



Metrosource: Reaching Metropolitan People Enjoying LGBTQ Life

Why *Metrosource*?

Metrosource provides a unique way to reach LGBTQ people—an affluent, active and loyal community. We deliver one of the largest reaches of any gay and lesbian media company, with a broad national presence and dominance in NYC and LA. Our audience looks to *Metrosource* to recommend the brands, destinations and service providers that stand by our community.

What is our content?

Metrosource publishes the best in entertainment, travel, community events, wellness and more for the LGBT community. This is why some of the world's most intriguing celebrities — both LGBTQ people and the open-minded individuals that support the gay community — make their voices heard through both our print and digital media.

Who is reading *Metrosource*?

Metrosource consumers are active LGBTQ people. Based on our GfK/MRI custom study, our readers enjoy three out of every four issues, and spend over an hour with each issue of the magazine. These readers are highly likely to take an action as a result of reading *Metrosource* — with 90% taking an action — and more than one-third (38%) making a purchase.

How do readers find us?

Metrosource readers have been reading us in print for over 25 years. Through *Metrosource.com*, they can come to us online to search for information, events, and LGBTQ-friendly businesses. *MetroEspresso* — our snappy weekly email newsletter announces can't-miss activities, must-know info and a touch of fun.



FEATURES AND BENEFITS OF ADVERTISING IN METROSOURCE

FEATURES

Top LGBT National Magazine and #1 publication in regional NY/LA Markets.
Longest Shelf Life in the Industry
Gay & Lesbian Target Market
Youthful, Active Audience that are both Highly Engaged and Avid Consumers
Targeted, Controlled Distribution

BENEFITS

- With our unique three edition model, *Metrosource* is the only LGBT publication able to offer advertisers either a national or regional NY/LA ad buy.
- *Metrosource* ranks as one of the top two largest LGBT publications nationally, and is #1 in the NY and LA markets with our regional editions, based on AAM.
- Each issue is out for eight weeks; readers keep them and refer to them again for the resources.
- A six-time advertising buy will ensure that the advertising message is saturating the gay community for an entire year.
- Audience has been proven to be brand-loyal; 87% of readers patronize companies that support the gay community.
- 27% of our audience make up the highly sought after 21–34 year old segment, and are frequent consumers of products and services.
- Readers are engaged, with 90% taking an action and 38% making a purchase as a result of reading *Metrosource*.
- Readers are high consumers of Clothing, Alcohol, Electronics, Automotive Products (at a rate greater than 2x that of Gfk/MRI adults).
- ...Airline Tickets, Hotel Reservations, Banking Services (more than 3x that of Gfk/MRI adults).
- ...Home Furnishing, Cooking, Prescription & Non Prescription Drugs, Household Appliances, Pet Products, Credit Cards (at a rate 4x that of Gfk/ MRI adults).
- *Metrosource* ensures that our print edition gets into the right hands through controlled distribution in gay-friendly retailers, businesses, community organizations, fundraisers and events.
- Through controlled circulation, *Metrosource* ensures that we are distributed in locations where the magazine is in high demand; also verified by the Alliance for Audited Media (AAM).
- Less than 42% of the *Metrosource* audience, reads the top two competitive national LGBT publications; thus with *Metrosource*, you will reach many members of the gay and lesbian community that you won't reach via competitors.



METROSOURCE AT A GLANCE

DEMOGRAPHICS AND READER HABITS

Metrosource readers are active, affluent and educated adults. By using *Metrosource* as your advertising vehicle, you will ensure that your message has reached the targeted, loyal consumer, who appreciates your support of the gay community.

GENDER

Male	88%
Female	12%

AGE

Median Age	44
Under 21 Less than	1%
21-24	19%
25-34	25%
35-44	21.3%
45-54	21.3%

EDUCATION

College or beyond	95%
Postgraduate Degree	32%

INCOME

Median HHI	\$89,000
Mean HHI	\$107,000
\$75k +	50%
\$100k +	38%
\$200k +	16.9%

ACTIVITIES

Readers spending \$10,000 or more on shopping	21%
Have a gym membership	49%
Own or lease an automobile	61%
Drink alcohol in last 6 months	83%

TRAVEL

Have taken a trip in the U.S. in last 12 months	93%
Have stayed in a hotel in last 12 months	82%
Traveled outside the U.S. in last 3 years	93%
Have taken a round-trip business flight in US within the U.S. in last 12 months	40%
Have taken a round-trip flight for vacation within the U.S. in last 12 months	65%
Foreign trips	53%

LOYALTY

Read 3-4 of last 4 issues	62.5%
Readers per copy	3.4
Made a purchase as a result of advertising seen in <i>Metrosource</i>	38%

Source: Feb 2015 GfK/MRI Insert Study



Metrosource Editorial Calendar 2018

THEMES

FEBRUARY/MARCH: THE ENTERTAINMENT ISSUE

With the new year bringing exciting new film, TV and books, readers turn to this issue to preview what's hot — and add spice to Valentine's Day celebrations.

APRIL/MAY: THE TRAVEL ISSUE

Gay and lesbian travelers want destinations that welcome them with open arms, so we offer options from fabulous international adventures to serene stateside escapes.

JUNE/JULY: THE PRIDE ISSUE

As nations around the world recognize LGBTQ Pride, *Metrosource* presents our biggest issue of the year, including colorful parties and parades that mark the occasion and reasons to be proud.

AUGUST/SEPTEMBER: THE WELLNESS ISSUE

The way to wellness is paved with the latest diet and exercise trends, advice on finding the best care and paths to achieving personal balance.

OCTOBER/NOVEMBER: THE INDULGENCE ISSUE

It's our ultimate deep dive into the finer things in life — attractive attire and accessories, decadent food and drink, great grooming recommendations, spectacular spa treatments, perfect parties and more.

DECEMBER/JANUARY: HOLIDAY

We help readers wow loved ones with our gift guide, pamper their furry friends with our annual salute to pets, toast people who made a difference in 2018 and make New Year's resolutions.

IN EVERY ISSUE

METROSCOPE - A pop culture collage of exciting events, upcoming entertainment, and more fabulous reasons for readers to mark their calendars.

CELEBRITIES - Unique conversations with high profile LGBTs and notable community allies.

REVIEWS - What we're watching, reading, listening to — and why.

TRAVEL - The best destinations, from bustling cities to places readers can get away from it all.

HEALTH - Expert advice on achieving fitness, both mental and physical.



Publishing Schedule 2018

Schedule

ISSUE	AD RESERVATION	MATERIALS DUE	ON SALE
Dec '17/Jan '18	10/18/17	10/24/17	11/13/17
Feb/Mar '18	12/08/17	12/14/17	01/03/18
Apr/May '18	02/07/18	02/13/18	03/05/18
June/July '18	04/18/18	04/24/18	05/14/18
Aug/Sep '18	06/20/18	06/26/18	07/16/18
Oct/Nov '18	08/15/18	08/21/18	09/10/18
Dec '18/Jan '19	10/17/18	10/23/18	11/12/18



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)

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)

Square: 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)

Submission Guidelines

Accepted file formats

We can accept only PDFs.

Submitting your ad as a PDF

PDFs allow for the highest quality printing of your ad. When submitting a PDF, you must follow these guidelines or the ad will fail our preflight check and be sent back to you for correction:

- All transparencies must be flattened. In Acrobat Professional, use Tools > Print Production > Transparency Flattening; In Illustrator, use Object > Flatten Transparency.
- 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.
- (Do NOT resample image in Photoshop if resizing file from an original resolution lower than 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

E MAIL – Send to: production@metrosource.com
(Stuff file if over 2 MB.)