

connect

Media Group

MEDIA KIT

2023



THE MAGAZINE



Connect Media Group is a proud member of Tennessee Pride Chamber and Locally Owned Murfreesboro



Connect Media Group is a 100% community driven LGBTQ+ brand dedicated to bringing news, information, resources and events to the Middle Tennessee LGBTQ+ community. Our portfolio includes a bi-monthly digital magazine with select issues in print, our website (weconnect.lgbt), and our social media channels. We also host Signature Events throughout the year that are LGBTQ+ focused. We are also proud sponsors of several Middle Tennessee Pride festivals along with a variety of other events.

Our 2023 publication schedule and themes are as follows:

Feb/March: The Health issue (Health Fair)
April/May: The Travel issue (Pet Fair)
June/July: The Pride issue

Aug/Sept: The Sports issue
Oct/Nov: The Family issue
Dec/Jan: The Wedding issue (Wedding Expo)

OUR TOPICS INCLUDE

business

New business openings, Q&A with LGBTQ+ owned business profiles.

community

Find out how to connect with your community.

culture

Our local arts scene, including artists, photographers, and stage performers.

health

What to know about local health services, and how new laws may affect our community.

music

The local sounds scene from the perspective of our LGBTQ+ community.

social justice

Local, state and national news that affects the LGBTQ+ community.

travel

Where to go, where to stay, what to do. Brought to you in part by Pride Journeys, Joey Amato, publisher.

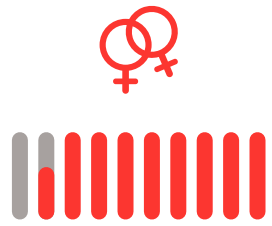
pets

Expert tips and more for your furry friends.

****Other topics may include news, life, sports and more!*

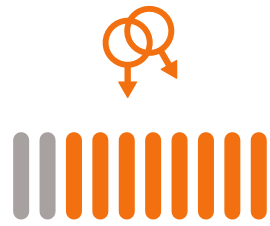
OUR MARKET

The LGBTQ community values the support of corporate partners, and corporate support makes a difference in LGBTQ purchasing decisions:



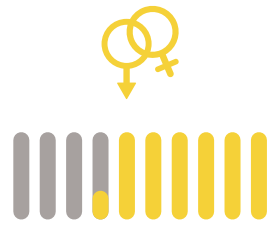
76% AGREE

I think more positively about companies that sponsor LGBTQ community organizations and events.



71% AGREE

I am more likely to purchase from a company that outreaches and advertises to the LGBTQ community



69% AGREE

I think more positively about companies that advertise in the LGBTQ media



67% DIFFERENCE

LGBTQ-supportive companies have made a positive difference for their LGBTQ employees

The research shows that advertising in the LGBTQ media is more impactful to LGBTQ consumers than advertising in the general population media. Although marketers reach LGBTQ consumers through general market media, advertising in LGBTQ media makes a more impactful and productive connection.

16th Annual LGBTQ Community Survey® • USA Report • June 2022

Frequency of Interaction with LGBTQ Media

LGBTQ community members continue to consume LGBTQ media at about the same rates as the year before, with older generations having more stable interaction and younger community members *increasing* their interaction.

Q: Has your interaction with LGBTQ media (newspapers, websites, email newsletters, social media, etc.) changed over the past 12 months?

	All LGBTQ	Age 18-34	Age 35-54	Age 55+
Increased	15%	19%	14%	13%
Stayed the Same	67%	64%	66%	70%
Decreased	11%	9%	12%	11%
Not sure	7%	8%	7%	6%

