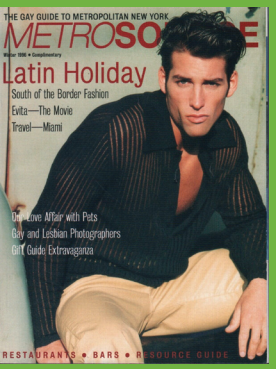
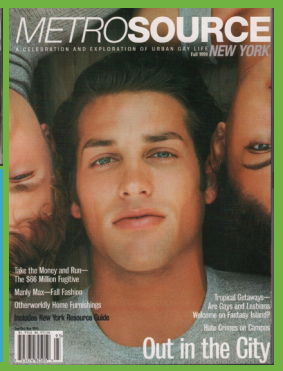
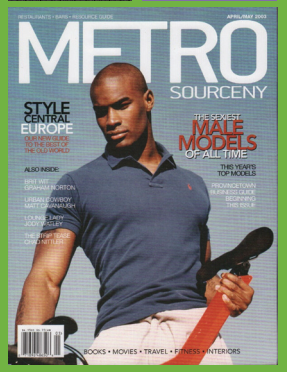






METROSOURCE

2021 MEDIA KIT

30 YEARS

2021 MEDIA KIT

METROSOURCE

ABOUT METROSOURCE

Metrosource is a media brand for the LGBTQ community that reaches audiences via a lifestyle magazine, website, email newsletter, podcast, events and social media channels.

WHAT

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

WHO

Metrosource readers are urban, affluent, loyal, and active LGBTQ influencers. Our audience looks to Metrosource to recommend the brands, destinations and service providers that stand by our community. 79% of Metrosource readers have made a conscience decision to make a purchase due to a company's LGBTQ outreach and advertising.

WHERE

The print publication has a nationwide presence, with the NY and LA regional editions holding the number one spot in their respective markets. Combining the magazines' print and online audiences, Metrosource delivers one of the largest reaches of any LGBTQ media company in the USA.

Source: Oct. 2018 Custom Gfk/MRI Insert Study

2021 MEDIA KIT

METROSOURCE

FEATURES AND BENEFITS

#1 LGBTQ Publication in regional NY/LA Markets

Offers advertisers National or Regional NY/LA buys.

One of the top two 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

Over $917 Billion in projected buying power of adult LGBTQ individuals.

84% of readers purchase from companies that support LGBTQ equality.

An Affluent, Active Audience that is both Highly Engaged and Avid Consumers

84% have purchased leisure travel.
75% drink alcohol.
47% of readers have six figure incomes.

Targeted, Controlled Distribution of over 125,000 copies per issue

Controlled distribution in LGBTQ-friendly retailers, businesses, community organization, fundraisers and events to ensure high demand. Over 59% of the Metrosource audience does not read the top competitive LGBTQ publication, creating an opportunity for substantial unduplicated LGBTQ reach.

Reach

Through print and digital media, Metrosource reaches over one million in the LGBTQ community.

Source: 14th Annual LGBTQ Community Survey, CMI June 2020; Custom Gkf/Insert Study, October 2018; AAM Study ended 12/31/2017

