

METROMODE

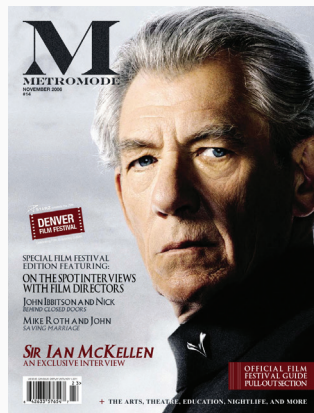
COLORADO'S LGBTQ+ MAGAZINE

2025
MEDIA KIT

ABOUT METROMODE

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.



20TH YEAR ANNIVERSARY

In November 2024, Metromode had it's 20th Anniversary! Our first issue published in December of 2004.

We're celebrating over the 2025 year with a **20% OFF** incentive when you advertise in any issue in 2025. Offer includes all print ad sizes and paid editorials, corporate sponsorships, online resource pages and paid editorials, newsletter advertisements and paid editorials. Check your frequency rate for the ad you choose, see the price and take 20% off!

As always, basic ad creative is free of charge with ad purchase. For more complicated ad creative, rates start at \$85/hr.

Reserve four consecutive issues and receive one online display ad and resource page! A value add of \$1,520

BENEFITS NICHE MAGAZINES OFFER

The focused approach of today's niche publications deliver advantages both for advertisers wanting pinpoint targeting and readers seeking specialized content.

For Advertisers: Highly targeted promotions directly reaching the most relevant audience; Engaged readers receptive to niche-specific messaging; Less competition in a focused publication verses mainstream publications; Opportunities to partner on custom content campaigns; Higher ROI from efficient spending on ideal target market.

For Readers: In-depth niche information and analysis unavailable in general publications; Tailored advertisements and editorials based on a niche focus; Sense of community and shared identity with other loyal and passionate readers; Content that resonates and reflects their specific interests and values; Escape from information overload of mass media into a specialized forum.

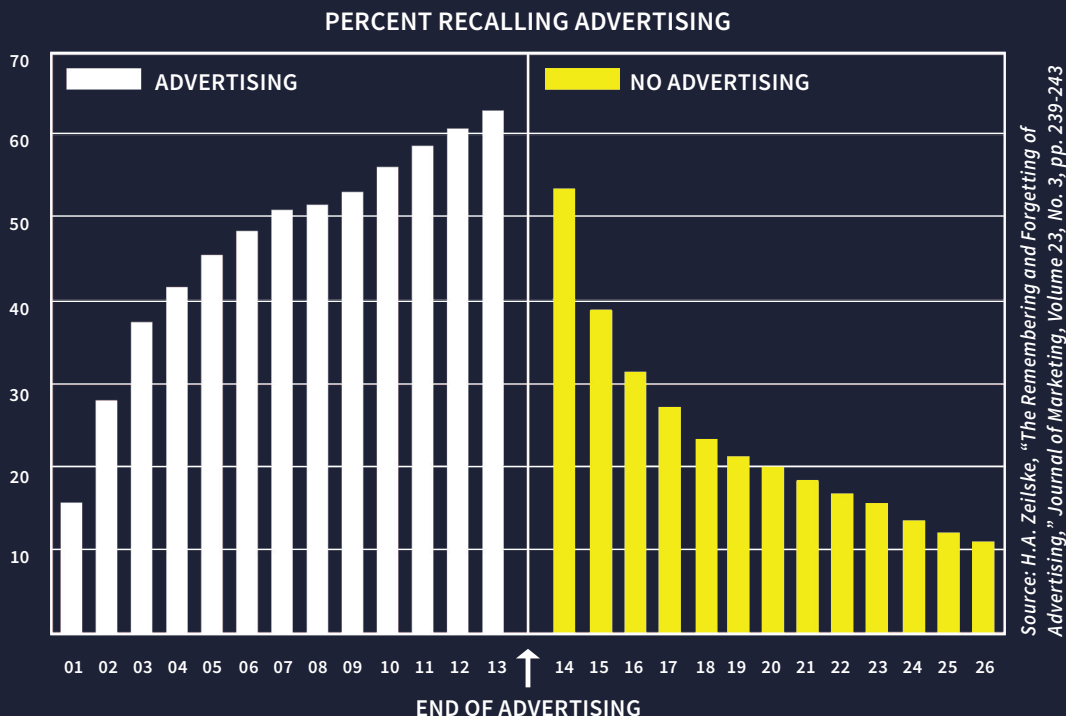
Niche magazines are the future of the publishing industry. As mainstream media outlets falter, publications laser-focused on niche communities and interests are stepping into the void. For advertisers and readers, niche magazines deliver.

BUILDING YOUR BRAND

METROMODE directly connects your business to a loyal and lucrative LGBTQ+ market. We are proud to have a wide variety of advertisers, including these local and national brands.



