps me grounded is staying connected to God, to community, and to my calling. I pray constantly, I seek God's direction in every season, I show up for my local church, I stay clear with long-distance friends, and I ask for help when I need it, which is often. That's not weakness. That's wisdom. I ask for help when I need it. Balance, for me, isn't doing it all. It's learning to say no to what matters most, and trusting God with the rest.

**Tell us briefly about your military spouse background.**

Our military journey began long before the surface, though prayer and surrender. When Austin and I got married, he had a son from a previous relationship. Two years later, through a whirlwind of unexpected events and God's timing, we were granted full custody. Almost overnight, we became a family of five with the addition of our now little boys. Just weeks later, after a great deal of prayer and consideration, Austin enlisted in the Navy, and we packed up and headed to Illinois following his commission.

Our first duty station, Great Lakes, was a whirlwind. In just a few months, we faced a break of my pregnancy, then a stillborn, complications with adoption, and the heart-wrenching spiral of depression. I had to learn to support a spouse who was not only a dad but also a mom, and a community of support groups that were not only a dad but also a mom. I had to learn to support a spouse who was not only a dad but also a mom. I had to learn to support a spouse who was not only a dad but also a mom.

That was when everything shifted. I began connecting with the base and local organizations, creating the very first military spouse network for new sailor families, using digital tools to fill the gaps I saw everywhere around me. That effort planted the seed for something much larger.

Just five months later, our family was split again. Austin moved to Virginia for training.

**FAVORITE QUOTE**

Perhaps you were born for this.

## POST-IT NOTE FRONT COVER STICKER

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**The Flagship**

**IN THIS ISSUE**

**ROSS holds change of command ceremony**

Cmdr. Pia Cross, relieved Cmdr. Vincent Simonson as the commanding officer in charge of the 12th Fleet, Group 1, Group 2, Group 3, Group 4, Group 5, Group 6, Group 7, Group 8, Group 9, Group 10, Group 11, Group 12, Group 13, Group 14, Group 15, Group 16, Group 17, Group 18, Group 19, Group 20, Group 21, Group 22, Group 23, Group 24, Group 25, Group 26, Group 27, Group 28, Group 29, Group 30, Group 31, Group 32, Group 33, Group 34, Group 35, Group 36, Group 37, Group 38, Group 39, Group 40, Group 41, Group 42, Group 43, Group 44, Group 45, Group 46, Group 47, Group 48, Group 49, Group 50, Group 51, Group 52, Group 53, Group 54, Group 55, Group 56, Group 57, Group 58, Group 59, Group 60, Group 61, Group 62, Group 63, Group 64, Group 65, Group 66, Group 67, Group 68, Group 69, Group 70, Group 71, Group 72, Group 73, Group 74, Group 75, Group 76, Group 77, Group 78, Group 79, Group 80, Group 81, Group 82, Group 83, Group 84, Group 85, Group 86, Group 87, Group 88, Group 89, Group 90, Group 91, Group 92, Group 93, Group 94, Group 95, Group 96, Group 97, Group 98, Group 99, Group 100.

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The Flagship photo class gallery reveals the USS Truxtun (DDG-57) in Norfolk, Va., March 19, 2025. Truxtun is a guided missile destroyer. Commander, U.S. 2nd Fleet, and the ship's crew are ready to deter and defeat potential adversaries, defend maritime interests of North America and Europe, and strengthen the ability to operate with allies and partners in competition and conflict. **U.S. NAVY PHOTO BY MICHAEL WHITE**

## USS Truxtun deploys from Naval Station Norfolk

By Lt. Michael White

NORFOLK, Va. — The Arleigh Burke-class guided missile destroyer USS Truxtun (DDG-57) departed Naval Station Norfolk for a scheduled independent deployment today.

The ship's departure comes after months of training, maintenance, and certification events, which ultimately prepared the ship for a multitude of operations. Ultimately, ensuring the ship's ability to detect and counter threats when directed.

"Being ready to fight and win isn't just a goal, it's a way of life for Truxtun Sailors. This crew is committed to their purpose and dedication to the ship's fighting readiness and technical proficiency," said

Comdr. James Koff, Truxtun's commanding officer. "We could have done more, but we performed to the highest standards of excellence, providing sustained credible combat power and remaining a ready force for taking on whatever was called upon around the globe."

Truxtun, stationed in Norfolk, Va., is a multi-mission guided missile destroyer with air warfare, anti-submarine warfare, and surface warfare capabilities. The ship's company includes approximately 200 sailors, with an additional 400 embarked air wing personnel assigned to the "Viper" F-35 fighter jet. The ship's company includes approximately 200 sailors, with an additional 400 embarked air wing personnel assigned to the "Viper" F-35 fighter jet.

Truxtun will deliver when called upon," said Vice Adm. Doug Perry, commander, U.S. 2nd Fleet. "These Sailors are adaptable, and they have brought their top-down and challenge threats against our nation, allies and partners."

George F.W. Bush, Carrier Battle Group. During this time, the ship operated in U.S. 5th and 6th Fleet areas of operations and participated in Exercise ABMAK, Exercise Jointer Op 21.2, and International Maritime Exercise 2025.

"Our Navy, our crew, and our ship combine to make the U.S. a capable force," said Perry. "For 200 years, the Navy has been a force to be reckoned with, and we stand ready to fight. I am confident in Truxtun delivering when called upon."

