

# Gaycation

m a g a z i n e



**2016 Media Kit**

# Gaycation

m a g a z i n e

*The Leader in Experiential LGBTQ Travel*

**TOTAL READERSHIP: 100,000**

Mission Statement:

**INSPIRE, GUIDE AND ENABLE LGBTQ TRAVELERS TO HAVE A DEEPER, RICHER, AND MORE FULFILLING TRAVEL EXPERIENCE.**

Thank you for your interest in Gaycation Magazine as a part of your 2016 Marketing Plan. In 2014 we launched Gaycation, an LGBTQ travel publication that offered a new and fresh take on experiential gay travel worldwide. We recognized that in a vast ocean of stale content and tired formats, we wanted to offer a unique and immersive travel experience by meeting and serving the editorial needs of the mature and sophisticated gay traveler. Our readers are typically 35-70 years of age with a HHI of 120,000+, but we try to offer something for everyone who is interested in cultivating unique and memorable travel experiences.

No matter the demographic, Gaycation Magazine can and will serve that market better than anyone else through a coordinated approach using print, web and social media to get eyes on your organizations, event, product or service. Shown below is a summary of how we intend to continue to out perform our competitors.



Monthly Readers:

- **Gaycation Magazine Print Magazine: 25,000**  
*(Includes a pass around rate of 2.5)*
- **Annual subscription price (4 issues) of \$29.99**

Monthly Readers:

- **FREE hot-linked ads to each advertiser's website in the current issue**
- **Complete print issue for all devices and platforms**

Website:

- **25,000 page views per month and growing**

Web TV:

- **Drives people interested in Gay travel to our website**

**2015 Publisher's Statement:** Gaycation Magazine is the source for real and insightful gay travel content for those seeking more than the superficial, the mass-produced, the mass-consumed and the mass-experienced. Our purpose has always been to create a vibrant and interactive magazine about gay travel that is partially written by the people who are living the life of travel, building a loyal readership through personal connections. This connection is further reflected in the pages of the magazine and across multiple travel related venues.

As an advertiser with Gaycation Magazine we understand that you need to target an audience that is a fast path to purchase and who is immersed in the lifestyle of travel and travel-related products and services. Right now, in today's tough economy we realize that it is a constant challenge to determine where to place your advertising dollars with the most effective return. The strength of any magazine is measured in the gains of ad pages, readership and the momentum or the "buzz" that the magazine creates. We believe Gaycation Magazine is currently both the buzz and momentum within the gay traveling community and offers a unique opportunity to reach a very sought after niche in the travel market, especially the coveted 35+ demographic.

#### PRINT OVERVIEW:

- Audience: **1,000,000**
- Total Circulation: **100,000** *\*Includes webviews, downloads and print*
- Ad/Edit: **40%/60%**
- Frequency: **4 X per year**

#### AUDIENCE:

- Median HHI: **\$120,000+**
- Median Age: **45**
- College Educated: **85%**
- Employed: **75%**

#### INFLUENCERS:

High discretionary and disposable incomes.  
Spend money on domestic and foreign travel/gaycations and cruises.  
90% own a passport.  
Take 25 trips per year.  
Stay in hotels 28+ days per year.

Gaycation is a must read travel and lifestyle magazine for LGBTQ worldwide. The magazine is well positioned to sponsor LGBTQ events across the US promoting gay travel and driving home the point that Gaycation Magazine is a powerful tool to reach the LGBTQ market.

Source:  
*Publisher Statement, Gaycation Subscriber Study 2014*

# 2016 Advertising Rates

## Print

<b>4 Color CMYK</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
<b>Business Card</b>	\$479	\$420	\$359
<b>1/4 Page Vertical</b>	\$630	\$570	\$420
<b>1/2 Page Horizontal</b>	\$810	\$720	\$570
<b>Full Page</b>	\$1,200	\$900	\$690
<b>Full Page Inside Cover</b>	\$3,000	\$2,400	\$1,680
<b>Full Page Inside Back Cover</b>	\$2,400	\$1,800	\$1,440
<b>Full Page Back Cover</b>	\$3,600	\$2,640	\$1,440
<b>Double Page Spread</b>	\$4,800	\$4,080	\$3,360
<b>Black &amp; White</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Business Card</b>	\$479	\$420	\$359
<b>1/4 Page Vertical</b>	\$536	\$485	\$357
<b>1/2 Page Horizontal</b>	\$689	\$612	\$485
<b>Full Page</b>	\$1,020	\$765	\$587
<b>Full Page Inside Cover</b>	\$2,550	\$2,040	\$1,428
<b>Full Page Inside Back Cover</b>	\$2,040	\$1,530	\$1,224
<b>Full Page Back Cover</b>	\$3,060	\$2,224	\$1,224
<b>Double Page Spread</b>	\$4,098	\$3,468	\$2,856
<b>Classifieds</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Single Column 1.5"</b>	\$119	\$95	\$70
<b>Double Column 3.25"</b>	\$210	\$150	\$110

## Social Media

**Facebook and Twitter Posts**  
2 posts per month per platform

\$200                      3-Month minimum

## Web

<b>Banner Ad 468 x 60</b>	\$600	3-Month minimum on all Web Ads
<b>Skyscraper Ad 200 x 600</b>	\$450	
<b>Box Ad 300 x 250</b>	\$325	

# MAGAZINE SPECS

## 2016 GENERAL TERMS & CONDITIONS

The following are general terms and conditions governing advertising published in GAYCATION MAGAZINE.

1. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
2. The publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
3. The publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
4. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.
5. In consideration of the publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the publisher in each instance. The following are general terms and conditions governing advertising published in GAYCATION MAGAZINE, published by publisher.
6. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of the Magazine's Rate card will be binding on the publisher and to the extent that the terms and conditions contained herein are inconsistent with any such conditions, these terms and conditions shall govern and supersede any such conditions. The publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
7. The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
8. Agency commission (or equivalent): 15% (where applicable to recognized agents) of gross advertising charges and after any earned advertiser discounts if applicable.
9. Payments are due at the time the insertion order is submitted unless otherwise approved in writing. If terms are approved, invoices are rendered on the first business day of the "on-sale date" month of the Magazine. Payments are due within 20 days from the billing date. The publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
10. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
11. Special advertising production premiums do not earn any discounts or agency commissions.
12. All agreements for advertising frequency or multi- platform discounts are conditioned on (a) the agreed number of advertisements being published within the specified period and (b) all invoices being promptly paid. In the event of Advertiser's cancellation of any portion of the agreed order, or failure to have published and paid for the specified number of advertisements, any rate discount will be retroactively nullified, including previously published advertisements, and a short rate (the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published and paid for) will apply.

**Biz Card**  
3.5 x 2

**1/4 Page  
Vertical**  
3.5 x 4.75

**Full Page:**

**Bleed:** 08.58 x 11.02  
**Trim:** 08.35 x 10.79  
**Live Area:** 07.17 x 09.61

**1/2 Page Horizontal**  
7.17 x 4.75

**Double Page:**

**Bleed:** 16.93 x 11.02  
**Trim:** 16.69 x 10.79  
**Live Area:** 15.50 x 09.61

All PRINT artwork must be a minimum of 300 dpi resolution, CMYK (four color) format. We accept the following formats: Adobe AI, TIF, EPS, and high resolution (press quality) PDFs, and JPEGs.

All WEB artwork must be 72 dpi resolution and RGB color format. We only accept the following web formats: PNG & JPEG. We cannot accept files created using Microsoft Office programs.

All artwork can be e-mailed to [editor@gaycationmagazine.com](mailto:editor@gaycationmagazine.com)

ISSUE DATE	EDITORIAL CALENDAR	AD CLOSE	CREATIVE DEADLINE	ON SALE (DIGITAL ONLY)	ON SALE NEWSSTAND (PRINT ONLY)
Jan-Feb-Mar	<b>Cruising Issue</b> Tropical Getaways Adventure Travel Romance Travel	12/15/2015		12/31/2015	12/31/2015
April-May-June	<b>Pride Issue</b> Weddings Honeymoon Destinations	01/15/2016	02/01/2016	03/23/2016	04/01/2016
July-Aug-Sept	<b>Fashion Issue</b> Journeys of Discovery Best Spa Getaways Luxury Travel	04/15/2016	05/01/2016	06/24/2016	07/01/2016
Oct-Nov-Dec	<b>Holidays Issue</b> Food & Spirits Holiday Travel The Best of	07/15/2016	08/01/2016	09/23/2016	10/01/2016



Issue(s)     Jan/Feb/Mar     Apr/May/June     Jul/Aug/Sept     Oct/Nov/Dec

Ad Position

Inside Front Cover 2 pg Spread     Inside Front Cover

Inside Back Cover     Back Cover     1/4 Page

1/2 Page     Full Page     Business Card

Classified Single     Classified Double

Web Banner     Web Skyscraper     Web Box

Advertising Order

Ad Rate                    \$ \_\_\_\_\_

\_\_\_\_X Issues              \$ \_\_\_\_\_

TOTAL                      \$ \_\_\_\_\_

This form authorizes you to insert our advertisement in Gaycation Magazine. All artwork is due by the Issue Close Date on the Editorial Calendar. All ads accepted or published in Gaycation Magazine assume that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and save the publisher harmless from and against any loss or expense resulting from the claims or suits based upon the content of ads - including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement - including any and all costs associated with defending against such claims. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date. All terms and conditions of advertising listed on Gaycation Magazine's rate card are accepted.

Payment Information is due upon execution of this agreement. Accepted and Agreed to by:

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_      Email \_\_\_\_\_

Signature (required) \_\_\_\_\_

Agent for (advertiser/agency) \_\_\_\_\_

Please Bill my:     Visa     Mastercard     AMEX     PayPal

Name on Card    \_\_\_\_\_

Account Number    \_\_\_\_\_

Expiration    \_\_\_\_\_    CVV    \_\_\_\_\_    Amount    \_\_\_\_\_

Authorized Signature    \_\_\_\_\_

If you have any questions please contact us at [Sales@GaycationMagazine.com](mailto:Sales@GaycationMagazine.com)