

TWIN CITIES PRIDE MAGAZINE 2019 MEDIA KIT





ABOUT PRIDE

Twin Cities Pride brings together the greater LGBTQ+ community to commemorate our diverse heritage, foster inclusion, educate and create awareness of issues, and celebrate achievements in equality. We create events that are open and inviting to everyone in the community, providing a safe environment in which individuals feel free to celebrate their relationships. Twin Cities Pride is committed to supporting, promoting, and collaborating with community groups in service to the greater LGBTQ+ community.

ABOUT TWIN CITIES PRIDE MAGAZINE

Twin Cities Pride Magazine (TCPM) is a quarterly publication dedicated to telling the stories of Minnesota's LGBTQ+ community. Its June issue also serves as the official Pride Guide for the festivities surrounding Twin Cities Pride 2019.

Approximately 30,000 copies of the magazine will be distributed quarterly in 2019 to over 450 targeted locations across the Twin Cities Metro and Duluth, including hotels, LGBTQ+ and allied businesses, and the grounds of Loring Park and along the parade route during Pride Weekend, June 22-23.

The four publications will focus on seasonal content, giving readers a quarterly check-in on the latest happenings in the community, including a look at the events Twin Cities Pride is sponsoring and supporting throughout the year and profiles of the organizations they're helping support.

TCPM also contains original reporting in the form of short profiles on the people and organizations that are creating new space and visibility for the LGBTQ+ community. TCPM seeks to amplify a diverse collection of voices and delve into the ideas and movements that are creating a more open and inclusive Minnesota.

2019 ISSUE THEMES

SPRING 2019: NEW BEGINNINGS (March)

Celebrating the return of warm weather and the promise of spring. Stories about fresh starts, artful design, new ideas for one's home and garden, and creating more mindful spaces in one's everyday environment.

SUMMER 2019: THE PRIDE GUIDE (June)

An on-the-ground guide to the festivities of Twin Cities Pride Weekend, including maps of Loring Park, event schedules, and profiles of featured events, comedy shows, a parade guide, and more.

FALL 2019: THE HARVEST (August)

A toast to togetherness in the harvest season. We'll make comfort food, visit farms and orchards, mix bourbon cocktails, and soak in the colorful scenery of our river valleys.

WINTER 2019: HOLIDAY (November)

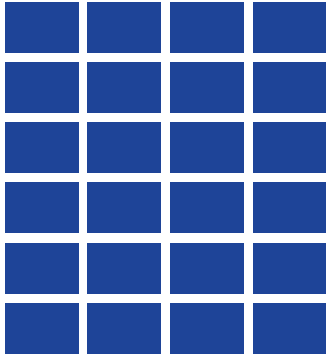
A guide for holiday festivities and entertaining, a look at local luminaries who did great things in 2019, plus a "buy local" gift guide that highlights queer-owned and allied businesses.

TWIN CITIES PRIDE MAGAZINE 2019

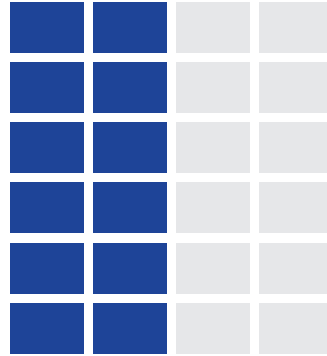
RATE CARD



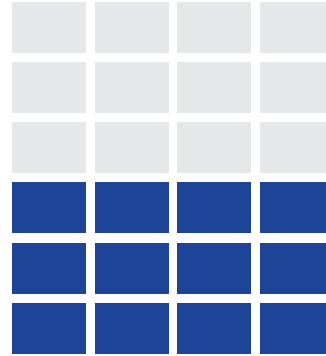
SIZES



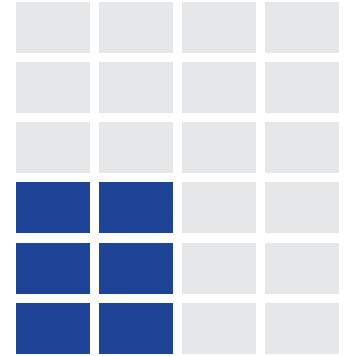
FULL PAGE + COVERS
TRIM: 8.25"w x 10.5"h
BLEED: 8.5"w x 10.75"h



1/2V PAGE
TRIM: 4.085"w x 9.95"h
BLEED: 4.335"w x 10.2"h



1/2H PAGE
TRIM: 8.25"w x 4.95"h
BLEED: 8.5"w x 5.2"h



1/4S PAGE
TRIM: 4.085"w x 4.95"h
BLEED: 4.335"w x 5.2"h

RATES

SIZE	4X	2X	OPEN	TOTAL SPEND 4X	TOTAL SPEND 2X
1/4 PAGE	\$1005	\$1156	\$1206	\$4020	\$2312
1/2 PAGE	\$1436	\$1651	\$1723	\$5744	\$3303
FULL	\$1958	\$2252	\$2350	\$7832	\$4503
2 PAGE SPREAD	\$5785	\$6653	\$6942	\$23,140	\$13,306
INSIDE FRONT	\$4464	\$5134	\$5357	\$17,856	\$10,267
INSIDE BACK	\$4464	\$5134	\$5357	\$17,856	\$10,267
BACK COVER	\$4985	\$5733	\$5982	\$19,940	\$11,466

SCHEDULE

ISSUE	SPACE + COPY	STREET
P2 SPRING	FEB 21	MAR 14
P3 SUMMER	MAY 16	JUN 6
P4 AUTUMN	AUG 1	AUG 22
P5 WINTER	OCT 24	NOV 14

IMPORTANT INFORMATION

TRIM AND BLEED: The "trim" is the size of your ad as it will appear in the magazine. The "bleed" includes a .125" margin on all sides required to place and print your ad. The bleed is not visible once the magazine is printed—all live text and images in your ad must be within the trim dimensions, while background images or colors must extend to the bleed dimensions. **All ads must have a .125" bleed on all four sides. We cannot print your ad without it.** We also

recommend to keep live text .25" from trim dimensions (a "safety" margin). Crop marks, targets, etc. are not required.