REMEMBERING AND FORGETTING ADVERTISING



METROMODE DEMOGRAPHIC PROFILE

COLORADO LGBTQ+ MARKET

Total Population: **5,877,610**
LGBTQ+ Population: **424,276**.
(7.2185%) 13th Largest in the Nation

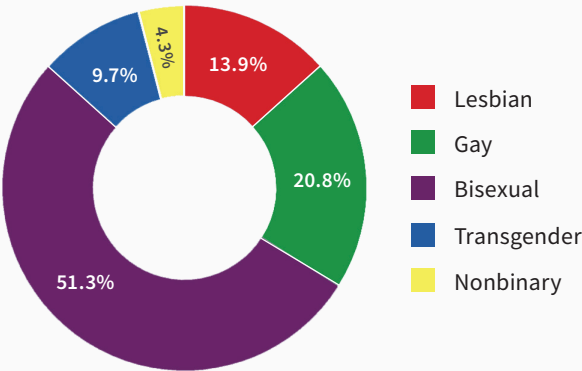
Sources: 2022 US Census, Department of Justice, The Williams Institute UCLA, and Statista.

Magazine Readership Per Issue: **60,000**
Website & Social Media Readership Per issue: **48,412**
TOTAL READERSHIP PER ISSUE: **108,412**

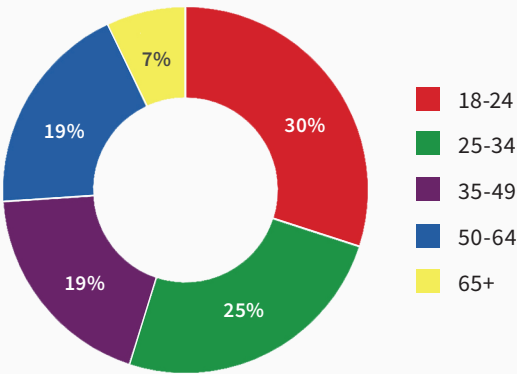
AUDIENCE PROFILE

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%**

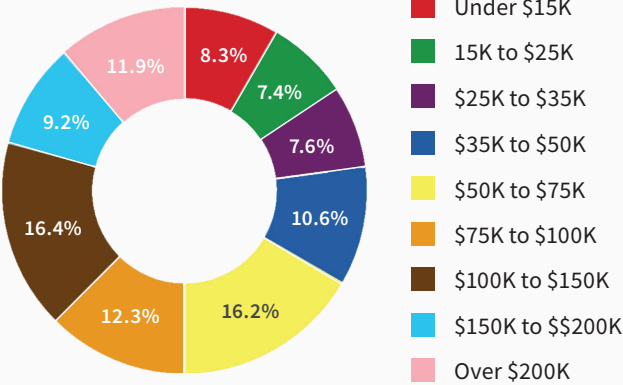
GENDER IDENTITY



AGE ANALYSIS

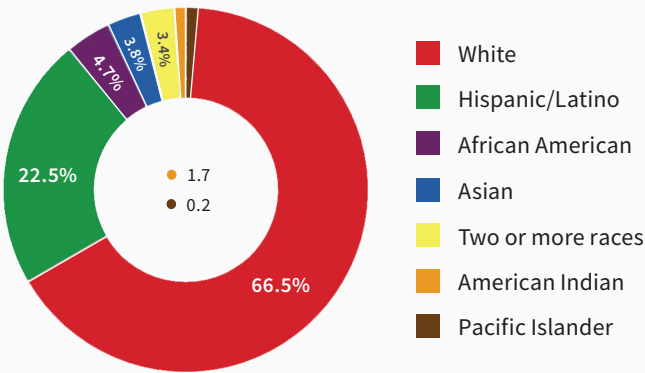


ANNUAL INCOME



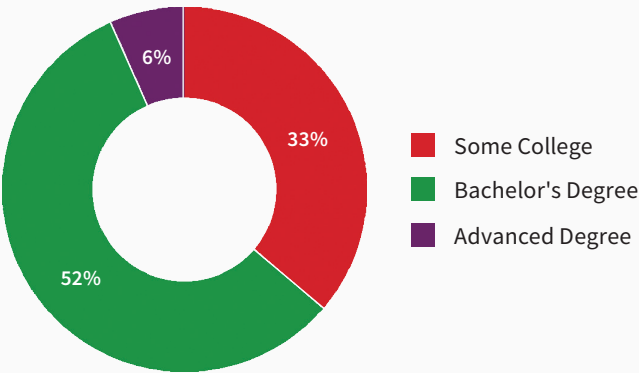
ETHNICITY PROFILE

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



EDUCATION PROFILE

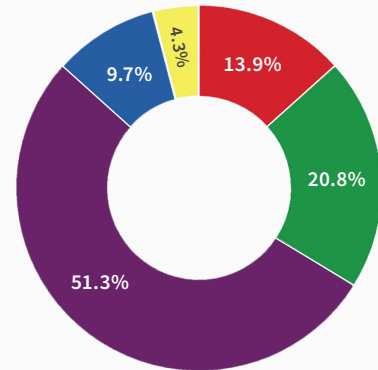
18-years and older



METROMODE'S YEARLY READERSHIP

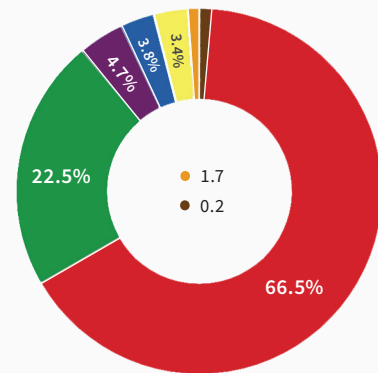
METROMODE'S READERSHIP BY GENDER

Gender	% of Readership	Readership
Lesbian	13.9%	60,225
Gay	20.8%	90,206
Bisexual	51.3%	222,468
Transgender	9.7%	42,064
Nobinary	4.3%	18,655
		433,648



