

METROMODE

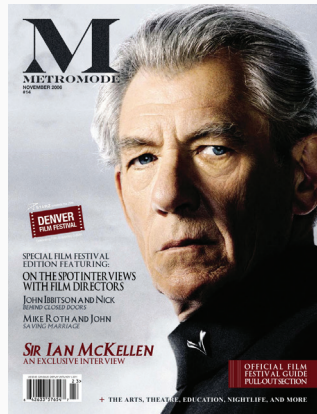
COLORADO'S LGBTQ+ MAGAZINE

2024
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

METROMODE magazine is excited to announce this year will see our 20th Anniversary Issue! Our first issue published in December of 2004. Our Winter/Spring issue, publishing December 2024 marks 20-years!

We're celebrating this year with a **20% OFF** incentive when you advertise in the next 1, 2, 3, or 4-issues. Offer includes all print ad sizes and paid editorials, corporate sponsorships, online resource pages and paid editorials, newsletter advertisements and paid editorials.

As always, basic ad creative is free of charge with ad purchase. For more complicated ad creative, rates start at \$80/hr.

2024 Issues: Summer/Fall and Winter/Spring. See Editorial Deadline Dates in this media kit.

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.

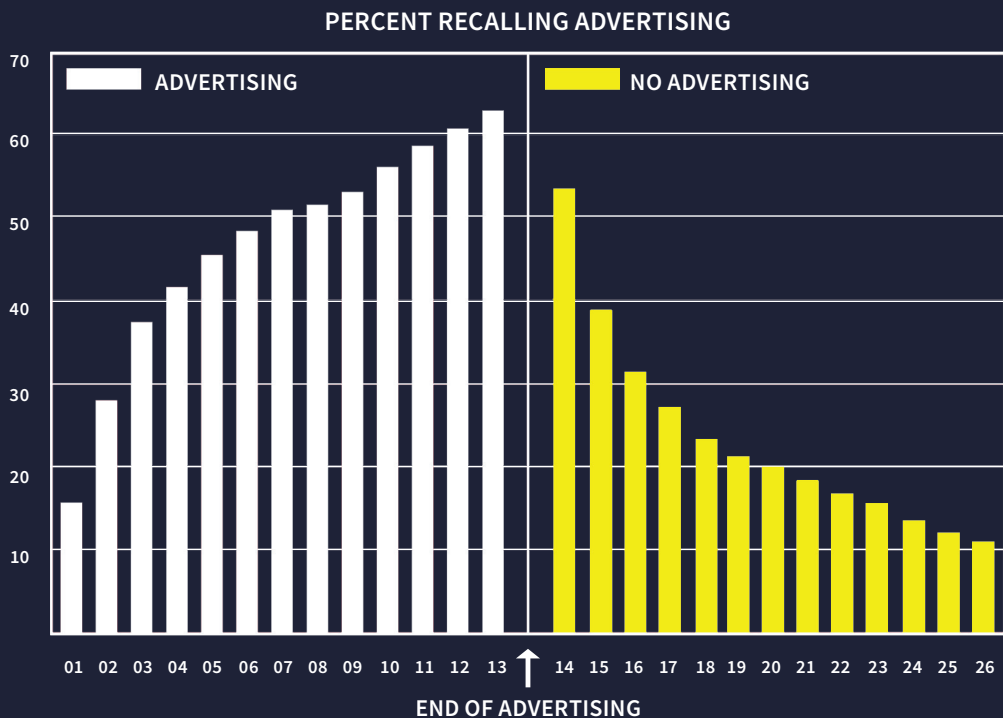
Niche magazines are the future of the publishing industry. As mainstream media outlets falter, publications laser-focused on niche communities and interests are stepping into the void. For advertisers and readers, niche magazines deliver.

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



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

METROMODE DEMOGRAPHIC PROFILE

COLORADO LGBTQ+ MARKET

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

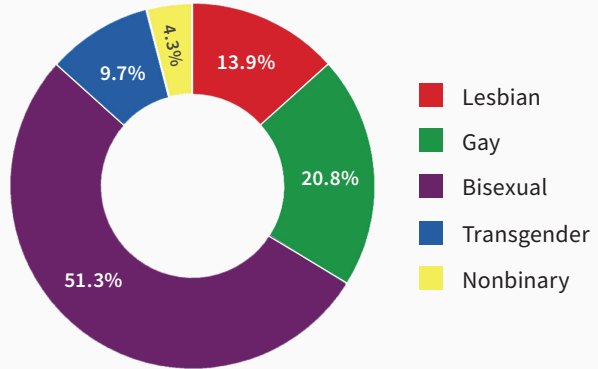
Total Population: **5,877,610**
 LGBTQ+ Population: **424,276**.
 (7.2%) 13th Largest in the Nation

Magazine Readership Per Issue: **68,000**
 Website & Social Media Readership Per issue: **68,412**
TOTAL READERSHIP PER ISSUE: 136,412