SUBMITTING YOUR AD: PDF is the preferred format, with fonts embedded and graphics in grayscale or CMYK color mode. If you cannot submit your ad as a PDF, you may also send it as a CMYK TIFF or JPEG image at 300dpi and sized to fit. Send finished ads to ads@grayduckmedia.com.

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PRIDE MARKETPLACE



The Pride Marketplace is the perfect venue for Minnesota small businesses to show their support for the GLBT community. Each Marketplace section will focus on businesses and their products or services aligned with that issue's theme (see schedule below).

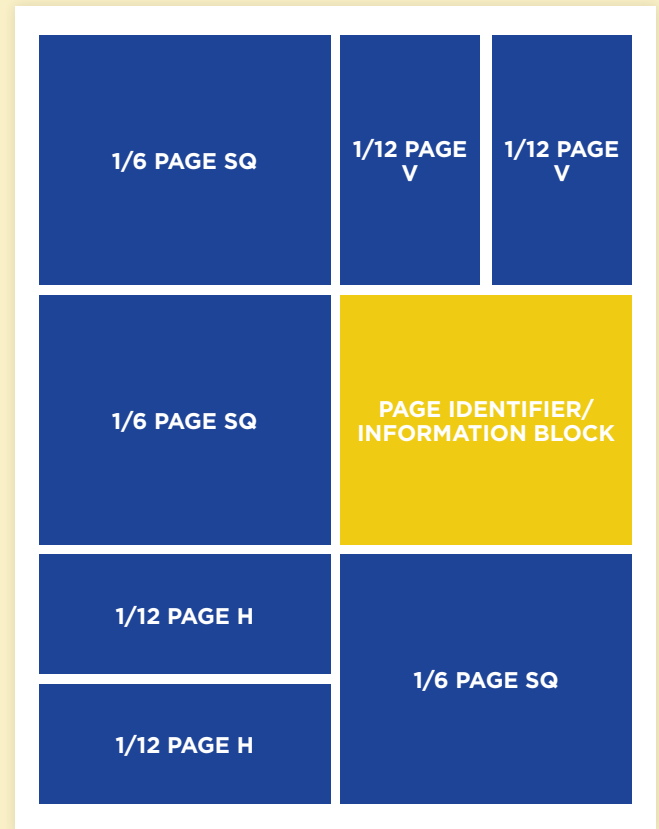
SIZES, RATES, AND REQUIREMENTS

SIZE	DIMENSIONS	RATE
1/6 PAGE SQ	3.8125"w x 3.25"h	\$540
1/12 PAGE H	3.8125"w x 1.56"h	\$292
1/12 PAGE V	1.844"w x 3.25"h	\$292

FORMAT: Unlike regular display ads in the Twin Cities Pride Magazine, ads in the Pride Marketplace do not require a "bleed" and should be designed to exactly fit the dimensions listed above. Please do not include crop or other printer marks. PDF is the preferred format, with fonts embedded and graphics in grayscale or CMYK color mode. If you cannot submit your ad as a PDF, you may also send it as a CMYK TIFF or JPEG image at 300dpi and sized to fit. Send finished ads to ads@grayduckmedia.com.

SCHEDULE

ISSUE + THEME	SPACE + COPY	STREET
P2 SPRING: NEW BEGINNINGS	FEB 21	MAR 14
P3 SUMMER: THE PRIDE GUIDE	MAY 16	JUN 6
P4 AUTUMN: THE HARVEST	AUG 1	AUG 22
P5 WINTER: HOLIDAY	OCT 24	NOV 14



NOTE: Distribution of ads shown here is only an example, and will vary based on the number of each ad size sold.



PRIDE
TWIN CITIES

TWIN CITIES PRIDE MAGAZINE 2019

ALLY CLASSIFIEDS MARKETPLACE (Summer Issue)

The Pride Ally Marketplace page will highlight businesses that support the GLBT community and provide a valuable resource for readers and people who would like to support them. **The Ally Classifieds Marketplace section is exclusive to the Summer edition of the Twin Cities Pride Magazine (see schedule below).** Advertisers will be placed with others on a page that highlights specific business categories (determined by the mix of businesses participating).

SIZES, RATES, AND REQUIREMENTS

SIZE	CONTENT	RATE
ALLY CLASSIFIEDS	Your business name, address, website and/or phone number, along with a max. 20 word message	\$150

SUBMITTING YOUR AD: Please submit your business information in the following format:

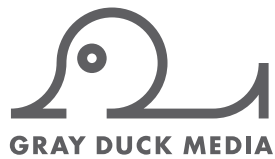
- BUSINESS NAME AND/OR HEADLINE** [max. 8 words]
- YOUR MARKETING MESSAGE** [max. 20 words]
- BUSINESS WEBSITE & PHONE NUMBER** [all on one line]
- BUSINESS ADDRESS** [all on one line]

Typesetting and presentation will be consistent across all advertisers on the Ally pages.

SCHEDULE

MILESTONE	DATE
AD RESERVATION + COPY DUE	MAY 16
SUMMER ISSUE STREET	JUN 6

ALLY CLASSIFIED	PAGE IDENTIFIER/ INFORMATION BLOCK
ALLY CLASSIFIED	ALLY CLASSIFIED
ALLY CLASSIFIED	ALLY CLASSIFIED
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GRAY DUCK MEDIA
360 Toronto Street
Saint Paul, MN 55102