



## Life Through the *LGBTQ Lens*

### ABOUT METROSOURCE

#### WHY *Metrosource*?

*Metrosource* reaches the affluent, active, and loyal LGBTQ community. Combining a broad national presence with dominance in NYC and LA, *Metrosource* delivers one of the largest reaches of any LGBTQ media company. Our audience looks to *Metrosource* to recommend the brands, destinations, and service providers that stand by our community.

#### WHAT is our content?

*Metrosource* features the best in entertainment, travel, community events, wellness, and more for the LGBTQ community. The world's most intriguing celebrities – both LGBTQ people and allies – make their voices heard throughout our media.

#### WHO is reading *Metrosource*?

*Metrosource* readers are active LGBTQ influencers. 64% of our readers are highly likely to take action as a result of reading *Metrosource*, and 27% make a purchase after reading.

#### HOW do readers find us?

*Metrosource* readers have been reading us in print for over 28 years. Through *Metrosource.com*, they can come to us online to search for information, events, and LGBTQ-friendly businesses. *MetroEspresso* – our weekly email newsletter – features can't-miss activities, must-know info, and a touch of fun.

Source: Oct. 2018 Custom GfK/MRI Insert Study





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### FEATURES AND BENEFITS

OF ADVERTISING IN METROSOURCE

#### FEATURES

#### BENEFITS

##### **#1 LGBTQ PUBLICATION** in

regional NY/LA markets.

- Offers advertisers **National or Regional NY/LA buys.**
- **One of the top 2 largest LGBTQ publications nationally,** #1 in NY/LA markets with regional editions.

##### **LONGEST SHELF LIFE**

in the Industry

- Each issue is out for two months.
- A **six-time frequency** ensures advertising messages reach the LGBTQ community for an entire year.

##### **LGBTQ TARGET MARKET**

- **83% of readers are highly or somewhat likely to patronize companies that support the community.**

##### Affluent, active audience that are both **HIGHLY ENGAGED AND AVID CONSUMERS**

- **64% of readers take an action as a result of reading *Metrosource*.**
- 85% drink alcohol at least once per week.

##### Targeted, **CONTROLLED DISTRIBUTION** of over 125,000 copies per issue

- Controlled distribution in LGBTQ-friendly retailers, businesses, community organizations, fundraisers, and events to ensure high demand – this is verified by the Alliance for Audited Media (AAM).
- Over 59% of the *Metrosource* audience does not read the top competitive LGBTQ publication, creating an **opportunity for substantial unduplicated LGBTQ reach.**

Sources: AAM Study ended 12/31/17  
October 2018 Custom GfK/MRI Insert Study



## Life Through the *LGBTQ* Lens

### METROSOURCE AT A GLANCE

#### DEMOGRAPHICS AND READER HABITS

*Metrosource* readers are active, affluent, and educated professionals.

By advertising in *Metrosource*, you ensure that your message will reach targeted, loyal consumers who appreciate your support of the LGBTQ community.

#### GENDER

Male	90%
Female	8%
Trans.	2%

#### AGE

Median Age	49
18–21	Less than 1%
21–24	5.1%
25–34	14%
35–44	17%
45–54	22%

#### EDUCATION

Any college	97%
Postgraduate Degree	36%

#### INCOME

Median HHI	\$113,235
Mean HHI	\$142,698
\$75k	59%
\$100k	49%
\$200k	18.6%

#### LIFESTYLE

Own or lease an automobile	72%
Drink alcohol	85%
Interacted with <i>Metrosource</i> via Social Media	61.5%

#### TRAVEL

Average number of trips taken in the U.S. in last 12 months	6.2
Average number of trips outside the U.S. in last 3 years	3.2
Have taken a round-trip business flight in US within the U.S. in last 12 months	42.5%
Have taken a round-trip flight for vacation within the U.S. in last 12 months	76.5%
International travel for vacation in last 3 years	85%
International travel for business in last 3 years	23.6%

#### LOYALTY

Read 3–4 of last 4 issues	68.3%
Readers per copy	3
Took any action as a result of reading <i>Metrosource</i>	64.1%

Source: October 2018 Custom GfK/MRI Insert Study





## Life Through the LGBTQ Lens

# METROSOURCE EDITORIAL CALENDAR 2019

## THEMES



### FEBRUARY/MARCH: THE ENTERTAINMENT ISSUE

There's a chill in the air, but the world of entertainment is heating up with fresh TV and cinemas full of awards-season buzz. Plus, we've got suggestions to make Valentine's Day sizzle.



