



COLORADO'S LGBTQ+ MAGAZINE

INTERIOR

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METROMODE

**DELIVERING THE MOMENTS THAT MAKE HISTORY.
BE A PART OF IT NOW AND ALWAYS.**

ABOUT METROMODE

IN PRINT FOR 22-YEARS!

Since 2004, Metromode has been a beacon for the LGBTQ+ community. We're a publication built on quality, not only in our advertising clients but in the look, feel, and editorial pieces of each magazine. Metromode speaks to the entire community with thoughtful analysis of local, national, and global events having a local effect; developments in health, business, finance, the economy, and real estate; interviews with emerging and seasoned artists, musicians, and writers; appealing new opportunities to enjoy Colorado's rich culture and social atmosphere; quality aesthetic experiences from film, to food, to music, to art, to night life; and challenging social and political thought.

Metromode's audience desires quality in their products and the aesthetic experiences of their lives. We view the participation of our advertisers as not merely supporting the magazine but enhancing its content. You are our partners in exposing our readership to those items and experiences, and we welcome you to our family.

William Cameron -Metromode Magazine, Founder



Metromode Prints Quarterly. Average Page Count: 100 -Departments: News, Interviews, Culture, Feature Stories, FM: Style, Foodie, Scene

THE BENEFITS OF NICHE PUBLICATIONS

BUILDING YOUR BRAND

Niche publications, like Metromode, build an advertiser's brand by delivering laser-targeted exposure to an extremely engaged, passionate audience. This precise alignment fosters deep consumer trust, enhances perceived brand prestige, and drives higher conversion rates compared to broad, general-interest media.

TARGETED AUDIENCE RELEVANCE

Precise Demographics: Advertisers reach readers who share a distinct, affluent LGBTQ+ lifestyle, eliminating wasted ad spend on uninterested consumers.

Contextual Alignment: Metromode places advertising next to relevant editorial content, making the brand's message feel like a helpful resource rather than an intrusion.

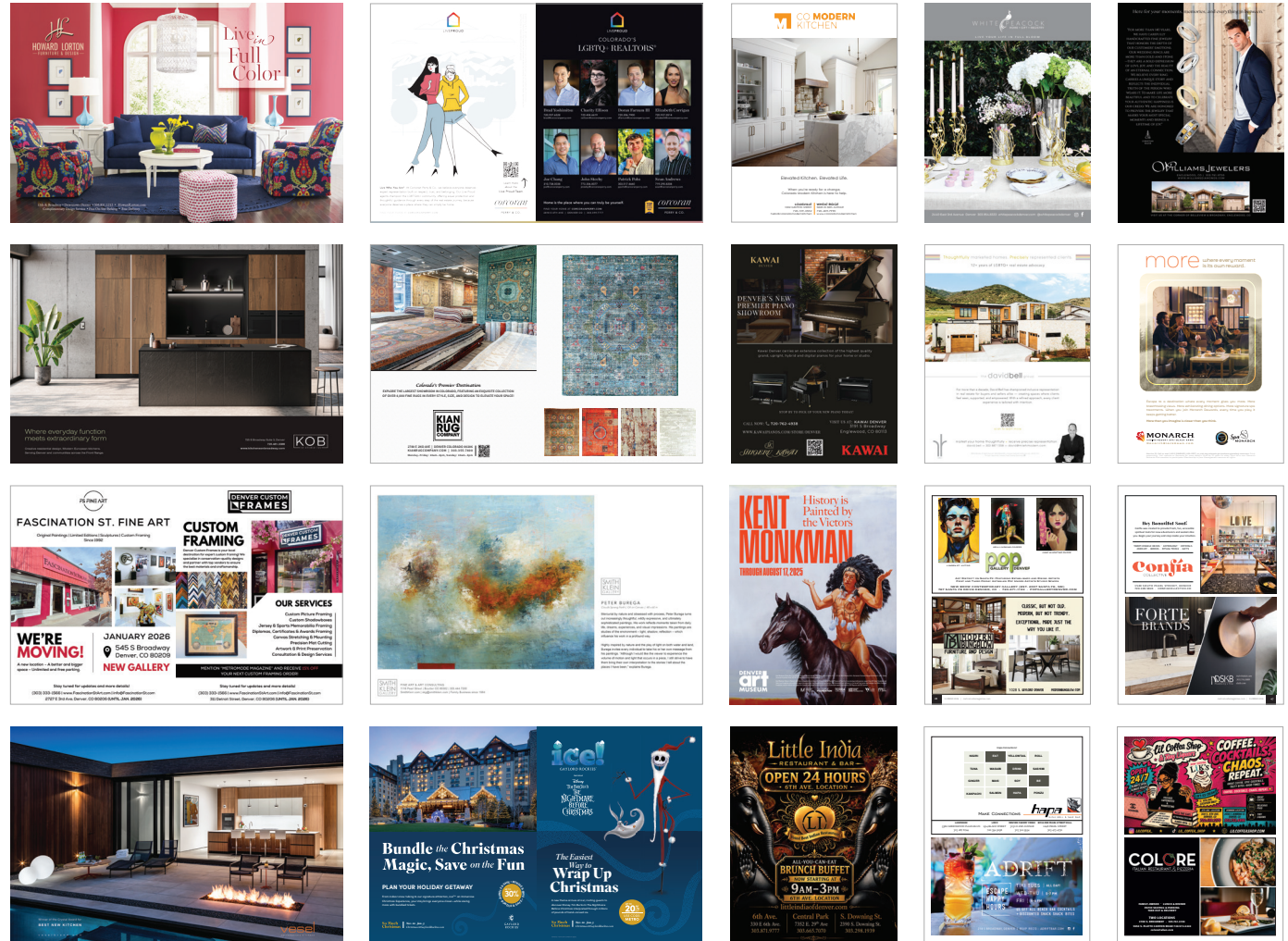
Higher Intent: Metromode readers are consumers and they often turn to our specialized magazine for active purchasing advice or industry updates, priming them to buy.