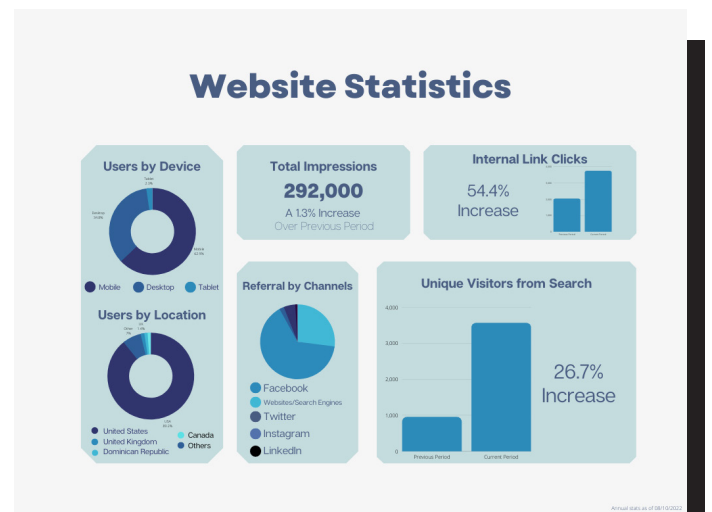
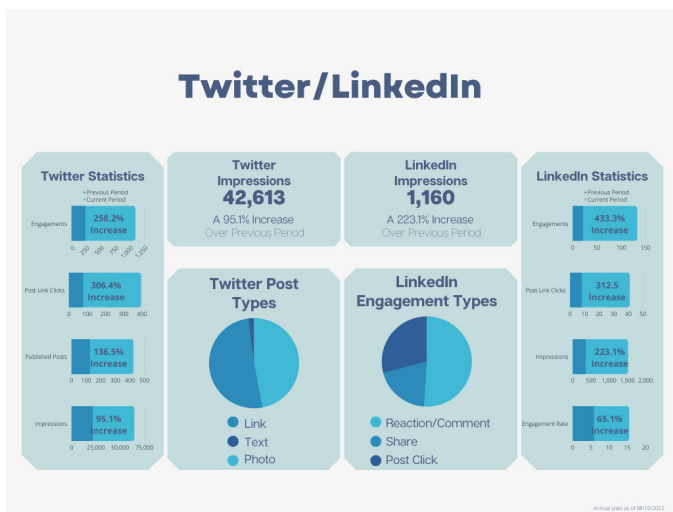
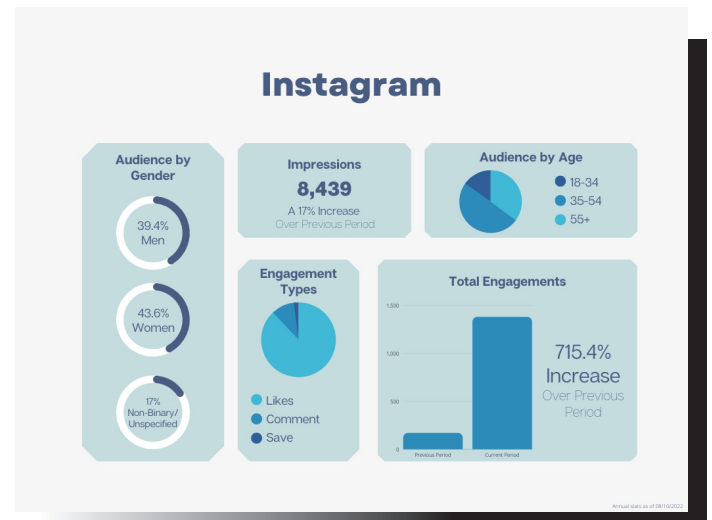


All LGBTQ n=14,843

CMI Community Marketing & Insights 11
Leaders in LGBTQ Research since 1992

OUR MARKET

The digital statistics below are current as of 12/31/2022.



We currently print two issues per year – our LGBTQ+ Health issue (Feb/March) and our Pride issue (June/July). We print 10,000 copies per year. Our total reach including print and digital is 25,000 per month. In 2023, we are working bringing podcasts to the community and of course, our Signature Events.

LGBTQ+ Health Fair

Typically held each Spring, Connect Community Health Fair will feature healthcare providers, health and wellness services and community services from the Middle Tennessee area that welcome, respect, serve and support the LGBTQ+ community. Exhibitors are geared towards the needs of LGBTQ+ individuals of all ages and ALL people are welcome to attend.

EVENT DATE TO BE ANNOUNCED SOON!

HoliGAY Market

Held in the Fall, the HoliGAY Market is your go to for unique gifts from local LGBTQ+ and ally artisans and makers. The event will also have live music, food trucks, and more!

EVENT DETAILS AND DATE ANNOUNCED SOON!

BRAND SPONSORSHIPS

As a Connect Brand Sponsor, your business has an opportunity to engage in a personal and intimate way with our audience — building customer awareness and loyalty.

INVESTMENT: \$5,000

Visionary

One sponsorship is available per year.

