METROMODE

COLORADO'S LGBTQ+ MAGAZINE

2026
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.

















2026 INCENTIVE

Any size combination of 4-consecutive display advertising agreements come with one online tower display ad and one online resource page free for the duration of the ad agreement. Basic ad creative is free per issue. **A value add of $1,565.** More complicated ad builds are $85 per hour. Double Spreads in the Forward Section require 4-time commitments. We have Two-Page Consecutive advertising available at the Double Spread rates above. Inquire for further details.

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.

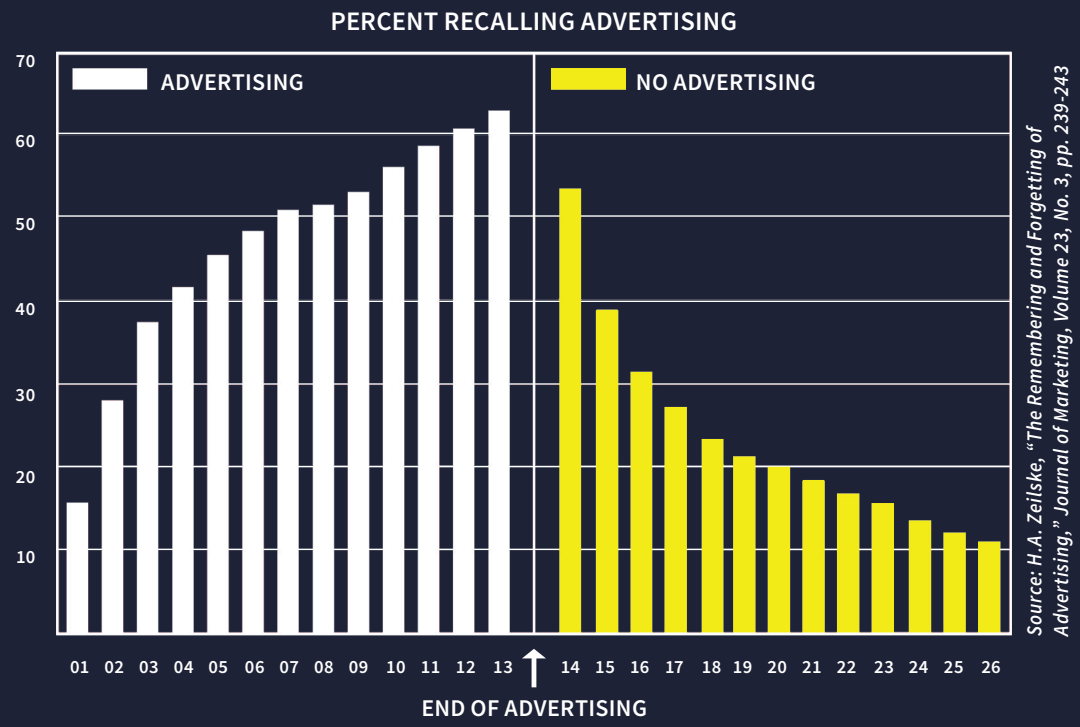
Niche magazines are the future of the publishing industry. As mainstream media outlets falter, publications laser-focused on niche communities and interests are stepping into the void. For advertisers and readers, niche magazines deliver.

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.

State Farm · Porcelanosa · Clyfford Still Museum · Shaver-Ramsey Fine & Custom Rugs · Denver Center for the Performing Arts · Scarpaletto · Birdcall · Warwick Hotels and Resorts · McDonald Volvo · Oster Jewelers · orangetheory Fitness · Classic Pianos · A Passion for Pianos · Lawrence Covell

Remembering and forgetting advertising



METROMODE DEMOGRAPHIC PROFILE

COLORADO LGBTQ+ MARKET

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

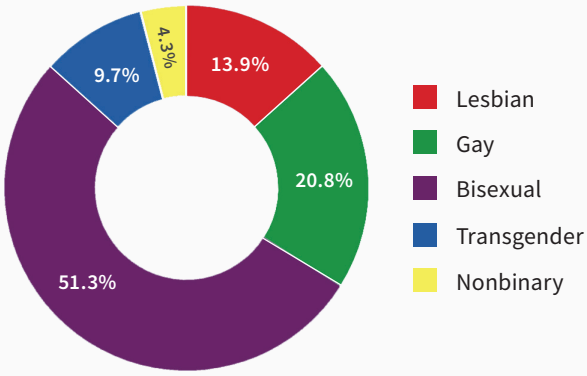
Total Population: 6,012,561
LGBTQ+ Population: 434,016.
(7.2185%) 13th Largest in the Nation

Magazine Readership Per Issue:	52,000
Website & Social Media Readership Per issue:	48,412
TOTAL READERSHIP PER ISSUE:	100,412