ENHANCED TRUST AND PRESTIGE

Authority Transfer: Readers deeply trust their favorite niche publication, and featuring a brand in that space transfers a sense of credibility and endorsement.

High Quality: High-end focus, exceptional editorial, and printed on high quality matte cover and interior stock for a velvet touch and no-glare advertising and reading experience.

Metromode directly connects your business to a loyal and lucrative LGBTQ+ market. We are proud to have the support of such incredible, local, and national brands.



CONSISTENCY

Metromode Magazine has been in print for over two-decades and is the only LGBTQ+ publication consistently printing in Colorado. You can find Metromode all accross the Denver Metro Area, including limited areas in Boulder, Fort Collins, Colorado Springs, and Golden.

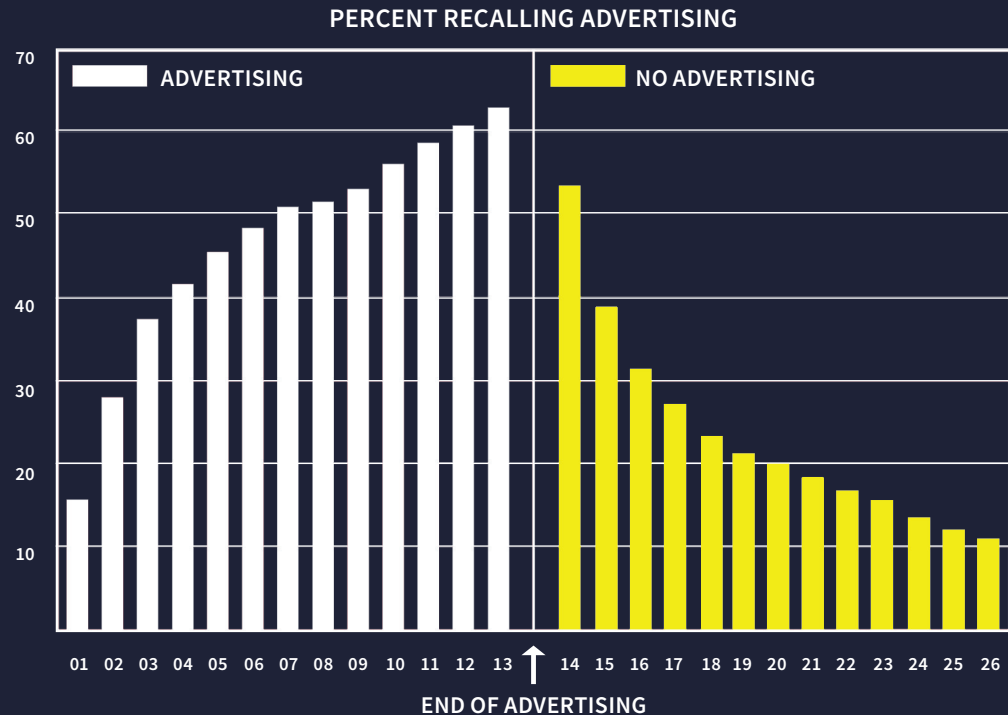
LONG-TERM ENGAGEMENT AND RETENTION

Shelf Life: Metromode is often saved, displayed on coffee tables, and referenced repeatedly over months, offering prolonged brand visibility.

Community Connection: As a niche publication, Metromode fosters a tight-knit community mindset, turning passive readers into loyal brand advocates.

Sponsored Storytelling: Advertisers can use sponsored editorial to educate our niche consumers on service and product benefits.

Focused Attention: Metromode readers will take time and sit with the magazine specifically to learn, meaning they consume the physical pages with deeper, more thoughtful intent.



Source: H.A. Zeilske, "The Remembering and Forgetting of Advertising," *Journal of Marketing*, Volume 23, No. 3, pp. 239-243

METROMODE DEMOGRAPHIC PROFILE

THE COLORADO LGBTQ+ MARKET

Total Colorado Population: 6,012,651
 Colorado LGBTQ+ Population: 535,117
(8.9%) 13th Largest in the Nation

Magazine Readership Per Issue: 53,511
 Online Readership Per Issue: 48,412
Total Readership Per Issue: 102,022

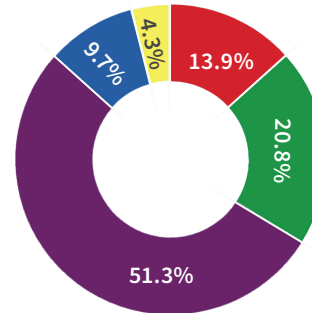
AUDIENCE PROFILE

Colorado LGBTQ+ Buying Power: \$10.6 billion
 Median Household Income: \$127,900
 Median Individual Income: \$70,952
 Median Age: 37.5
 Married: 11.57%
 LGBTQ+ Raising Children: 25%
 Home Ownership: 49%
 Median House Value: \$465,900
 Median Gross Rent: \$1,594
 Bachelor's Degree or Higher: 58%

Online readership includes Metromode's website, the Metromode digital issue, and all of Metromode's social media accounts.

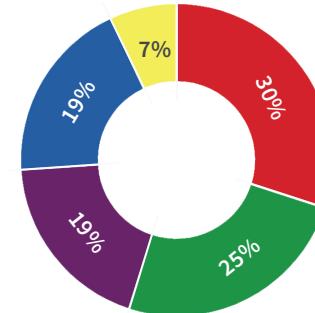
Sources: 2022 US Census, Department of Justice, The Williams Institute UCLA, and Statista.