You get:

- Full page print ad, Back Cover position in six (6) issues
- Leaderboard banner digital ad for two (2) months
- Mid-page banner digital ad on our website for twelve (12) months
- Box digital ad on our website for twelve (12) months
- Clickable link from ad in our virtual issue
- Red Level Sponsor at all Signature Events with option to upgrade to Presenting Sponsor
- Four (4) posts on three (3) social media platforms — Twelve (12) posts total per month for twelve (12) months
- Clickable ad on our e-newsletter for twelve (12) months
- Logo on sponsor banner in Red Level position at all Connect events
- Logo on Brand Sponsor page in Red Level position for twelve (12) months
- Inclusion on all Thank You ads as event sponsor
- One Sponsor Spotlight article in print

INVESTMENT: \$1,500

Ambassador

Eight sponsorships are available per year.

You get:

- Half page print ad in three (3) issues
- Box digital ad on our website for twelve (12) months
- Clickable link from ad in our virtual issue
- Yellow Level Sponsor at One Signature Event with option to upgrade
- One (1) post on three (3) social media platforms — Three (3) posts total per month for twelve (12) months
- Company Name (text only) on sponsor banner in Yellow Level position at one Connect event
- Logo on Brand Sponsor page in Yellow Level position for twelve (12) months
- Inclusion on all Thank You ad as event sponsor

INVESTMENT: \$2,500

Champion

Four sponsorships are available per year.

You get:

- Full page print ad, Premium position in six (6) issues
- Mid-page banner digital ad on our website for twelve (12) months
- Box digital ad on our website for twelve (12) months
- Clickable link from ad in our virtual issue
- Orange Level Sponsor at all Signature Events with option to upgrade
- Two (2) posts on three (3) social media platforms — Six (6) posts total per month for twelve (12) months
- Clickable ad on our e-newsletter for six (6) months
- Logo on sponsor banner in Orange Level position at all Connect events
- Logo on Brand Sponsor page in Orange Level position for twelve (12) months
- Inclusion on all Thank You ads as event sponsor
- One Sponsor Spotlight article in print



Connect THANK YOU TO OUR SPONSORS! **Connect**



Harpeth Valley Dermatology Hermitage Direct Primary Care I Am Well Counseling JSR Aesthetics
Lakeview Health Troy Johnson Counseling

All sponsors are welcome to provide Swag for Giveaways/Raffles/Door Prizes

PRINT AD RATES

*****Currently, ALL print ad rates are reduced by 50% of the cost with the exception of the banner ad, page sponsor, and business card options.*****

Magazine trim: **8.375x10.875**

FULL PAGE

With bleed: **8.875x11.375**
Non-bleed (leaves white space around ad):
7.875x10.375

HALF PAGE HORIZONTAL

7.875x5.125 inches

HALF PAGE VERTICAL

7.875x5.125 inches

QUARTER PAGE

3.875x5.125 inches

2/3 PAGE

5.1903x10.375 inches

1/6 BOX

7.875x5.125 inches

1/3 PAGE

5.1903x10.375 inches

BANNER AD

7.875x5.125 inches

PAGE SPONSORSHIP

Includes your logo with editorial themed content.
Max 1.5 inches wide below page label, deepness varies.

BUSINESS CARD

7.875x5.125 inches

MEDIA AND FILE FORMATS: PDF-X1/a on a CD-ROM, DVD-R, or FTP upload. Along with CD or FTP upload, please provide an acceptable proof, issue date, advertiser, agency name, phone, contact person, and ad name / #. Media is non-returnable. Ads submitted by email cannot exceed 5 MB. To send large files, contact info@weconnect.lgbt for Dropbox information. BOOK TRIM SIZE: 8.375" wide by 10.875" tall. LIVE AREA AND BLEED: All copy or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed. IMAGE REQUIREMENTS: All images provided for ads should be final, color corrected, high resolution (300 dpi) CMYK files. No spot colors are accepted. TIF or EPS file types are recommended. High-resolution images should not be scaled more than 115% to maintain image quality.

DESCRIPTION / RATE*	1X	3X	6X**
FULL (BACK PAGE*)	\$2000	\$1800	\$1600
FULL (PREMIUM POSITION*)	\$1600	\$1400	\$1200
FULL PAGE (NON PREMIUM)	\$1400	\$1100	\$800
HALF (HORIZONTAL OR VERTICAL)	\$1000	\$750	\$500
QUARTER	\$600	\$450	\$300
2/3 PAGE	\$1200	\$900	\$600
1/6 BOX	\$400	\$300	\$200
1/3 PAGE	\$700	\$525	\$350
BANNER AD	N/A	N/A	\$200
PAGE SPONSOR (LOGO ONLY)	N/A	N/A	\$300
BUSINESS CARD (DIRECTORY)	N/A	N/A	\$100

✳️ PREMIUM RATES APPLY TO INSIDE COVER, INSIDE BACK OR PAGE 3, AND ALSO APPLY TO REQUESTED PLACEMENT OR RIGHT-HAND-READ REQUESTED PLACEMENT. PUBLISHER RESERVES THE RIGHT TO PLACE ADS AT THEIR CHOOSING WHEN PREMIUM RATES ARE NOT SELECTED.

