BOSTON PRIDE GUIDE 2019

OUT ON MAY 14

advertising media kit

OUR PROMISE

The official publication of the fourth largest Pride in the USA, our premium magazine is the go-to source for all Boston Pride information — fresh and direct from the organization that plans the annual events and programs. Your ad directly supports our programs and community!

PRINT

Run: 30,000 full color, glossy copies

Availability: 550+ locations in New England and at all Boston Pride-produced events

Free to the public

DIGITAL

61,000+ online readers
501,000+ impressions

Reach: 135 countries on all continents

A top Pride Guide on Issuu.com

WHY ADVERTISE WITH US

LGBT audiences respond strongly to targeted advertising with a high-level of brand recognition and recall. In other demographics, this level of brand penetration can be difficult to achieve without a significantly higher investment. Advertising in the official *Boston Pride Guide* will promote your company to a large, diverse, intersectional audience of community members across various sexual orientations and gender identities. Here are a few key statistics about consumer behavior in our community (LGBT adults in the United States):

6.8% of American adults identify as LGBT

$ 957B estimate of the '17 buying power of the LGBT community

- **23%** over 12 months switched patronage to a competing company due to its support of the LGBT community
- **41%** learned about a company's LGBT outreach through sponsorship of LGBT charity events or organizations
- **49%** learned about a company's LGBT outreach through advertisements in LGBT media
- **50%** are more likely to patronize a business that tailors its advertising to the LGBT community
- **70%** would consider brands supporting nonprofit causes and organizations important to them as LGBT individuals
- **70%** would remain loyal to a company that they perceive to be LGBT-friendly, even if a less friendly / supportive competitor offers a more affordable or convenient product or service
- **75%** percent of LGBT adults and their friends, family, and relatives say they would switch to brands that are known to be LGBT friendly
- **76%** will increase their business with companies that support LGBT equality this year
- **78%** support companies that market to and support the LGBT community

DID YOU KNOW? Compared to the average household, same-sex households make 16% more shopping excursions (while spending about the same per trip), and spend 25% more on consumer packaged goods.

Sources: Harris Poll, Witeck Communications, Census Bureau, Packaged Facts, Community Marketing Inc., NGLCC. Used with permission.

- Written by and for our community
- The only **official** Boston Pride Guide
- The only Pride publication that directly supports Boston Pride
- The only Pride publication that is a full format, color, glossy magazine
- The most accurate Boston Pride information directly from the source
- Published by Boston Pride, the non-profit organization that produces Pride
- The only Pride publication that will be available at ALL Boston Pride events
- Coming out on May 14th so your brand will be advertised through Memorial Day Weekend and into Pride month

KEY DATES

Booking deadline: April 1
Artwork deadline: April 15
Print & digital release: May 14
Boston Pride Week '19: May 31 - June 9

boston pride

Contact our sales representative: Bill Berggren 617.438.4364 / bberggren@bostonpride.org

An official publication of the New Boston Pride Committee, Inc., d/b/a Boston Pride
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bostonpride.org/guide

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AD PRICING

PREMIUM PLACEMENT

Front Cover Banner	$ 10,000
Back Cover	$ 5,000
Inside Front Cover	$ 2,500
Inside Back Cover	$ 2,500
Opposite Inside Front Cover	$ 2,500
Opposite Inside Back Cover	$ 2,500
Page 4 (left hand page upfront)	$ 1,500
Page 5 (right hand page upfront)	$ 1,500
Page 6 (left hand page upfront)	$ 1,500
Page 7 (right hand page upfront)	$ 1,500
Page opposite Editors' Letter	$ 1,500
Page opposite Masthead	$ 1,500
Page opposite Board's Letter	$ 1,500
Page opposite Table of Contents	$ 1,500
Page opposite Parade Map	$ 1,500
Page opposite Festival Map	$ 1,500
Page opposite Calendar	$ 1,500
Page opposite Nightlife Calendar	$ 1,500