GENDER IDENTITY



Lesbian ■ Gay ■
 Bisexual ■ Transgender ■
 Nonbinary ■

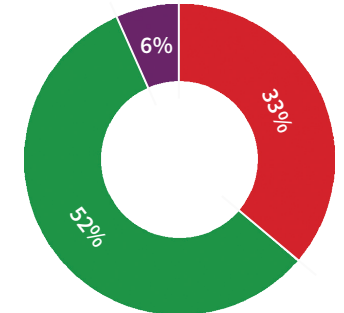
AGE ANALYSIS



18-24 ■ 25-34 ■
 35-49 ■ 50-64 ■
 65+ ■

EDUCATION PROFILE

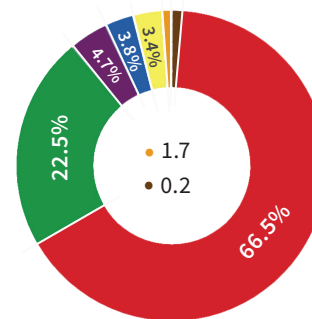
18-years and older



Some College ■
 Bachelor's Degree ■
 Advanced Degree ■

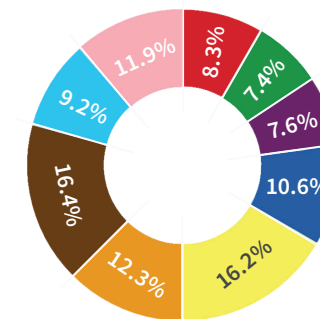
ETHNICITY PROFILE

Hispanics can be of any race and may be included in applicable race categories.



White ■
 Hispanic/Latino ■
 African American ■
 Asian ■
 Two or more races ■
 American Indian ■
 Pacific Islander ■

ANNUAL INCOME



Under \$15K ■
 \$15K to \$25K ■
 \$25K to \$35K ■
 \$35K to \$50K ■
 \$50K to \$75K ■
 \$75K to \$100K ■
 \$100K to \$150K ■
 \$150K to \$200K ■
 Over \$200K ■

METROMODE'S YEARLY READERSHIP

A STRATEGY FOR GREATER MARKETING SUCCESS

A successful marketing strategy is one that encompasses multiple strategies and puts them together in one package. This is exactly what we offer when you choose to advertise with Metromode.

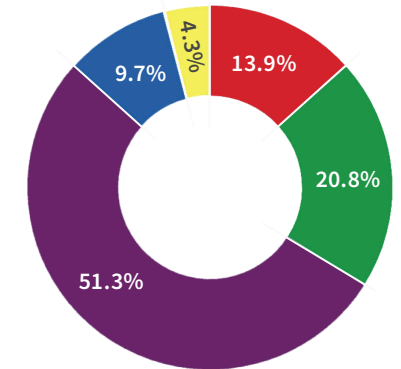
With print media, we help establish the foundation of your message and shape your brand's story as it moves throughout the social community. Metromode's unique niche audience adds another powerful dimension, connecting your brand with a highly targeted, engaged readership that values exceptional local businesses, experiences, and ideas. By strategically cross-promoting content across print, web, and social media, we amplify your brand's message, strengthen consistency and accuracy, and increase frequency—maximizing the overall effectiveness of your campaign. As audiences and markets continue to fragment, an integrated strategy built around a defined niche has become essential to achieving greater reach, engagement, and results. By combining Metromode's targeted audience with a coordinated print, digital, and social presence, we amplify your campaign even further—helping generate maximum ROI for your brand.

Reserve any combination of print advertising sizes in four consecutive issues of Metromode, and your online and social media components are included FREE!

Sources: 2022 US Census, Department of Justice, The Williams Institute UCLA, and Statista.

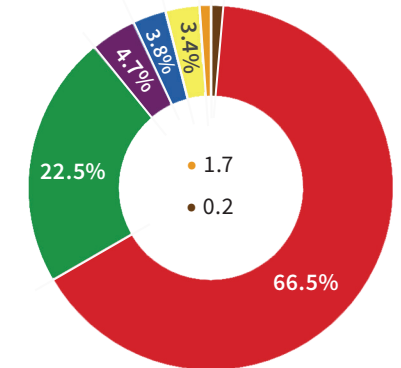
METROMODE'S READERSHIP BY GENDER

Gender	% of Readership	Readership
Lesbian	13.9%	56,724
Gay	20.8%	84,882
Bisexual	51.3%	209,349
Transgender	9.7%	39,585
Nobinary	4.3%	17,548
		408,088



METROMODE'S READERSHIP BY ETHNICITY

Ethnicity	% of Readership	Readership
White	66.5%	271,379
Hispanic/Latino	22.5%	91,820
African American	4.7%	19,180
Asian	3.8%	15,507
Two or more races	3.4%	13,875
American Indian	1.7%	6,937
Pacific Islander	0.2%	816
		*419,514



Readership is estimated by average people per household + Information provided by Facebook, Instagram, and Threads' boosted advertising statistics.