### APRIL/MAY: THE TRAVEL ISSUE

Visit destinations that offer something special, from serene island escapes to bustling metropolitan wonderlands, including can't-miss hotspots that cater to LGBTQ travelers.



### JUNE/JULY: THE WORLDPRIDE ISSUE

Always our biggest issue of the year, this time it's even more special as our global community converges in NYC to celebrate WorldPride and the historic 50th Anniversary of Stonewall.



### AUGUST/SEPTEMBER: THE WELLNESS ISSUE

Get on track toward physical and mental health with advice on diet, exercise, medical care and more — along with profiles of people who are redefining wellness for the 21st century.



### OCTOBER/NOVEMBER: THE INDULGENCE ISSUE

It's our ultimate guide to partying like a millionaire, looking like a celebrity, strutting through life like a socialite and seeing the world in high style.



### DECEMBER/JANUARY: HOLIDAY AND PEOPLE WE LOVE

Celebrate the holiday season with our great gift guide and tips on pampering pets, and join us in toasting the New Year with our annual salute to people who are making a difference.

### NEW for May 2019: Metrosource **WORLDPRIDE CITY GUIDE** \*

In 2019, NYC is hosting WorldPride — the world's largest international LGBTQ pride celebration. With over 3 Million visitors expected, our exclusive guide will highlight the must-attend events as well as all of the incredible hotels, restaurants, and activities New York City offers.

## IN EVERY ISSUE

<b>METROSCOPE</b>	Find out what's popping in culture with our signature roundup of upcoming art, events, parties, entertainment, shopping, television and all the fabulous that's fit to print.
<b>CELEBRITIES</b>	Get up close and personal with notable members of the LGBTQ community and our allies.
<b>REVIEWS</b>	What should be on your screen, on your playlist and on your coffee table.
<b>TRAVEL</b>	Spectacular places where members of our community are welcomed with open arms.
<b>HEALTH</b>	Timely advice on staying fit, finding personal balance, and receiving effective, respectful medical care.
<b>FINANCE</b>	Common sense advice on a wide array of money matters through the LGBTQ lens.

\* WorldPride City Guide will be a digest size.



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**NEW FOR MAY 2019**

### **METROSOURCE** **WORLDPRIDE** CITY GUIDE

50 years ago in 1979, the Stonewall Riots launched **a movement that transformed lives and set the LGBTQ community on a path to equality.** While the fight is far from won, this momentous occasion is being marked with the **biggest pride celebration in the world: WORLDPRIDE.**

**With over 3 Million visitors expected, our exclusive Metrosource WorldPride CITY GUIDE will highlight the must-attend events as well as all of the incredible hotels, restaurants, and activities New York City offers across print, digital, social, email, and more.**



FEATURING:\*

- **HOTELS YOU'LL LOVE** – Our list of the most fabulous hotels the city has to offer.
- **PHENOMENAL FOOD** – A comprehensive guide to the best restaurants at all price points.
- **ATTRACTIVE ATTRACTIONS** – Off-the-beaten-path attractions that our guests won't want to miss.
- **THE GREAT WHITE WAY (AND BEYOND)** – The must-see shows on and off Broadway.
- **LOOK YOUR BEST** – Shopping destinations where you will find that last minute outfit for the amazing party your new friends invited you to last night.

\*All content is in development and is subject to change





Photo by Fangcrave on Unsplash

## Life Through the *LGBTQ* Lens

### PRINT PUBLISHING SCHEDULE 2019

ISSUE	AD RESERVATION	MATERIALS DUE	ON SALE
DEC/JAN 2018-2019	10/17/18	10/23/18	11/19/18
FEB/MAR 2019	12/12/18	12/18/18	01/17/19
APR/MAY 2019	02/06/19	02/14/19	03/04/19
Metrosource WORLDPRIDE CITY GUIDE*	03/25/19	04/01/19	05/01/19
JUN/JUL 2019	04/17/19	04/23/19	05/13/19
AUG/SEPT 2019	06/28/19	07/03/19	07/22/19
OCT/NOV 2019	08/16/19	08/22/19	09/09/19
DEC/JAN 2019 - 2020	10/18/19	10/24/19	11/11/19

