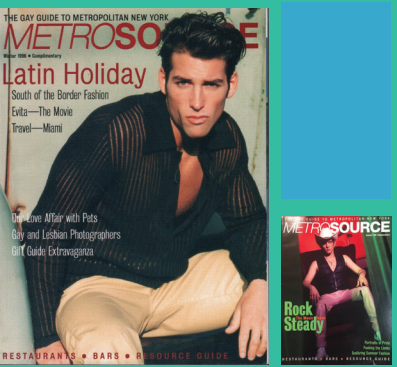


NA



M

METROSOURCE

34+ YEARS

2024 MEDIA KIT



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

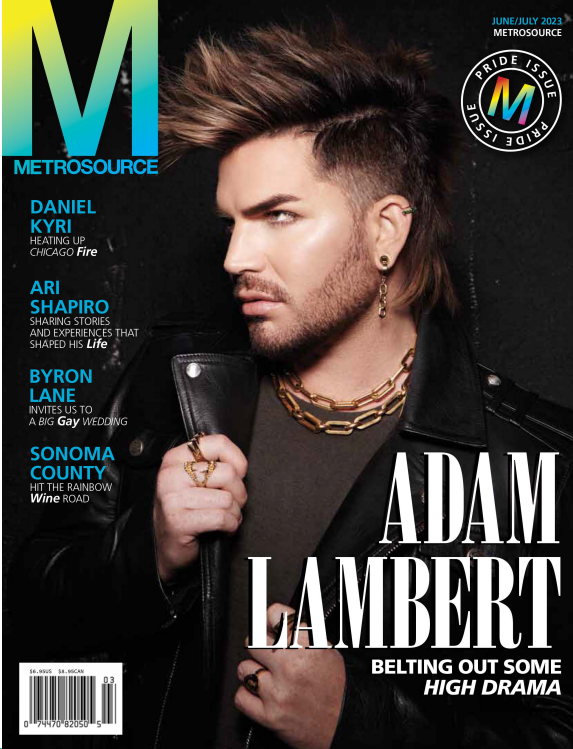
Metrosource readers are urban, affluent, loyal, and active LGBTQ influencers. Our audience looks to Metrosource to recommend the brands, destinations and service providers that stand by our community. 82% of Metrosource readers have made a conscience decision to make a purchase due to a company's LGBTQ 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.

2024
MEDIA KIT

M
METROSOURCE



2024 MEDIA KIT



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

\$1 Trillion 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

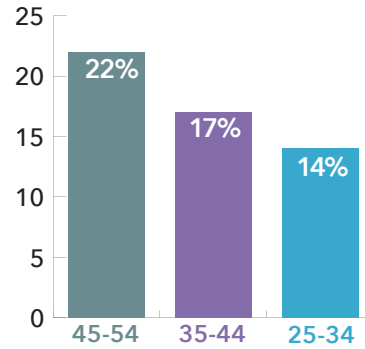
Through print and digital media, Metrosource reaches over one million in the LGBTQ community.