*Hispanics can be of any race and may be included in applicable race categories.

EDITORIAL CALENDAR AND PUBLICATION DATES

YEAR 2027

March–June: Spring Issue**Home Design & Real Estate Special Edition**

Space Reservations: February 08, 2027
 Materials Deadline: February 15, 2027
 On Stands Date: March/Spring 2027

June–September: Summer Issue**Summer Pride Issue, FM: Style Guide**

Space Reservations: May 11, 2027
 Materials Deadline: May 18, 2027
 On Stands Date: June/Summer 2027

September–December: Fall Issue**Artists, Art & Gallery Special Edition, FOODIE Guide**

Space Reservations: August 10, 2027
 Materials Deadline: August 17, 2027
 On Stands Date: September/Fall 2027

December–March: Winter Issue**The Big Interview Issue, FM: Style Guide**

Space Reservations: November 10, 2027
 Materials Deadline: November 17, 2027
 On Stands Date: December/Winter 2027

On stands dates shown are a starting point. It will typically take three business days to reach full distribution. Full payment for advertising must be received no later than 5pm on the reservation deadline date, no exceptions. Artwork must be received by 5pm on the the materials deadline date, no exceptions.

ACTUAL COVERS AND EDITORIAL

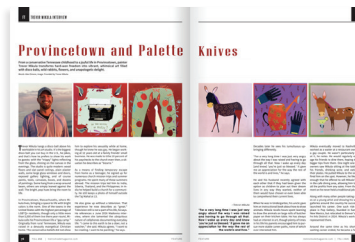
SPRING ISSUE



SUMMER ISSUE



FALL ISSUE



WINTER ISSUE



COMPARING MAGAZINE ADVERTISING RATES

Comparing one publication’s advertising rates to another can be tricky, especially when their circulation numbers are wildly different. An important tool is Cost Per Thousand –commonly referred to as CPM. In everyday terms, it’s how much you’ll pay to reach 1,000 readers. Look at CPM and you’ll discover that, on a cost-per-thousand basis, most other local publications charge more than we do. Which means, compared to METROMODE, you’ll pay a lot more to advertise with them than you should. If not by CPM certainly by yearly print ad cost.

We’ve set our rates at industry-standard levels that are fair to you and us. It’s not lip service when we say that we form a partnership with our advertisers. We look forward to a long term and mutually profitable partnership with your business.

ADDED BENEFITS WHEN RESERVING A FULL-YEAR IN PRINT
All display ads come with FREE basic ad creative and one Online Tower Ad and one Resource Page complimentary. A value add of \$1,540 in incentives. Full-year advertising agreement required.

82% OF CONSUMERS TRUST PRINT ADS OVER DIGITAL WHEN MAKING A PURCHASE DECISION
Up to 30% of consumers who notice print ads eventually visit the advertiser’s web page, proving that print ads are a mighty driver of website traffic. And when combining print and digital advertising, customers buy up to 250% more frequently than when promoted through a single channel. With METROMODE, we give you a three pronged approach; print, web, and social media exposure. This makes METROMODE a powerful source for increasing your ROI.
Source: Southern California News Group

COMPARE METROMODE TO OTHER LOCAL MAGAZINE BRANDS

BASED OFF FULL PAGE AD RATES & ACTUAL PRINTED COPIES

	COST PER ONE COPY	COST PER 1,000 READERS	COST TO ADVERTISE 12-MONTHS
METROMODE	\$ 0.1730	\$ 173.00	\$ 9,000 per year
OUT FRONT Magazine	\$ 0.2794	\$ 279.40	\$ 24,000 per year
MODERN IN DENVER	\$ 0.1886	\$ 188.66	\$ 11,320 per year
5280 [THE DENVER MAGAZINE]	\$ 0.1203	\$ 120.38	\$ 103,320 per year
Westword	\$ 0.0720	\$ 72.01	\$ 126,412 per year

Numbers are based off of the most current rate card and audits obtained. METROMODE magazine 2024 rate card; Full-year advertising at a full-page color size, \$2,325 pre issue, 4-issue per-year. Out Front magazine 2024 rate card; Full-year advertising at a full-page color size, \$2,000 per issue, 12-issues per-year. Modern in Denver 2017 rate card; Full-year advertising at a full-page color size, \$2,830 per issue, 4-issues per-year. 5280 magazine 2022 CVC audit; Full-year advertising at a full-page color size, \$8,610 per issue, 12-issues-per-year. Westword newspaper 2024 rate card; Full-year advertising at a full-page color size, \$4,862 per issue, 26-issues-per-year.