METROSOURCE AT A GLANCE

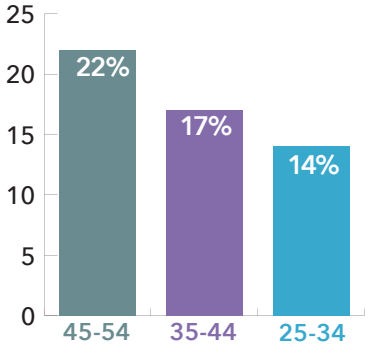
DEMOGRAPHICS AND READER HABITS

EDUCATION

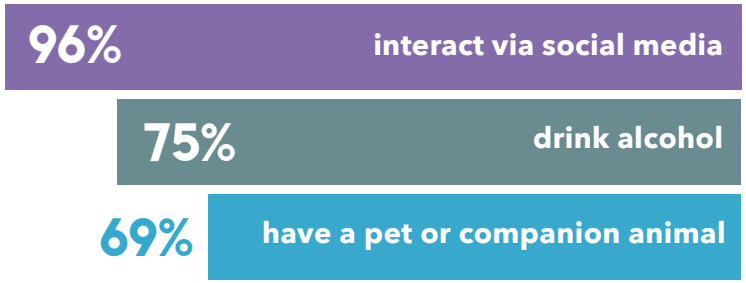
90%
any college degree

36%
post grad

AGE median age 49



LIFESTYLE



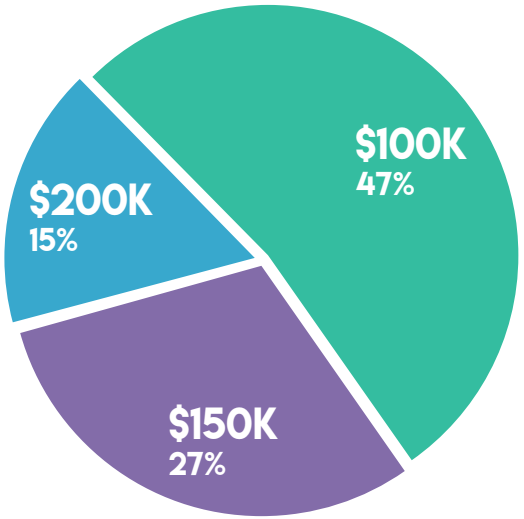
READERS WHO HAVE:

PURCHASED in the last 12 MONTHS:

- A hotel, resort or vacation rental property – **70%**
- Airplane ticket – **70%**
- Vacation of 4 nights or more – **61%**

READERS SAY:

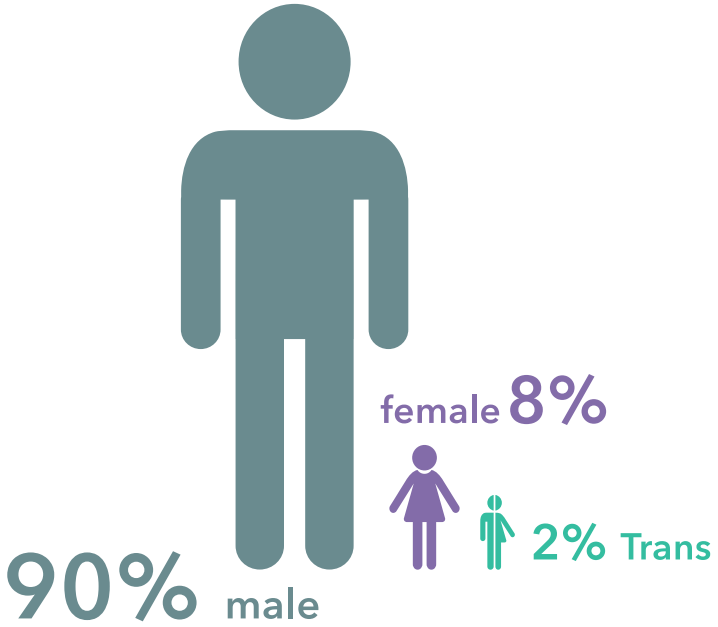
- Corporations supporting LGBTQ equality are more important than ever – **91%**
- They have made a conscience decision to purchase from companies that advertise in LGTBQ Media – **79%**



INCOME

Median HHI – $125k

GENDER



METROSOURCE

Source: 14th Annual LGBTQ Community Survey, CMI June 2020, January 2021 Custom GFK/MRI Study