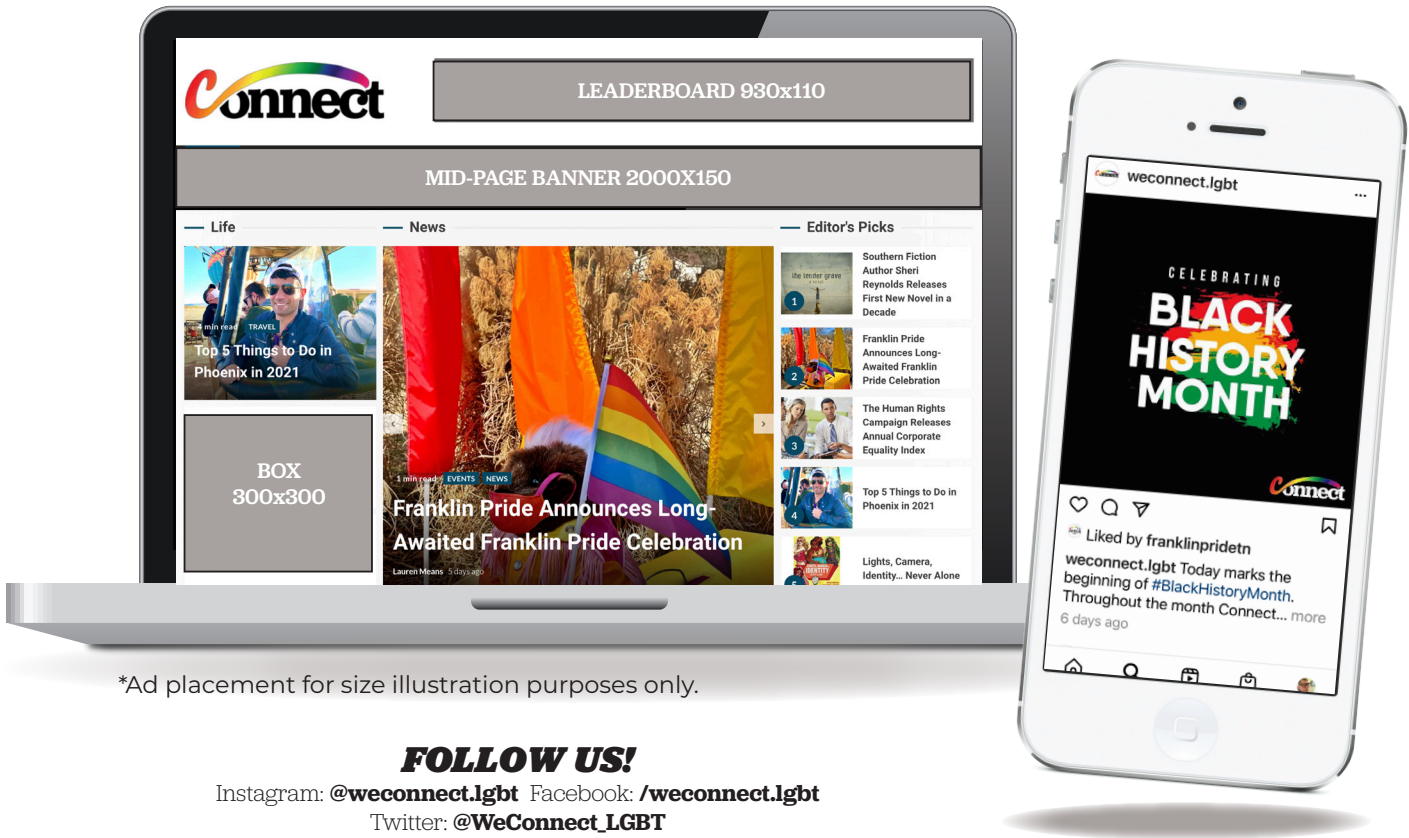
✳️✳️ THE 6X RATE IS EXCLUSIVE TO OUR PACKAGE DEALS! SEE PAGE 6 FOR DETAILS ON PACKAGE A, B OR C. CHOOSE ONE PACKAGE AND RECEIVE INCLUSIVE SPONSORSHIPS THAT INCLUDE MARKET COVERAGE ACROSS ALL CHANNELS!

