

No Glam. No Fluff. Just Real.

PRIDE & Equality



*Elvira Kurt and Fern Cohen
of First Comes Love on
the cover of our
July-August Fourth Annual
Wedding Issue cover*



Media Kit

Non-Profit Organizations

2012

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PRIDE & Equality

Who We Are

PRIDE & Equality magazine (P&E) is a periodical that targets the gay, lesbian, bi-sexual and transgender community. P&E, which features GLBT individuals and celebrities throughout the country, is published every other month in Albuquerque, New Mexico, and is distributed throughout the U.S. and Canada in over 700 independent bookstores and newsstands such as Hastings.

The magazine contains exciting featured stories concerning the GLBT community and department sections such as editorials, travel, original stories and poetry, as well as an Arts and Entertainment section. This may sound like all other gay and lesbian publications, but unlike other publications which focus on straight celebrities and sex, *P&E* features real individuals in the community. People are looking for publications that they can relate to and *P&E* is that publication. Like our tagline says, "No Glam. No Fluff. Just Real."

One of our goal with this publication is to offer non-profits the ability to advertising while sticking to their budget. So please feel free to call. We are always happy to answer any questions or inform you of the unique advertising opportunities that we have to offer.

IN PRINT

PRIDE & Equality magazine covers the United States in many distribution locations with a newsstand price of \$3.95 and a subscription price of \$12.00 a year. ***P&E* has an average circulation of 15,000 with an estimated 45,000 readers every issue.** Our distribution locations are always increasing. For our most current list visit www.myprideonline.com and click on the "Distribution" link.

ON THE WEB

The GLBT community is known for its web usage and purchasing power. While our readers are waiting for the next issue, they visit www.myprideonline.com to read the latest articles, our daily blog, and to see what products our advertisers are selling. Talk to your P&E Advertising Sales Representative to get a banner with a link on our website today.

IN THE COMMUNITY

PRIDE & Equality is proud to be the creator of the **The Vincent R. Johnson Models of Hope Award**. The award honors individuals in the GLBT community recognized as role models by those in the community. A formal dinner and concert are held to honor the nominees. Businesses are given a chance to shine during this time through a variety of advertising options.

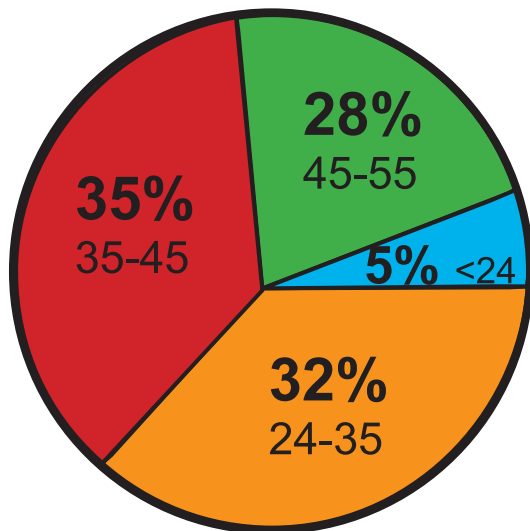
**YOUR PRIDE & EQUALITY
ADVERTISING SALES
REPRESENTATIVE IS:**

**PLEASE FEEL FREE TO
CONTACT THEM WITH ANY
QUESTIONS YOU MAY HAVE.**

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WHO ARE OUR READERS?



Average Circulation: 25,000
Average Readership: 75,000

95% of readers are likely to use products and services advertised in *PRIDE & Equality*.

85% of readers are likely to refer others to products and services advertised in *PRIDE & Equality*.

GENERAL

- The GLBT is a large US market with a spending power of an estimated \$800 billion and 19 million people
- The median combined household income of gay couples is nearly 60% higher than national average.
- The average income for GLBT households in New Mexico is \$72,122
- New Mexico has the 10th highest number of same-sex couples and the 2nd highest number of same-sex households among US cities.
- The Albuquerque/Santa Fe metro area has the 7th most highly concentrated GLBT community in the United States.

HOME OWNERSHIP

**Lesbians (43%) and gay men (48%) own their own home.

TRAVEL

***98% took vacations
***90% plan US vacations in the next year;
***lesbians (8.5%) and gay men (2.5%) have taken a cruise in the past three years.

ENTERTAINING

**40% of the GLBT community spend more than \$100 per person in a single evening, at least once within a 30-day period.

DINING

Gay men dine out on an average of **10.2 times per month, while lesbians dine out on an average of **9.7 times per month.

GLBT & THE INTERNET

****63% of the GLBT community is likely to purchase goods or services online.

SHOPPING

Gay Americans, compared to the national average, are twice as likely to purchase services and goods, like luxury vehicles and clothing, from premier retailers.

Source of information were:

- *Simmons **Overlooked Opinions
Greenfield *Harris

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PUBLICATION SCHEDULE 2012

COVER STORY / TOPIC	SPACE CLOSING	ART DEADLINE	STREET DATE
JAN-FEB: MODELS OF HOPE	Nov 11, 2011	Nov 18, 2011	Jan 6, 2012
MAR-APR: MUSIC ISSUE	Jan 13, 2012	Jan 20, 2012	March 2, 2012
MAY-JUNE: GAY PRIDE ISSUE	March 9, 2012	March 16, 2012	May 4, 2012
JULY-AUG: WEDDING ISSUE	May 11, 2012	May 18, 2012	July 6, 2012
SEPT-OCT: SEX ISSUE	July 13, 2012	July 20, 2012	Sept 1, 2012
NOV-DEC: HOLIDAY ISSUE	Sept 7, 2012	Sept 14, 2012	Nov 2, 2012

ADVERTISE WITH US NOW!
(505) 255-4502 • prideequality@gmail.com

INTERESTED IN HAVING A WRITE UP DONE ABOUT YOUR BUSINESS? CALL TODAY!