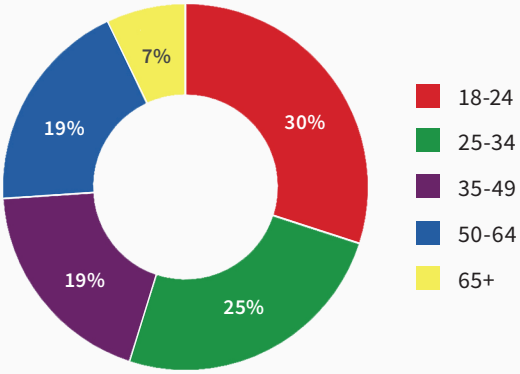
AUDIENCE PROFILE

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%

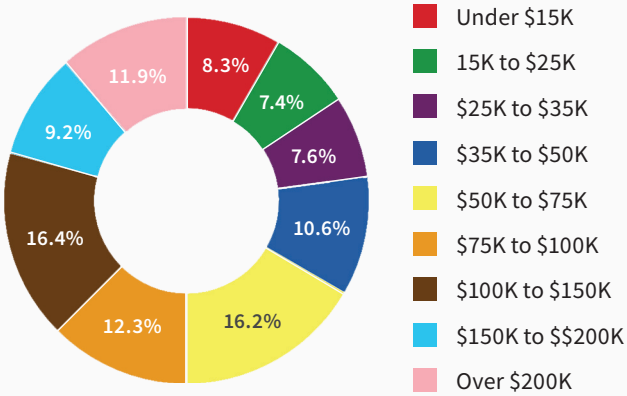
GENDER IDENTITY



AGE ANALYSIS

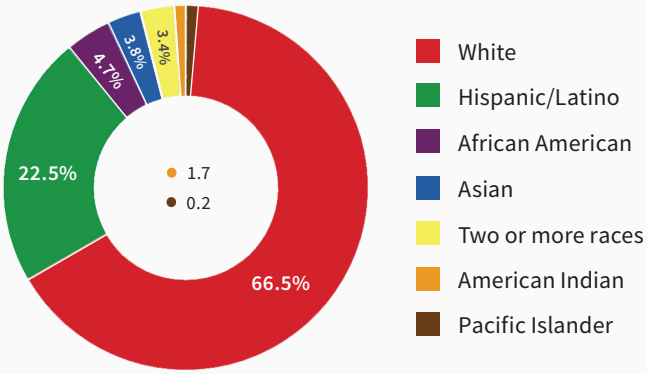


ANNUAL INCOME



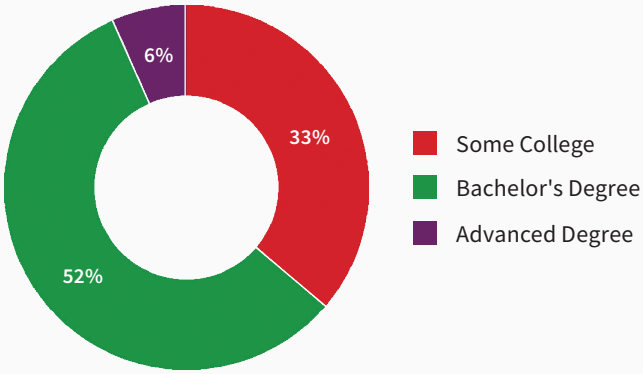
ETHNICITY PROFILE

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



EDUCATION PROFILE

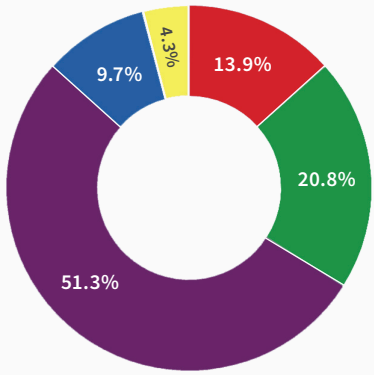
18-years and older



METROMODE'S YEARLY READERSHIP

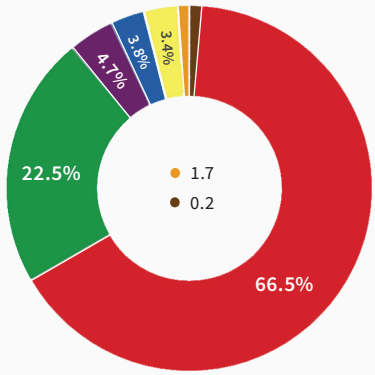
METROMODE'S READERSHIP BY GENDER

Gender	% of Readership	Readership
Lesbian	13.9%	55,829
Gay	20.8%	83,542
Bisexual	51.3%	206,045
Transgender	9.7%	38,959
Nobinary	4.3%	17,270
		401,645