#1 MAGAZINE IN REGIONAL MARKETS

ANALYTICS, DEMOGRAPHICS, AND READER HABITS

125K+ copies per issue

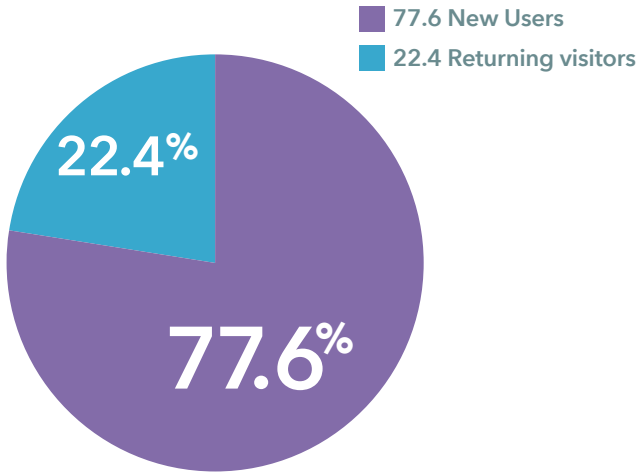
Metrosource readers are active, affluent, and educated professionals. By advertising in Metrosource, you ensure that your message will reach targeted, loyal consumers who appreciate your support of the LGBTQ community.

2020 WEBSITE VISITORS

Sessions	Page views	Unique visitors
1.6M	1.9M	848K

Monthly Sessions

133K



35K

4.2K

2.4K

85%
Interaction

75%
of online users are age 25–55

42+K
Social Media Followers

27+K
Email Subscribers

LOYALTY

86%
Took action as a result of reading Metrosource

68.3%
Read 3-4 of last 4 issues

3 READERS PER COPY

METROSOURCE

Source: January 2021 Custom GFK/MRI Study; Google Analytics

EDITORIAL CALENDAR 2021

FEBRUARY/MARCH
ENTERTAINMENT ISSUE

APRIL/MAY
TRAVEL ISSUE

JUNE/JULY
PRIDE ISSUE

AUGUST/SEPTEMBER
WELLNESS ISSUE

OCTOBER/NOVEMBER
INDULGENCE ISSUE

DECEMBER/JANUARY
HOLIDAY/PEOPLE WE LOVE

PRINT PUBLISHING SCHEDULE

ISSUE	AD RESERVATION	MATERIALS DUE	ON SALE
FEB/MAR 21	12/21/20	01/04/21	02/01/21
APR/MAY 21	02/25/21	03/04/21	04/01/21
JUN/JULY 21	04/27/21	05/04/21	06/01/21
AUG/SEPT 21	06/25/21	07/02/21	08/01/21
OCT/NOV 21	08/27/21	09/03/21	10/01/21
DEC/JAN 21/22	10/27/21	11/03/21	11/24/21

IN EVERY ISSUE

REVIEWS
What should be on your screen, on your playlist, and on your coffee table?

METROSCOPE
Find our what's popping in culture with our signature roundup of upcoming art, 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.

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.

METROSOURCE

2021 MEDIA KIT

METROSOURCE LOCAL PRINT RATES

Local Editorial Section

FREQUENCY	Open	3X	6X	12X
Full Page	4,500	4,100	3,700	3,500
Two Thirds	3,700	3,300	2,900	2,700
Half Page	3,000	2,700	2,400	2,200
One Third	2,300	2,100	1,900	1,800
One Quarter	1,925	1,775	1,625	1,550

PRINT SPECS

Full Page
Page Trim 8.375" (W) X 10.875" (H)
Full Page with Bleed
(Bleeds should be .25" on each side)
8.875" (W) X 11.375" (H)
Live Area 7.875" (W) X 10.375" (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)

PRINT SPECS

One-Sixth Page
Vertical 2.25" (W) X 4.75" (H)
Horizontal 4.75" (W) X 2.25" (H)

One-Twelft Page
Square 2.25" (W) x 2.25" (H)