METROMODE'S READERSHIP BY ETHNICITY

Ethnicity	% of Readership	Readership
White	66.5%	288,376
Hispanic/Latino	22.5%	97,571
African American	4.7%	20,381
Asian	3.8%	16,479
Two or more races	3.4%	14,744
American Indian	1.7%	7,372
Pacific Islander	0.2%	867
		*445,790



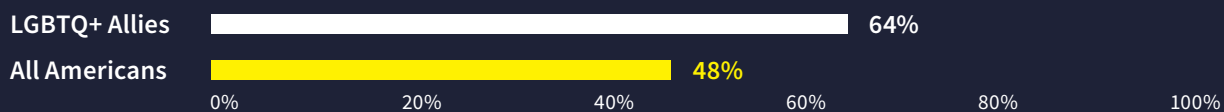
COLORADO'S LGBTQ+ POPULATION @ 7.2% = 424,276
METROMODE'S READERSHIP PER YEAR IS 433,648 (29.5%)

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

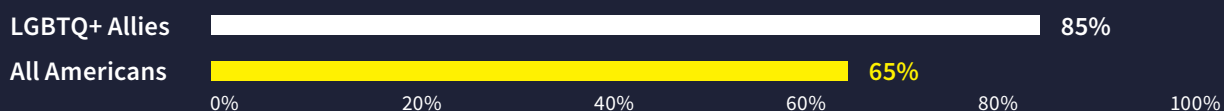
LGBTQ+ INCLUSION IS GOOD FOR BUSINESS

Sources: Ogilvy Survey, Grace Donnelly/Fortune

Consumers who reported they are more likely to spend money with businesses and brands they perceive as LGBTQ+ inclusive:



Consumers who say LGBT inclusive brands are good for the economy:



2025 PUBLICATION DATES

MARCH: SPRING ISSUE

SPRING: Editorial to be determined

Space Reservation: 02/07/2025
Materials Deadline: 02/14/2025
On Stand Dates: 03/03/2025

SEPTEMBER: FALL ISSUE

FALL: Editorial to be determined

Space Reservation: 08/21/2025
Materials Deadline: 08/28/2025
On Stand Dates: 09/05/2025

JUNE: SUMMER -PRIDE- ISSUE

SUMMER: Editorial to be determined

Space Reservation: 05/08/2025
Materials Deadline: 05/15/2025
On Stand Dates: 06/02/2025

DECEMBER: WINTER ISSUE

WINTER: Editorial to be determined

Space Reservation: 11/07/2025
Materials Deadline: 11/14/2025
On Stand Dates: 12/01/2025

2026 PUBLICATION DATES

MARCH: SPRING ISSUE

SPRING: Editorial to be determined

Space Reservation: 02/06/2026
Materials Deadline: 02/13/2026
On Stand Dates: 03/02/2026

SEPTEMBER: FALL ISSUE

FALL: Editorial to be determined

Space Reservation: 08/07/2026
Materials Deadline: 08/14/2026
On Stand Dates: 09/01/2026

JUNE: SUMMER -PRIDE- ISSUE

SUMMER: Editorial to be determined

Space Reservation: 05/08/2026
Materials Deadline: 05/15/2026
On Stand Dates: 06/01/2026

DECEMBER: WINTER ISSUE

WINTER: Editorial to be determined

Space Reservation: 11/06/2026
Materials Deadline: 11/13/2026
On Stand Dates: 12/01/2026

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.

SPECIAL SECTIONS

REAL ESTATE PROS & HOME IMPROVEMENT

Every Spring Issue we have 32+ pages of Real Estate Pros and Home Improvement. Get the latest on the Colorado real estate market, mortgages, agents, insider types, home improvement ideas, and more! (Starting Year 2026)

FOODIE: COLORADO

Within each issue of Metromode we feature a 16-page food and beverage section. Each Fall Issue we expand this section to 32+ pages, giving you more industry openings, reviews, recipies, interviews, listings, and more!

FM -STYLE GUIDE: JUNE ISSUE

Our Summer Pride Issue is a Special Edition Issue. It's PRIDEFEST season afterall. Withn this issue we will have our Summer Style Guide! It's filled with pages of fashion to keep you on trend the entire season.

FM -STYLE GUIDE: WINTER ISSUE

The Winter Issue is not only great for holiday gift ideas but it's fantastic for fashion as well. We include a Winter Style Guide, helping you to stay warm and stylish throught the cold weather.