REGULAR PLACEMENT

2-Page Spread	$ 1,750
Full Page	$ 900
Half-Page Vertical	$ 600
Half-Page Horizontal	$ 600
Quarter-Page	$ 325
Banner	$ 325

ADD-ONS

Click-through on web version	$ 100
Design services for full page ad	$ 125
Design services for half-page ad	$ 100
Design services for quarter-page ad	$ 75

KEY DATES

Booking deadline: April 1
Artwork deadline: April 15
NO EXCEPTIONS!
Print & digital release: May 14
Boston Pride Week '19: May 31 - June 9

PROMOTIONAL ITEMS

NEW IN 2019 - Boston Pride is delighted to offer three new, exclusive opportunities to our advertisers in the 2019 *Boston Pride Guide*. For the first time, you may purchase insert placements inside the magazine. Note: you are fully responsible for the cost of production of the inserts and their delivery to our printer. The pricing below covers the cost of insertion only. Contact us for more details.

POSTCARD INSERT
1 postcard blown into the publication - 4" x 6" only - uncoated stock..... $ 900 + card production

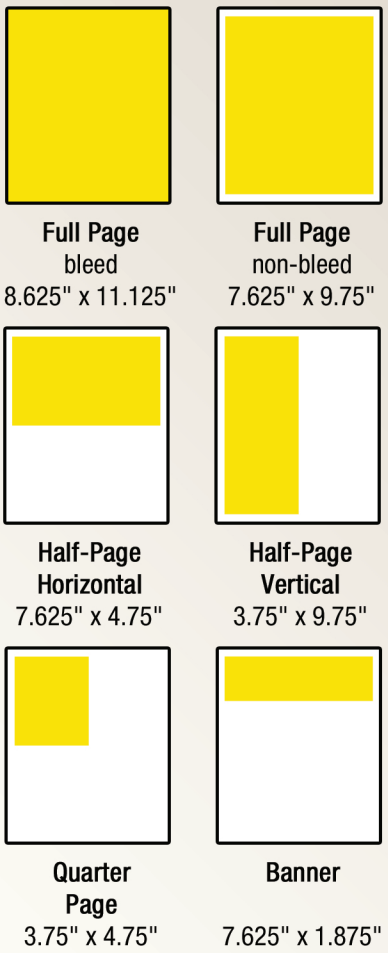
TIP ON INSERT
1 piece glued on to a page - size must be smaller than 7.625" x 9.75".....$ 2,000 + piece production

BIND IN INSERT
1 piece bound into the publication - size must be smaller than 7.625" x 9.75"....$ 2,000 + piece production

TERMS & CONDITIONS

Boston Pride reserves the right to refuse submitted artwork. Boston Pride does not assume any responsibility for errors in submitted artwork. Payment by credit card or check is required at the time of space reservation. Ad space is not secured until payment is received in full. See payment instructions directly in the online Ad Space Reservation System. See full terms & conditions at bostonpride.org/guide.

The Boston Pride Guide is published in the standard 8.5" x 11" format, with a trim size of 8.375" x 10.875". Ads must be provided to Boston Pride in the following dimensions:



Full Page bleed
8.625" x 11.125"

Full Page non-bleed
7.625" x 9.75"

Half-Page Horizontal
7.625" x 4.75"

Half-Page Vertical
3.75" x 9.75"

Quarter Page
3.75" x 4.75"

Banner
7.625" x 1.875"

PDF X1-A: An Adobe Acrobat hi-res "Press Quality" PDF file is the preferred format. All fonts must be embedded. All 4-color ads must be designed using the CMYK process color space. Spot colors will be converted to CMYK. Files must be submitted at 100% of reproduction size. All embedded images must be 300 dpi TIFF or EPS files.

Adobe Illustrator EPS and Photoshop TIFF or EPS files are also accepted. All fonts must be saved as outlines (Illustrator EPS), layers flattened, and in CMYK mode.

CONTACT

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