Local Directory Rates

FREQUENCY	Open	3X	6X	12X
Full Page	3,500	3,300	3,100	3,000
Two Thirds	2,700	2,500	2,300	2,200
Half Page	2,200	2,000	1,800	1,700
One Third	1,600	1,400	1,200	1,100
One Quarter	1,175	1,025	825	750
One Sixth	790	730	670	630
One Twelfth	550	490	430	390

Digital Web Ad Rates

BASIC PROGRAM 100,000 impressions **$1,000**

LGBTQ STATEMENT 300,000 impressions **$3,000**

LGBTQ SITE DOMINANCE 500,000 impressions
$5,000 +Bonus Facebook Post

Digital Specs
300x250 mobile | 320x50 mobile | 728x90 desktop

METROSOURCE

All rates above are gross to recognized advertising agencies. Add 10% for bleed.

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.

WEBSITE

Comprehensive directory of LGBTQ -friendly businesses and service providers that is easily searchable by type of business, location, and more.

Engaging content around Lifestyle, Entertainment, Wellness, Travel, Art, Gay Voices, and more.

Newsworthy updates in 'The Lens' from our editorial team.

Current digital issues of Metrosource.

SOCIAL

Facebook – Shared timely and relevant content that draws visitors in from across the spectrum.

Twitter – Conversation starting content that engages audiences to like and retweet.

Instagram – The visual treats we see and enjoy.

PODCAST METROSOURCE MINIS

Short form audio and video podcast that features personalities from the LGBTQ world and beyond, hosted by on-air personality Alexander Rodriguez. Available on Metrosource.com, YouTube, Apple Podcasts, Spotify and iHeart Radio.

EMAIL

Bi-monthly updates on the current issue, events, pop culture, special offers, and more.

Dedicated Email Blasts - Sponsored blasts from our partners on topics of interest, exclusive offers, contests, and more.

METROSOURCE

METROSOURCE DIGITAL RATES

Sponsored Content

CONTENT

- Sponsored Article or Listicle on metrosource.com (800-900 words, various links and images)

1X ARTICLE		3X SERIES (P/X)	
Client Created	Metro Created	Client Created	Metro Created
$2,900	$3,400	$2,400	$2,900

Social Media

CONTENT

- Metrosource Facebook or Instagram Story (swipe-up link, up to 10 hashtags, one photo)

1X STORY		3X SERIES (P/X)	
Client Created	Metro Created	Client Created	Metro Created
$1,400	$1,900	$1,000	$1,500

CONTENT

- Metrosource Facebook, Twitter or Instagram Post (link, up to 10 hashtags, up to four photos)

1X POST		3X SERIES (P/X)	
Client Created	Metro Created	Client Created	Metro Created
$1,900	$2,400	$1,400	$1,900

E-Blast

CONTENT

- Metrosource Dedicated E-blast

$3,900	Client/Metro Created (3x maximum change/review)

CONTENT

- Metrosource Regular (non-dedicated) E-Newletter (250 words, one link and one image)

$1,400	Metro Created (1x maximum change/review)

Podcast

PACKAGE A	3X (P/X)	6X (P/X)
1. 30 Sec Commercial by Host 2. On Screen Graphics 3. Social Media Blast 4. Archived in permanence	$350	$300

PACKAGE B		
1. Includes Package A 2. Logo Placement on Promo Materials 3. Product placement in studio	$650	$600

PACKAGE C		
1. Includes Package A & B 2. Logo Placement on Recap Photo 3. On Screen Logo placement for entire show 4. "Sponsored" Segment	$950	$900

METROSOURCE

METROSOURCE EVENTS

Metrosource events 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. We look forward to being able to bring back in-person events soon.

People We Love METROSOURCE 21

As the world welcomes the magic of the season, we'll gather (digitally or in-person) with some of our favorite people to share the fun of our annual People We Love Issue. 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.

REPRESENTATIVE PARTNERSHIP EVENTS

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 Int. Business & Leadership Conference

METROSOURCE