\*WorldPride City Guide will be a digest size and dates are subject to change

### PRINT SPECS

#### FULL PAGE

Page Trim 8" (W) X 10.5" (H)

Full Page with Bleed 8.375" (W) X 10.875" (H)

(Bleeds should be .1875" on each side)

Live Area (Safe for type) 7.25" (W) X 9.75" (H)

#### TWO-THIRDS PAGE

Vertical 4.75" (W) X 9.625" (H)

#### HALF PAGE

Vertical 4.75" (W) X 7.25" (H)

Horizontal 7.25" (W) X 4.75" (H)

#### ONE-THIRD PAGE

Vertical 2.25" (W) X 9.625" (H)

Horizontal 4.75" (W) X 4.75" (H)

#### ONE-QUARTER PAGE

Vertical 2.25" (W) X 7.25" (H)

Horizontal 7.25" (W) X 2.25" (H)

#### LOCAL ONLY

##### ONE-SIXTH PAGE

Vertical 2.25" (W) x 4.75" (H)

Horizontal 4.75" (W) x 2.25" (H)

##### ONE-TWELFTH PAGE

Square 2.25" (W) x 2.25" (H)

#### ACCEPTED FILE FORMATS

We can only accept high-res PDFs.

#### GUIDELINES

Please follow these guidelines or the ad will fail our preflight check and be sent back to you for correction:

- All transparencies must be flattened.
- All fonts must be embedded or converted to outlines.
- All images must be CMYK (for 4-color ads) or GRAYSCALE (for black & white ads).
- All images must be 300 dpi.
- The PDF size must match the ad size exactly.

(In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11")

Full page ads that bleed must include trim lines set to 8" wide x 10.5" high and should bleed .1875" in each direction.)

#### SENDING US YOUR AD

production@metrosource.com  
(Stuff file if over 2 MB.)

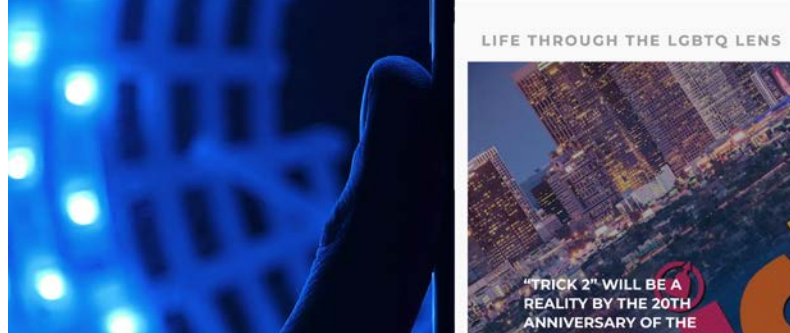


Photo by Youssef Sarhan on Unsplash

## Life Through the **LGBTQ Lens**

## METROSOURCE DIGITAL OPPORTUNITIES

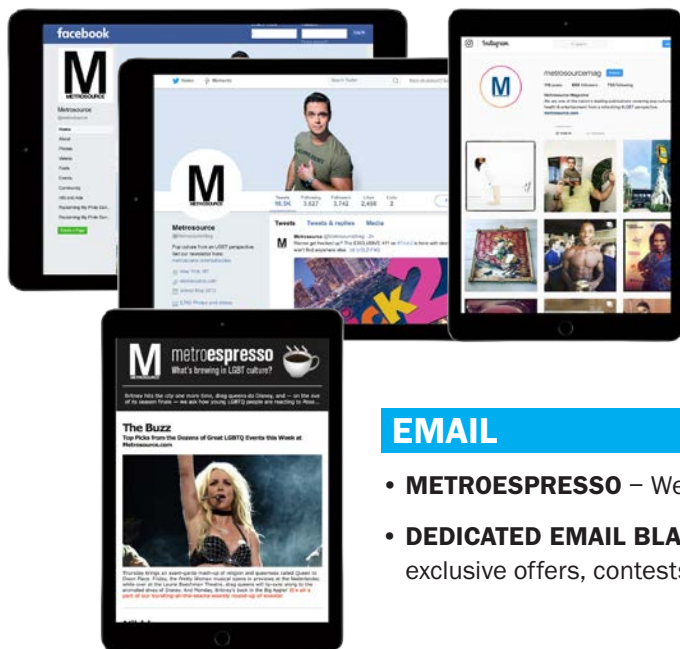
Metrosource offers a robust portfolio of digital products where audiences discover **Life Through the LGBTQ Lens**. All digital programs may be **customized to suit your brand's needs**.