METROMODE'S READERSHIP BY ETHNICITY

Ethnicity	% of Readership	Readership
White	66.5%	267,095
Hispanic/Latino	22.5%	90,370
African American	4.7%	18,877
Asian	3.8%	15,262
Two or more races	3.4%	13,656
American Indian	1.7%	6,828
Pacific Islander	0.2%	803
		***412,891**



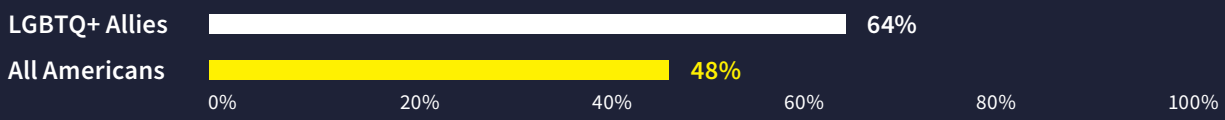
COLORADO'S LGBTQ+ POPULATION @ 7.2% = 434,016
METROMODE'S READERSHIP PER YEAR IS 401,648

*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.*

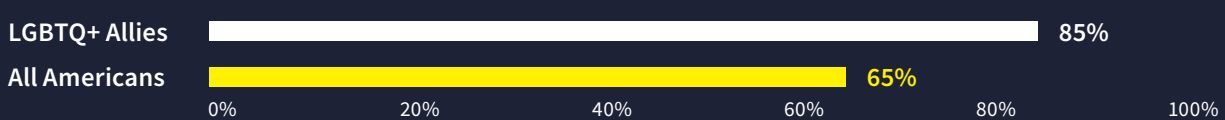
LGBTQ+ INCLUSION IS GOOD FOR BUSINESS

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:



2026 PUBLICATION DATES

MARCH: SPRING ISSUE

SPRING: **Home Design & Real Estate**

Space Reservation: Closed
Materials Deadline: Closed
On Stand Dates: March 2026

JUNE: SUMMER -PRIDE- ISSUE

SUMMER: **Summer Pride & FM: Style**

Space Reservation: Closed
Materials Deadline: Closed
On Stand Dates: June 2026

SEPTEMBER: FALL ISSUE

FALL: **Artist/Gallery & Foodie Special Sections**

Space Reservation: Open
Materials Deadline: Open
On Stand Dates: Sept 2026

DECEMBER: WINTER ISSUE

WINTER: **Winter Getaways & FM: Style**

Space Reservation: Open
Materials Deadline: Open
On Stand Dates: Dec 2026

2027 PUBLICATION DATES

New Publication Dates To Be Announced For 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.

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)

ART/GALLERIES & 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.

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PRINT DISPLAY ADVERTISING SPECS

DOUBLE SPREAD	BLEED SIZE:	17.0000" wide by 11.3750" tall
	TRIM SIZE:	16.5000" wide by 10.8750" tall
	LIVE AREA:	16.0000" wide by 10.3750" tall

SETUP GUIDE: We Prefer Double-Spread advertisements to bleed. Two-Page-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.

FULL PAGE	BLEED SIZE:	8.7500" wide by 11.3750" tall
	TRIM SIZE:	8.2500" wide by 10.8750" tall
	LIVE AREA:	7.7500" wide by 10.3750" tall

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."

HALF PAGE -Horizontal	AD SIZE:	7.5000" wide by 4.8470" tall
THIRD PAGE -Block	AD SIZE:	4.9370" wide by 4.8470" tall
FOURTH PAGE -Block	AD SIZE:	3.6597" wide by 4.8470" tall
SIXTH PAGE -Vertical	AD SIZE:	2.3770" wide by 4.8470" tall
SIXTH PAGE -Marketplace	AD SIZE:	3.6570" wide by 9.8750" tall
TWO-PAGE NEWS ARTICLE	AD SIZE:	Special requirements apply. Please contact us for further details.
FOUR-PAGE FEATURE/PROFILE	AD SIZE:	Special requirements apply. Please contact us for further details.

Simple ad builds are free of charge with ad purchase. More complicated ads builds are $85 per hour. Contact us for further details.

BUILDING AND SUBMITTING YOUR PRINT ADVERTISEMENT

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.

PRINTING & BINDING: Web-print text, Sheet-fed cover, Perfect Bound.

SPECIAL SECTIONS: Special requirements apply. Please email us for further details.

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 $85 per hour. Additional fees may apply. Email us for more information and estimates. Camera-ready artwork will be returned upon request only. METROMODE will dispose of all artwork 3 months after date of publication.

SEND ARTWORK TO: william@metromodemagazine.com. For files more than 10meg, 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.