



The Lifestyle Brand for a Healthy Life

ABOUT METROSOURCE

WHAT is Metrosource?

Metrosource is a media brand for the LGBTQ community that reaches audiences via a lifestyle magazine, website, email newsletter, and social media channels, with a special emphasis on health and fitness. Metrosource.com features a dedicated health section with original content serving the LGBTQ community.

#1 magazine in regional markets • 125,000+ copies per issue

WHAT do we cover?

Across health, fitness, entertainment, design, travel, gadgets, technology, and more, Metrosource is the LGBTQ community's voice for looking at **life through the LGBTQ lens**.

Health related editorial includes fitness trends, well-being, diet, grooming, staying fit, preventative care, HIV, and other health challenges.

WHAT makes Metrosource different?

For over 28 years, Metrosource has maintained a brand safe environment, free of both sexually explicit advertising and editorial. Our loyal readership supports the businesses and services that support our community.

WHAT are the major Metrosource markets? New York, Los Angeles, Boston, Washington, D.C., San Francisco, Chicago, Dallas, and Houston.

Metrosource is audited by AAM/ABC





Photo by Peter Hershey on Unsplash

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METROSOURCE HEALTH & HIV

EDITORIAL

Metrosource covers a wide variety of health-related topics, especially those of particular importance to the LGBTQ community, including:

- **FITNESS TRENDS** for those working out at the gym or at home.
- **EXERCISE RECOMMENDATIONS** to help readers achieve specific goals.
- **DIET AND NUTRITION** advice, including tips for losing weight, gaining muscle and general wellness.
- **GROOMING** tips to keep readers looking as good as they feel.
- The ins and outs of cosmetic **PROCEDURES**.
- Addressing **SEASONAL CONDITIONS** such as colds, allergies, sun damage — and help in identifying and dealing with more chronic conditions.

Metrosource has shown a **strong commitment to serving HIV-positive people**, in particular through our MetroHIV section. Since 2007, MetroHIV has been *Metrosource's* dedicated series of content, designed to be of particular interest to people living with the virus. MetroHIV runs in every issue, focusing on:

- **TREATMENT** options, including medications, and caring for the whole person — mind, body and spirit.
- **CHARITY** events raising essential money to fund services for people living with HIV and research that may lead to a cure.
- **DEVELOPMENTS** in science's understanding of HIV, including new treatments and attempts to develop an effective vaccine.
- **CULTURAL TOUCHSTONES**, such as highly visible HIV-positive people and works of art that address the disease.

LOCAL RESOURCES

Metrosource also includes unique directories of local physicians, therapists, dentists, personal trainers and non-profit organizations that readers turn to when they need health services.



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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.**

HIGHLY ENGAGED AND AVID CONSUMERS

Affluent, active audience that are both

- **64% of readers take an action and 27% make a purchase as a result of reading *MetroSource*.**
- 78% do not smoke traditional or electronic cigarettes.
- 49.4% have had an HIV test within the past 12 months.
- MetroSource readers get tested for HIV an average of 2 times every 12 months.

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





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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		LIFESTYLE	
Male	90%	Own or lease an automobile	72%
Female	8%	Drink alcohol	85%
Trans.	2%	Interacted with <i>Metrosource</i> via Social Media	61.5%
AGE		TRAVEL	
Median Age	49	Average number of trips taken in the U.S. in last 12 months	6.2
18–21	Less than 1%	Average number of trips outside the U.S. in last 3 years	3.2
21–24	5.1%	Have taken a round-trip business flight in US within the U.S. in last 12 months	42.5%
25–34	14%	Have taken a round-trip flight for vacation within the U.S. in last 12 months	76.5%
35–44	17%	International travel for vacation in last 3 years	85%
45–54	22%	International travel for business in last 3 years	23.6%
EDUCATION		LOYALTY	
Any college	97%	Read 3–4 of last 4 issues	68.3%
Postgraduate Degree	36%	Readers per copy	3
INCOME		Took any action as a result of reading <i>Metrosource</i>	64.1%
Median HHI	\$113,235		
Mean HHI	\$142,698		
\$75k	59%		
\$100k	49%		
\$200k	18.6%		

Source: October 2018 Custom GfK/MRI Insert Study



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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

METROSCOPE	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.
CELEBRITIES	Get up close and personal with notable members of the LGBTQ community and our allies.
REVIEWS	What should be on your screen, on your playlist and on your coffee table.
TRAVEL	Spectacular places where members of our community are welcomed with open arms.
HEALTH	Timely advice on staying fit, finding personal balance, and receiving effective, respectful medical care.
FINANCE	Common sense advice on a wide array of money matters through the LGBTQ lens.

* WorldPride City Guide will be a digest size.

METROSOURCE MEDIA KIT 2019 | Life Through the LGBTQ Lens
metrosource.com





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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 Fancycrave on Unsplash

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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 (Bleeds should be .1875" on each side)	8.375" (W) X 10.875" (H)
Live Area (Safe for type)	7.25" (W) X 9.75" (H)

TWO-THIRDS PAGE

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



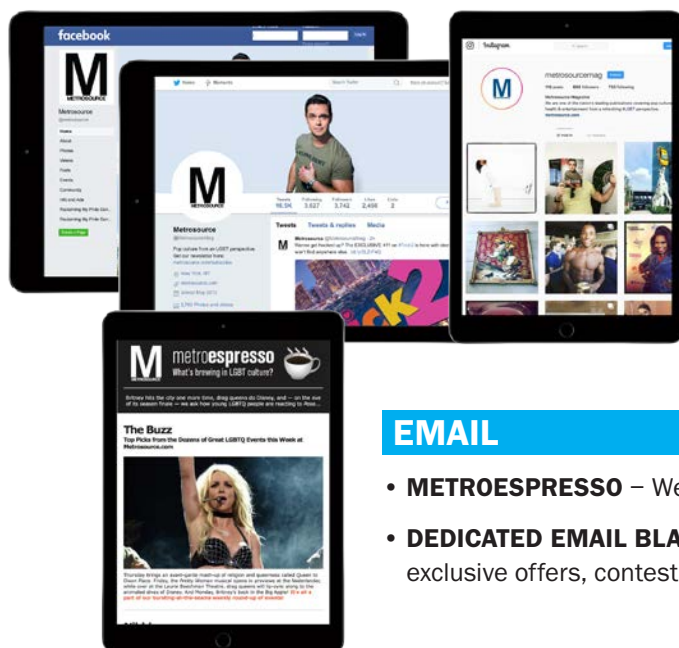
METROSOURCE DIGITAL OPPORTUNITIES

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/)
Shared timely and relevant content that draws visitors in from across the spectrum.
- **TWITTER** (twitter.com/metrosourcemag)
Conversation starting content that engages audiences to like and retweet.
- **INSTAGRAM** (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.



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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