FURTHER SAVINGS OF 20% WHEN YOU RESERVE 4-CONSECUTIVE ISSUES

BASED OFF FULL PAGE AD RATES & ACTUAL PRINTED COPIES

	COST PER ONE COPY	COST PER 1,000 READERS	COST TO ADVERTISE 12-MONTHS
METROMODE	\$ 0.1384	\$ 138.60	\$ 7,200 per year

Enjoy 20% off any ad size combination 1/4th-page or larger. Ad sizes can be mixed sizes. This incentive includes your online and social media components at no extra cost! Contact William Cameron: william@metromodemagazine.com 20% off is not valid with any other offers. Requires 4-time consecutive ad run.

PRINT ADVERTISING RATE CARD: 2027

ALL RATES ARE PER ISSUE

PRINT DISPLAY*	1x	2x	3x	4x
Full Page	3,150	2,850	2,550	2,250
Half Page	1,890	1,710	1,530	1,350
Third Page	1,260	1,140	1,020	900
Quarter Page	945	855	765	675
Sixth Page	630	570	510	450

PREMIUM*	4x
Back Cover	3,150
Double Spread	3,150
Two-Page Consecutive	3,150

**There is a limit of four Double Spread Ads. All Premium Ad Spaces require 4-time agreements. All full-year contracted display advertising above comes with one online display ad, on online resource page, and free basic ad creative per issue. A value add of \$1,540. More complicated ad builds are \$85 per hour. For complete details and guidelines, contact us at william@metromodemagazine.com.*

NATIVE CONTENT*	2-page	4-page
Sponsored Editorial	3,150	5,150

**These are editorials, not designed as a sales tool, though credits will be given. A person or company may purchase one per year. We provide the writer, editor, and photographer. Limited availability. For complete details and guidelines, contact us at william@metromodemagazine.com.*

FM: STYLE GUIDE*	4-page	8-page
FM: Style Shoot	1,800	2,700

**Metromode controls the photoshoots. Price includes the photographer, hair, makeup, and the model. A 4-page shoot includes one half-page ad. An 8-page shoot includes one full-page ad. For complete details and guidelines, contact us at william@metromodemagazine.com.*

EVENT CALENDAR LISTINGS*	Small	Large
Event Listings in Print	175	350

INSERTS: BOUND-IN or LOOSE	ONE PER ISSUE: CONTACT US FOR A QUOTE
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**This is a NET Rate Card. Advertising Agency commissions must be added to these rates. *Guaranteed Placements add 10% *A 10% discount is provided for non-profits but is not valid with discount offers in excess of 10%. Proof of 501(c)(3) is required. *Ad rates are per issue and due upfront, per issue.*

ADVERTISING TESTIMONIALS



POP Gallery, Denver
“Having relocated our 20-year old art gallery from Santa Fe, NM to Denver’s Art District on Santa Fe Drive, Denver Metro advertising was a top priority. Metromode consistently delivers an engaging, high-end publication with excellent customer service and personal attention that truly supports our small business. Our first ad resulted in multiple local collectors discovering the gallery and adding art to their collections. One sale alone was in excess of \$3,000. Thank you for finding us William!”

–Sharla Throckmorton-McDowell, Owner



Kitchens on Broadway, Denver
“From the moment we placed our advertisement, the Metromode team made the process easy and collaborative with clear communication, quick turnarounds, and genuine care about getting our message right. Our ad quickly generated a high-quality lead, and the publisher was a pleasure to work with throughout—very responsive and happy to go the extra mile. We’d gladly advertise with them again.”