EDUCATION

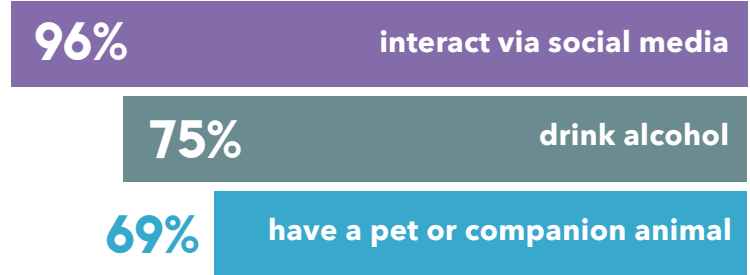
90%
any college degree

39%
post grad

AGE median age 49



LIFESTYLE



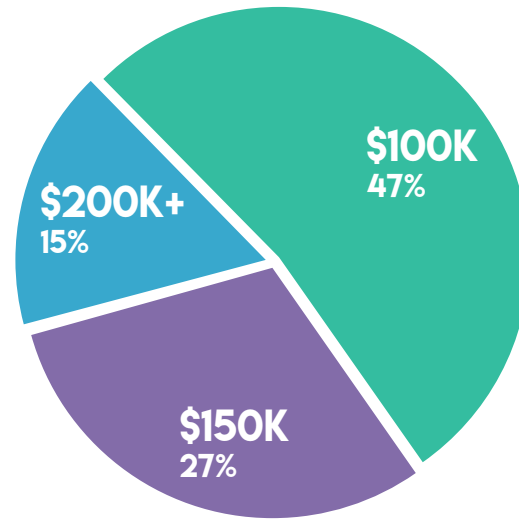
READERS TRAVEL PLANS:

PURCHASED w/in the the next 6 MONTHS:

- A hotel, resort or vacation rental property - **75%**
- Airplane ticket - **88%**
- Vacation - Plane | Car | Cruise - **92%**

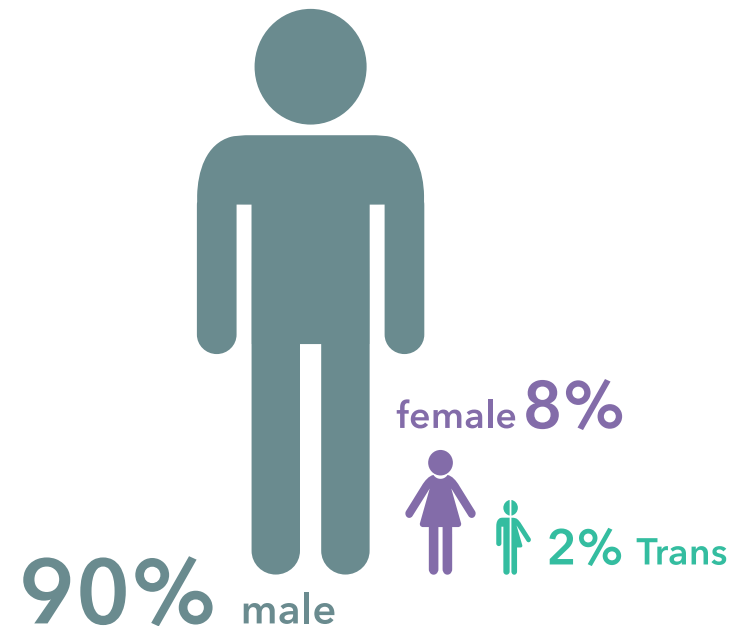
READERS SAY:

- Companies supporting LGBTQ equality are more important than ever - **91%**
- They have made a conscience decision to purchase from companies that advertise in LGTBO Media - **82%**



INCOME
Median HHI - \$125k

GENDER



125k⁺

copies per issue

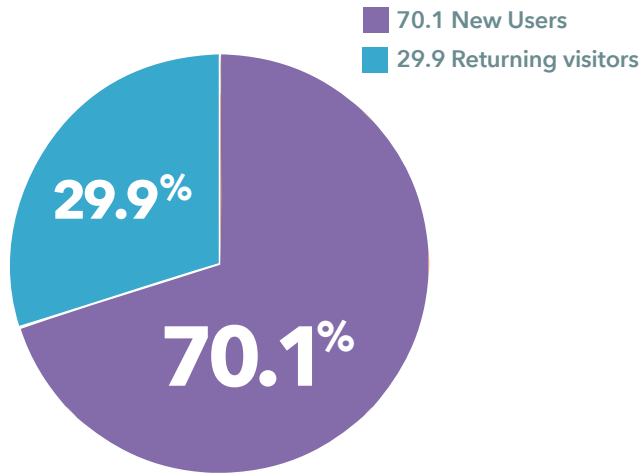
Metrosource readers are active, affluent, and educated professionals. By advertising in Metro-source, you ensure that your message will reach targeted, loyal consumers who appreciate your support of the LGBTQ community.