### METROSOURCE.COM



- **RESOURCES** - The most **comprehensive directory of LGBTQ-friendly businesses and service providers** that is easily searchable by type of business, location, and more.
- **FEATURED ARTICLES** - **Engaging content** around Lifestyle, Entertainment, Wellness, Travel, Art, Gay Voices, and more.
- **EVENTS** - Listings of all the **can't-miss events each week**, including curated selections from our editorial team.
- **CONTENT MARKETING** - Sponsored posts to **highlight products and services** that make LGBTQ lives better.

- **RECLAIMING MY PRIDE** - Our signature **Pride program** that highlights emerging and established artists within the pillars of community, creativity, and charity.



### SOCIAL

- **FACEBOOK** ([facebook.com/metrosource/](https://facebook.com/metrosource/))  
Shared timely and relevant content that draws visitors in from across the spectrum.
- **TWITTER** ([twitter.com/metrosourcemag](https://twitter.com/metrosourcemag))  
Conversation starting content that engages audiences to like and retweet.
- **INSTAGRAM** ([instagram.com/metrosourcemag/](https://instagram.com/metrosourcemag/))  
The visual treats we see throughout the city on a daily basis.

### EMAIL

- **METROESPRESSO** – Weekly updates on the best events, pop culture, special offers, and more.
- **DEDICATED EMAIL BLASTS** – Sponsored blasts from our partners on topics of interest, exclusive offers, contests, and more.



## Life Through the **LGBTQ** Lens

### **METROSOURCE EVENTS 2019**

*Metrosource* hosts 2 annual events which bring together our community in a spirit of celebration — ideal opportunities to grab the attention of affluent, active and engaged LGBTQ audiences and supporters in festive environments.



#### **RECLAIMING MY PRIDE (JUNE 2019)**



In the spirit of Community, Creativity, and Charity, ***Metrosource* honors the emerging and established community artists** who were named finalists in our Reclaiming My Pride art contest. In 2019, the program will be bigger and better than ever, as we celebrate WorldPride and invite prominent LGBTQ people and allies to experience Pride in a chic, welcoming environment that only *Metrosource* delivers. It's the **perfect opportunity for your brand to spotlight its commitment to the LGBTQ community while participating in our biggest issue of the year: Pride.**

Sponsorship packages include exclusive event activations, print, digital, social, email, and video opportunities.

#### **PEOPLE WE LOVE (JANUARY 2019)**



As the world welcomes the magic of the season, we'll gather some of our favorite people to share the fun of our annual People We Love Issue — along with delicious nibbles, festive drinks, and gifts from some of our favorite advertising partners — a perfect time to invite our audience to keep your business in mind while honoring some of the most influential members of the community and checking off their holiday gift lists.

***Metrosource* offers dynamic sponsorship packages** that include visibility for your brand through in-book event coverage, digital event promotion, online announcements, on-site signage, and the chance to connect one-on-one with attendees with an exclusive on-site activation.

#### **PARTNERSHIP EVENTS**

*Metrosource* enthusiastically **supports organizations serving the LGBTQ community.** Here are some organizations & events that *Metrosource* endorses and helps make successful:

- NYC PrideFest, Pier Dance, and VIP Galas
- RuPaul's Drag Con NYC
- Live Out Loud's annual Trailblazers Gala
- Brooklyn Academy of Music - Gay Pride - signature EveryBooty Event
- Newfest Film Festival
- Ali Forney Center Oasis
- American Cancer Society's Come Out Against Cancer
- Alliance for Positive Change Best in Drag
- OutRight Action International Celebration of Courage
- Point Foundation National Conference
- NGLCC International Business & Leadership Conference