–Kirsten Lautrup, Marketing Director

EARLY BIRD INCENTIVE: RESERVE FIVE CONSECUTIVE ADS AT 25% OFF!
Any ad size combination 1/6th-page or larger. Ad sizes can be mixed sizes. This incentive includes your online and social media components at no extra cost! This incentive is good through the rest of 2026. Contact William Cameron: william@metromodemagazine.com

PRINT ADVERTISING SECIFICATION SHEET

PRINT DISPLAY			
DOUBLE SPREAD		WIDTH	HEIGHT
	TRIM SIZE:	16.5000"	10.8750"
	BLEED SIZE:	17.0000"	11.3750"
	LIVE AREA:	16.0000"	10.3750"
SETUP GUIDE: We Prefer Double-Spread advertisements to bleed. Double-Spreads should be built separately as two Full-Page ads. First, set up each page size to the trim line (8.250" x 10.875.") Next, bleed your images .250" BEYOND the trim line on all sides, including the top and bottom. Then, keep text at least .250" in from the trim line on all sides, including the top and bottom. Each full-page document with bled images should end up being 8.750" x 11.375". While building each full-page, make sure any elements that will cross over from one page to the other (the gutter) will match up seamlessly and evenly on the trim line. Send each page individually.		Allow for gutter cross-over	
FULL PAGE	TRIM SIZE:	8.2500"	10.8750"
	BLEED SIZE:	8.7500"	11.3750"
	LIVE AREA:	7.7500"	10.3750"
SETUP GUIDE: We Prefer Double-Spread advertisements to bleed. First, set your page size to the trim line (8.250" x 10.875.") Next, bleed your images .250" BEYOND the trim line on all sides, including the top and bottom. Then, keep text at least .250" in from the trim line on all sides, including the top and bottom. Your final document dimensions with bled images should end up being 8.750" x 11.375."			
TWO-THIRDS PAGE	VERTICAL AD SIZE:	7.5000"	4.8470"
HALF PAGE	HORIZONTAL AD SIZE:	7.5000"	4.8470"
THIRD PAGE	BLOCK AD SIZE:	4.9370"	4.8470"
QUARTER PAGE	BLOCK AD SIZE:	3.6597"	4.8470"
SIXTH PAGE	VERTICAL AD SIZE:	2.3770"	4.8470"

SPECIAL SECTIONS

PRINT DISPLAY / EDITORIAL		WIDTH	HEIGHT
SIXTH PAGE: ARTIST BLOCK	BLOCK AD SIZE:	3.657"	3.043"
QUARTER PAGE: FOODIE OR SCENE	BLOCK AD SIZE:	3.657"	3.043"
HALF PAGE: FOODIE OR SCENE	BLOCK AD SIZE:	3.657"	3.043"
16-PAGE LISTINGS: FOODIE OR SCENE	5-lines: Name, Address, Phone, Email. 11-lines: 50-word blurb		
TWO-FOUR PAGE EDITORIALS	Special requirements apply. Please contact us for more details		
FOUR-EIGHT PAGE FM: STYLE	Special requirements apply. Please contact us for more details		

ACCEPTABLE DIGITAL FILES: PRINT-READY PDF FILES ONLY. Ad spreads should be broken into single pages. Please include all fonts, hi-res CMYK images, logos and graphics, and provide a color-accurate proof at 100%. Advertisers assume responsibility for quality of ad reproduction if a professional match print is not supplied.

UNACCEPTABLE DIGITAL FILES: Other file types, such as PDF files created with PDF Writer, TIFF/IT-P1, Postscript or native applications, such as Quark, InDesign, PageMaker, Illustrator, Freehand, Photoshop, etc., are not acceptable. Please, do not sent RGB, JPEG, or nested EPS files. Color ads cannot be converted to B/W. Please build all ads appropriately.

IMAGES: Minimum 300 dpi. Line screen 175 lines per inch, CMYK files. Screen angles should be 75 Black, 15 Cyan, 45 Magenta and 90 Yellow.

SPECIAL SECTIONS: Please call or email Metromode for further details.