Truxtun was commissioned on April 25, 2008. The ship is named for the Commodore Thomas Truxtun, who was selected as one of the Navy's 100 most influential figures in U.S. 2nd Fleet, reestablished in 2018 in response to the changing global security environment, develops and employs maritime ready forces to fight across multiple domains in the Atlantic and Arctic to deter, secure, access, deter aggression and defend U.S. allies and partner interests.

For more U.S. 2nd Fleet news and photos, visit [www.2ndfleet.mil](https://www.2ndfleet.mil), X: @US2ndFleet, and <https://www.2ndfleet.mil/comms/communit/e-2nd-fleet>.

## NAVSTA Norfolk hosts annual March Madness 5K

By Vanessa Semon Kys Robinson

NORFOLK, Va. — Naval Station (NAVSTA) Norfolk's Marine, Warfare and Recreation (MWR) hosted its fourth annual March Madness 5K event at Vista Point on March 7, 2025.

"This month, MWR's fitness coordinator, started their annual March Madness 5K series in 2021 for participants from across the base to come together for a fun and motivating run. The event allowed for faster camaraderie, morale, and physical fitness among Sailors, their families, retirees and base personnel."

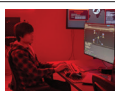
"The one thing about the MWR fitness program is it's a free resource. I don't think a lot of Sailors know that firsthand," Smith explained. "One is, you have to go to participate in 5K events, but the best way to encourage active-duty members, their dependents, and retirees is to offer free

resources like these 5Ks. They are meant to build morale and provide relief around the busy schedule of working and home life."

The March Madness 5K is a fun, fast-paced run, with new and familiar faces cheering up for the annual event. Smith noted, "I've seen new faces come along each year, and that's what has given me more time."

Staff and volunteers began setting up for the event at 0600 a.m., preparing refreshments, an inflatable finish line, and race bibs for participants. At 0730 a.m., the race started at Vista Point.

NAVSTA Norfolk hosts its 4th Annual March Madness 5K on March 7 at Vista Point, with over 200 participants. The event is organized by the Naval Station Norfolk Recreation Program. **U.S. NAVY PHOTO BY VANESSA SEMON KYS ROBINSON**



**NAVFAC hacks with NATO**  
NAVFAC's Cyber Operations Center (COC) is a key part of the Navy's cyber defense. The COC is responsible for detecting, analyzing, and responding to cyber threats. The COC is a key part of the Navy's cyber defense.

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- **Color ads:** CMYK
- **Resolution:** 200dpi for newsprint; 300 dpi for glossy
- **Maximum ink density:** 240%  
*On the darkest area of the ad, add up the percentages of CMYK used for your total ink density*
- **Black ink:** On newsprint, all blacks must be on the black plate ONLY. Please do not create a process black. Due to the printing process, registration problems may occur causing unfavorable results.
- **Fonts:** All fonts must be embedded or converted to outlines. We cannot download your fonts
- **Bleed:** Broadsheet ad sizes do not bleed.

# AD DEADLINES

**Publication Day:** Thursday

**Ad Scheduling & Material Deadline:** Tuesday @ 4 p.m.  
(9 days prior to publication date)

**Ad Submission Deadline:** Tuesday @ 1 p.m.  
(9 days prior to publication date)

# BROADSHEET AD SIZES (6-COLUMN FORMAT)

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10.32" H

## 1/8 PAGE

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X  
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# 2026 ADVERTISING RATES

(RATES SUBJECT TO CHANGE)

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|----------------------------------------------------------------------------------------|---------|--------------------|---------------------|---------------------|-----------------------|-----------------------|
| Full Page                                                                              | \$3,300 | \$3,100            | \$2,900             | \$2,700             | \$2,500               | \$2,300               |
| Half Page                                                                              | \$1,700 | \$1,600            | \$1,500             | \$1,400             | \$1,300               | \$1,200               |
| 1/4 Page                                                                               | \$850   | \$800              | \$750               | \$700               | \$650                 | \$600                 |
| 1/8 Page                                                                               | \$650   | \$600              | \$550               | \$500               | \$450                 | \$400                 |
| Back Page<br><i>Guaranteed position, full page</i>                                     | \$4,500 | \$4,200            | \$3,900             | \$3,600             | \$3,300               | \$3,000               |
| Front Page Strip<br><i>Available ONLY on Quarterdeck and On Liberty section covers</i> | \$850   | \$800              | \$750               | \$700               | \$650                 | \$600                 |

## PRE-PRINTED INSERT RATES (flat net rates)

|                | OPEN    |
|----------------|---------|
| Card           | \$1,540 |
| 4-8 Page Tab   | \$1,645 |
| 12-16 Page Tab | \$1,750 |
| 20-24 Page Tab | \$1,820 |
| 28-32 Page Tab | \$1,960 |
| 36-40 Page Tab | \$2,065 |

▪ Rates are not agency commissionable.



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- 15% discount for 26x frequency commitment.
- 10% discount for 13x frequency commitment.
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- All amounts are billed net to publisher and are due within 15 days.
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- Space ordered and not used or canceled after deadline will be billed 25% of the cost of the space ordered.

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- An additional \$25 will be applied to all display ads enhancing your search visibility by creating a digital version of your ad and optimizing it to be found on search engines, across all digital platforms. Each ad will be maintained on the militarynews.com site for 30 days.