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RATE CARD

FULL COLOR ADS (pricing is PER issue)










Ad Size	Dimensions	3 issues	6 iss.	12 iss.	Prepaid Incentive 6 and 12 issue contracts paid upfront will receive a 5% discount Discount will be calculated in your invoice by your Account Executive.
1/6 BUDGET	2.25 x 5.158	\$100	\$95	\$80	
1/3 (Bleed)	2.25 x 10.375	\$197	\$184	\$170	
1/4	5.167 x 5.109	\$215	\$200	\$188	
1/2 (Bleed)	7.875 x 5.188	\$285	\$270	\$250	
2/3 (Bleed)	5.125 x 10.375	\$393	\$368	\$340	
Full (No Bleed)	7.875 x 10.375	\$555	\$503	\$495	
Full (Bleed)	8.625 x 11.125	\$655	\$603	\$595	
Two Page Spread (NB)	14.75 x 9.875	\$880	\$830	\$790	
Two Page Spread (B)	15.75 x 10.375	\$980	\$930	\$890	

PREMIUM PLACEMENT (pricing is PER issue)

Ad Size	Dimensions	3 iss.	6 iss.	12 iss.	Prepaid Incentive 6 and 12 issue contracts paid upfront will receive a 5% discount. Discount will be calculated in your invoice by your Account Executive.
Page 1-10:	8.625 x 11.125	\$1305	\$1255	\$1000	
Inside Back Cover:	8.625 x 11.125	\$1380	\$1295	\$1150	
Center Spread:	17.25 x 11.125	\$2125	\$2025	\$1900	
Inside Front Cover:	8.625 x 11.125	\$1630	\$1555	\$1500	
Back Cover*:	8.625 x 11.125	\$1630	\$1555	\$1500	

SPECIAL ADVERTISING SECTION (pricing is PER issue)

Ad Size	Dimensions	1 iss.	3 iss.	6 iss.	PLEASE NOTE: All rates are net of 7% sales tax or other fees.
Advertorial:	7.875 x 10.375	\$1380	call for quote		
Front Cover:	7.875 x 10.375	\$1630	-----		
Online Advertising:	banners	call for quote			

Two Page Spread - Bleed 17.25 x 11.125 	Two Page Spread No Bleed 15.75 x 10.375 	Full Page Bleed 8.625 x 11.125 	Full Page No Bleed 7.875 x 10.375 
2/3 Page 5.125 x 10.375 	1/2 Page 7.875 x 5.188 	1/4 Page 5.167 x 5.109 	1/3 Page 2.25 x 10.375 
1/6 Page Budget 5.158 x 2.25 H 2.25 x 5.149 V 			

LIVE AREA: 7.875 x 10.375 • TRIM AREA: 8.375 x 10.875

***All rates quoted are per ad, per issue and based on camera-ready artwork. Payment for ads must be accompanied with a contract and credit card number authorization. If you need us to create your ad, we will be more than happy to help. Design work starts at \$50. A proof will be provided prior to publication. Please allow a 1/4" (.25) margin for all important text and bleeds.**

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ADVERTISING SPECIFICATIONS

If you are producing your own ad, please provide it in one of the following formats:

Supported software of: Adobe Photoshop (TIF, EPS, OR HIGH RESOLUTION JPEG) or Adobe Illustrator. It is important that all files created in the above software meet the following requirements:

Files must be saved as CMYK

Digital Output: Burned on a CD in TIFF or EPS format (300 dpi) from Adobe Photoshop; EPS format from Adobe Illustrator 8.0 with fonts outlined (no embedded files). JPEGS can be accepted if they are 300dpi or higher.

PDF FILES ARE ACCEPTED IF CREATED IN PHOTOSHOP OR ILLUSTRATOR (FONTS OUTLINED).

NO LOW RESOLUTION OR RGB JPEG FILES, NO WORD, WORDPERFECT, PUBLISHER OR ANY OTHER MICROSOFT OFFICE FILES. ADDITIONAL CHARGES WILL APPLY IF FILES NEED TO BE RECREATED. All ads submitted must be accompanied with a hard copy of the advertisement.

Camera-ready artwork needs to be submitted one month prior to publication. Please email us at prideequality@gmail.com for more information or review the publication schedule on page 4.

Payment for ads must be accompanied with a contract and credit card number authorization.

**FOR MORE INFORMATION CALL 505.255.4502 OR
EMAIL US AT PRIDEEQUALITY@GMAIL.COM**

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BY THE WAY

WE ACCEPT VISA, MASTERCARD, AMEX AND DISCOVER

All payments for ads are due on the closing date. ALL advertisements are on a pre-pay basis. Prices and rates are subject to change without notice. Advertisers may not cancel order for advertising after closing date. Contract is binding and cannot be broken unless advertising is subject for a greater or lesser advertising amount. At that time a credit will be applied to the account. If contract is broken you are responsible for all unpaid payments. Guaranteed positions will be forfeited on all ads arriving after the closing date, please contact your Sales Representative if an extension is needed. No ads will be run without a signed contract and insertion order. **Overdrive Publications / PRIDE & Equality has the right to refuse an ad for any reason. Overdrive Publications / PRIDE & Equality is not responsible for errors or omissions in any advertising materials provided by advertiser(s) or for changes made after the closing date. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strike, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.**

**Overdrive Publications:
Home of Pride & Equality magazine**

Physical and Mailing Address:

4200 Silver SE, Ste C
Albuquerque, NM 87108

Home Office:

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