2022 WEBSITE VISITORS

Sessions	Page views	Unique visitors
1.9M	1.8M	875K

Monthly Sessions

158K



37+K

7+K

17+K

75%

of online users
are age 25–55

60+K

Social Media Followers

32+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





FEBRUARY/MARCH
ENTERTAINMENT
/PEOPLE WE LOVE ISSUE



APRIL/MAY
TRAVEL ISSUE



JUNE/JULY
PRIDE ISSUE



AUGUST/SEPTEMBER
WELLNESS ISSUE



OCTOBER/NOVEMBER
INDULGENCE ISSUE



DECEMBER/JANUARY
HOLIDAY ISSUE

PRINT PUBLISHING SCHEDULE

ISSUE	AD RESERVATION	MATERIALS DUE	ON SALE
FEB/MAR 24	12/21/23	01/05/24	02/01/24
APR/MAY 24	02/27/24	03/05/24	04/01/24
JUN/JULY 24	04/29/24	05/06/24	06/01/24
AUG/SEPT 24	06/28/24	07/05/24	08/01/24
OCT/NOV 24	08/29/24	09/05/24	10/01/24
DEC/JAN 24/25	10/25/24	11/01/24	11/22/24

EDITORIAL HIGHLIGHTS

METROSCOPE

Find out 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.

FOOD & DRINK

From restaurant reviews, celebrity chefs, cocktail recipes to wineries. There is something for every appetite.

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.



National Print Rates

COVERS

FREQUENCY	1X	2X	3X	4X	5X	6X
Second	\$19,800	19,250	18,500	18,250	17,500	17,000
Third	\$18,700	18,250	17,500	17,250	16,500	16,000
Fourth	\$22,000	21,250	20,500	20,000	19,500	19,000

FOUR COLORS

FREQUENCY	1X	2X	3X	4X	5X	6X
Full Page	\$17,500	17,000	16,500	16,000	15,500	14,750
Two Thirds	\$14,250	13,750	13,500	13,000	12,500	12,000
Half Page	\$12,000	11,750	11,500	11,000	10,500	10,250
One Third	\$11,000	10,500	10,250	10,000	9,750	9,500

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)



All editions: All rates above are gross to recognized advertising agencies.
 Add 10% for bleed or right hand page guarantee.

Digital Web Ad Rates

BASIC PROGRAM 100,000 impressions **\$1,200**

LGBTQ STATEMENT 300,000 impressions **\$3,400**

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

Digital Specs

300x250 tower | 728x90 banner

ACCEPTED FILES 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:
1. All transparencies must be flattened.
 2. All fonts must be embedded or converted to outlines.
 3. All images must be CMYK (for 4-color ads) or GRAYSCALE (for black & white ads).
 4. All images must be 300 dpi.
 5. 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 set to 8.375" wide x 10.875" high and should bleed .25" in each direction.)



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

Monthly e-newsletters 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.

Sponsored 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
\$3,000	3,500	2,500	3,000

Social Media

- 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
\$1,500	2,000	1,000	1,500

- 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
\$2,000	2,500	1,500	2,000

E-Blast

- Metrosource Dedicated E-blast

\$4,000	Client/Metro Created (3x maximum change/review)
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- Metrosource Regular (non-dedicated) E-Newsletter (250 words, one link and one image)

\$1,500	Metro Created (1x maximum change/review)
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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	\$450	400

PACKAGE B	3X (P/X)	6X (P/X)
1. Includes Package A 2. Logo Placement on Promo Materials 3. Product placement in studio	\$750	700

PACKAGE C	3X (P/X)	6X (P/X)
1. Includes Package A & B 2. Logo Placement on Recap Photo 3. On Screen Logo placement for entire show 4. "Sponsored" Segment	\$1,050	1,000





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.

People We Love METROSOURCE 24

We'll gather (digitally and/or in-person) with some of our favorite people to share the fun of our annual People We Love Issue (Feb/Mar). A perfect time to invite our audience to keep your business in mind while honoring some of the most influential members of the community.

REPRESENTATIVE PARTNERSHIP EVENTS

NYC PrideFest, Pier Dance, and VIP Galas | RuPaul's Drag Con | 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 | Modernism Week | Nest Fest - Queer Musical Festival | Equality Wine Fest