PRINTING: Web-print text, Sheet-fed cover

BINDING: Perfect Bound

ARTWORK SERVICES: Metromode provides artwork services and ad builds at a nominal fee. Fees are dependent on the size and complexity of the ad. Ads typically run \$75 per hour. Additional fees may apply. Call us for more information and estimates. Camera-ready artwork will be returned upon request only. M Colorado will dispose of all artwork 3 months after date of publication.

SEND ARTWORK: william@metromodemagazine.com. For files more than 10mg, send by drop box.

TERMS AND CONDITIONS: Metromode reserves the right to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection, advertising already run shall be paid for at the rate that would apply if the entire order were published.

RESERVE AD SPACE: Call William at: 720-495-2247 or email at william@metromodemagazine.com

ONLINE ADVERTISING RATE CARD

WEB DISPLAY*	Monthly	1-year
Billboard	120	1,200
Tower	78	780
Mid-Page Unit	42	420

**For monthly online display ads, 3-months upfront is required. Monthly billing will start on the second month. You may cancel at any time but the first 3-months are non-refundable. Buying online display ads for 1-year, upfront, saves you money and provides consistent advertising presence. All online advertising must be secured with a valid credit card. For complete details and guidelines, contact us at william@metromodemagazine.com.*

WEB RESOURCE PAGE*	1-year
Resource Page	420

**A Resource Page comes with 15-images, a business overview of up to 1,500 words, six social media links, website links, full address and contact information, and an interactive google location map. All online advertising must be secured with a valid credit card. For complete details and guidelines, contact us at william@metromodemagazine.com.*

FOODIE ONLINE*	Monthly	1-year
Foodie Resource	42	420

**A Foodie Resource comes with a 473px by 473px online display ad, one online Resource Page, and one Foodie Print Listing. For a monthly Foodie Resource, 3-months upfront is required. Monthly billing will start on the second month. You may cancel at any time but the first 3-months are non-refundable. Buying a Foodie Resource for 1-year, upfront, saves you money and provides consistent advertising presence. All online advertising must be secured with a valid credit card. For complete details and guidelines, contact us at william@metromodemagazine.com.*

BAR & NIGHTCLUB SCENE ONLINE*	Monthly	1-year
Scene Resource	42	420

**A Scene Resource comes with a 473px by 473px online display ad, one online Resource Page, and one Scene Print Listing. For a monthly Scene Resource, 3-months upfront is required. Monthly billing will start on the second month. You may cancel at any time but the first 3-months are non-refundable. Buying a Scene Resource for 1-year, upfront, saves you money and provides consistent advertising presence. All online advertising must be secured with a valid credit card. For complete details and guidelines, contact us at william@metromodemagazine.com.*

ONLINE CONTENT*	1x
Sponsored Editorial	500

**Online content can be your own writing or we can provide a writer for you. Images are provided solely by you. This sponsored content will seamlessly fit into our regular online content and includes one \$50 Social Media Boost on either Facebook or Instagram platforms.*

**This is a NET Rate Card. Advertising Agency commissions must be added to these rates.*

ONLINE DISPLAY AD SPECS: 300 RESOLUTION .PNG

Billboard -Desktop-

1,080 px by 250 px

Billboard -Mobile-

300 px by 250 px

Tower -Desktop-

300 px by 600 px

MPU -Desktop-

300 px by 300 px

Foodie -Desktop-

473 px by 473 px

Scene -Desktop-

473 px by 473 px

Tower -Mobile-

300 px by 150 px

MPU -Mobile-

300 px by 150 px

Foodie -Mobile-

300 px by 300 px

Scene -Mobile-

300 px by 300 px

CONTACT INFORMATION

METROMODE

MAILING ADDRESS

Metromode Magazine
3700 Tennyson Street, #12364
Denver, Colorado 80206

WILLIAM CAMERON

Publisher, Creative Director
william@metromodemagazine.com
720-495-2247

FOLLOW US   

METROMODE

metromodemagazine.com

2001 BMW Z8 Roadster



COLORADO'S LGBTQ+ MAGAZINE. DELIVERING THE MOMENTS THAT MAKE HISTORY. BE A PART OF IT NOW AND ALWAYS.