➡️ **NON-PROFITS ELIGIBLE FOR DISCOUNTED RATES. CONTACT US FOR DETAILS.**

DIGITAL AD RATES & SPECS

weconnect.lgbt

Our web site is a one-stop place for Middle Tennessee's LGBTQ+ readers. Find everything you need to know about the our area, including its hot spots for eating, drinking and enjoying culture. The site is optimized for desktop, mobile and tablet viewing.



*Ad placement for size illustration purposes only.

FOLLOW US!

Instagram: [@weconnect.lgbt](#) Facebook: [/weconnect.lgbt](#)
Twitter: [@WeConnect_LGBT](#)

DESCRIPTION	SIZE	RATE PER MONTH*
LEADERBOARD	930X110	\$500
MID-PAGE BANNER**	2000X150	\$350
BOX AD**	600X600	\$250
E-NEWSLETTER AD	N/A	\$100
E-NEWSLETTER EXCLUSIVE	N/A	\$150
ONLINE DIRECTORY LISTING	N/A	FREE!

*Multi-month run discounts available.

** Rotating Ad Space.

SOCIAL MEDIA BLAST

We will feature your business, event or product on our social media outlets.
SOCIAL BLAST INVESTMENT: \$100 per month
(1 post per week per platform x3 platforms = 12 posts total)

COMPLIMENTARY social media blast with some sponsorships. See our Sponsorship page for more information, or ask our advertising representative.

» DELIVERY

Digital ads must be delivered as .jpg or .gif format and may not exceed 900k. Static ads only at this time.

ADVERTORIAL



The Nashville LGBT Chamber works to advance common business interests, economic growth, and equality in the workplace and society for its LGBT members, businesses, and allies. We accomplish this by providing educational, networking, and community-building opportunities. There are several opportunities to get involved with the chamber this holiday season.

TASTE of the Holidays
Join us as we celebrate TASTE of the Holidays and support the Nashville LGBT Chamber Foundation on December 12th from 5 PM - 8 PM at The Mockingbird. We will feature seven local restaurants all under one roof. The ticket will allow you to receive signature bites from each concept and one signature cocktail. You will also get to know the people behind the businesses that are LGBTQ+ owned and operated by and/or are the best allies to the community. There will be a cash bar at the restaurant for guests to enjoy.

TASTE of the Holidays benefits the mission of the Nashville LGBT Chamber Foundation to educate, inspire, and empower LGBT people to gain employment, climb the corporate ladder or build a small business. A limited number of tickets are available so grab yours today before they sell out. Chamber Members are \$40 and Non-Member Members are \$50. www.nashvillelgbtchamber.org

Images From Taste in 2019, hosted at Old Arts Nashville.

For Benefit Connect! This event is an opportunity for new members to learn about their member benefits, for existing members who want to learn to maximize their membership or anyone who is considering joining the Nashville LGBT Chamber. Agenda: Welcome, Introduction, Engagement Plan, Checklist, Member Value, Q&A Session, Small group networking (time permitted). [Business HERE](http://www.nashvillelgbtchamber.org)

Network Connect: December Brewing Up Business

Join us for cocktails, appetizers, holiday fun, giveaways and our annual election of new board Members and officers.

Thursday, December 15, 2022
5:30 PM - 7:30 PM (CST)
Location:
MPSF Strategic Communications
401 Commerce St., Suite 3000
Nashville, TN 37203
To learn more about the chamber and to get involved, visit <http://nashvillelgbtchamber.org>



your logo paired with your content, strip ad

BUSINESS CARD DIRECTORY

New to advertising? We have a business card directory entry level advertising option. Combine this option with a social media blast and/or digital advertising for optimal exposure and deals!

DESCRIPTION	SIZE	RATE PER ISSUE
ADVERTORIAL	FULL	\$400
SPONSORED THEMED PAGE	LOGO ONLY	\$200
BUSINESS CARD	2X1	\$100*

*Six issues required for this rate.

ADVERTORIAL CONTENT PAGES

Our advertorials provide you with a full page that includes space for written content, a strip ad AND your logo.

Tell us about your company, your products, your events, or even an employee spotlight.

your logo, address, web site and social media on a 2x1 ad



let's reconnect

ways we can make a difference for you:

- print ads // magazine exposure**
- events // in-person exposure**
- print and web design services**
- connect with our audience**
- connect with your community**



connect

wecconnect.lgbt