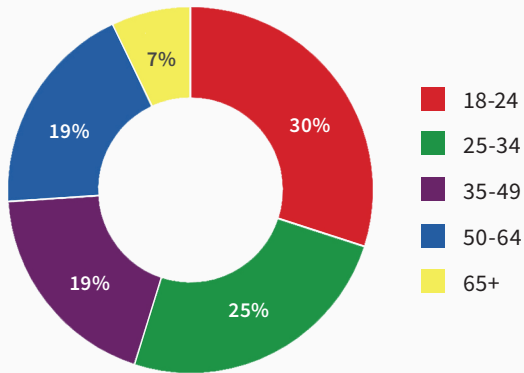
AUDIENCE PROFILE

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**
 Bachelors Degree or Higher: **36%**

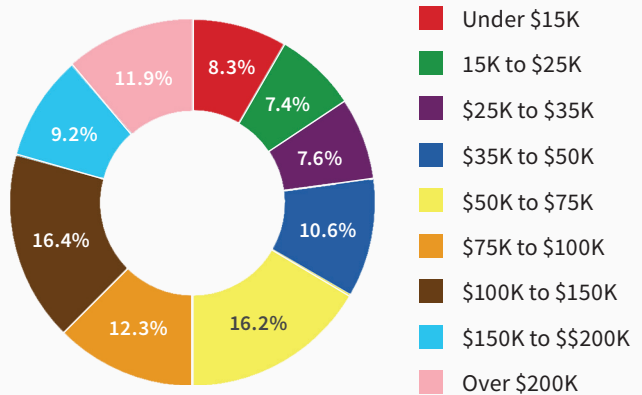
GENDER IDENTITY



AGE ANALYSIS

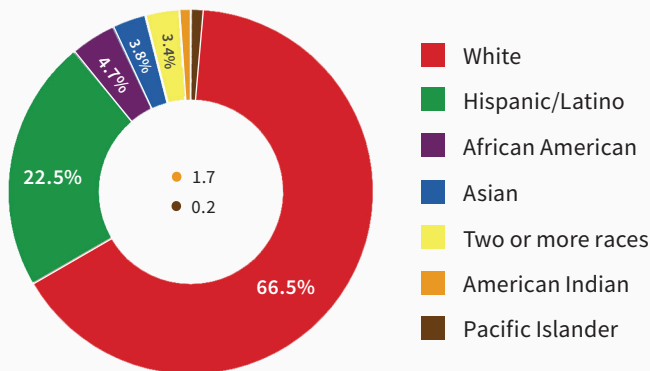


ANNUAL INCOME

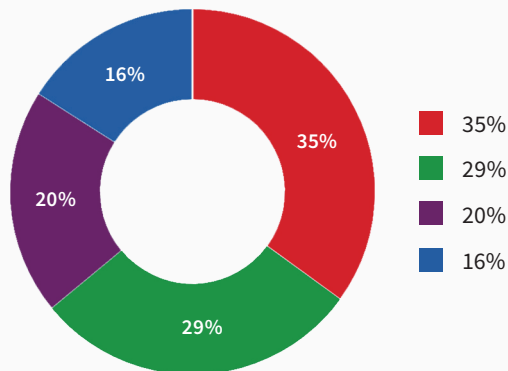


ETHNICITY PROFILE

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



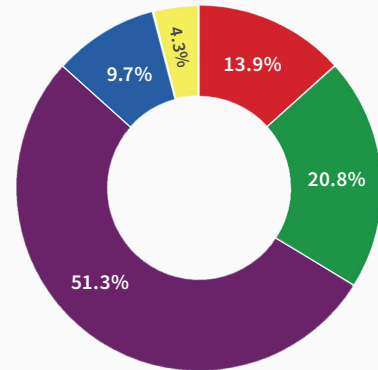
EDUCATION PROFILE



METROMODE'S YEARLY READERSHIP

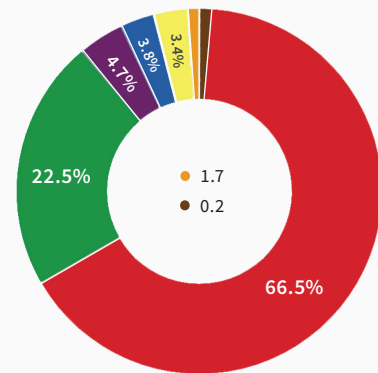
METROMODE'S READERSHIP BY GENDER

Gender	% of Readership	Readership
Lesbian	13.9%	37,922
Gay	20.8%	56,748
Bisexual	51.3%	139,958
Transgender	9.7%	26,464
Nobinary	4.3%	11,732
		272,824



METROMODE'S READERSHIP BY ETHNICITY

Ethnicity	% of Readership	Readership
White	66.5%	181,428
Hispanic/Latino	22.5%	61,385
African American	4.7%	12,823
Asian	3.8%	10,367
Two or more races	3.4%	9,276
American Indian	1.7%	4,638
Pacific Islander	0.2%	546
		*272,824

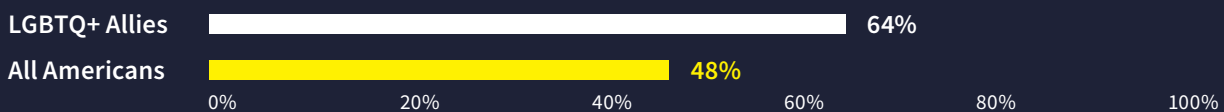


COLORADO'S LGBTQ+ POPULATION @ 7.2% = 424,276
 METROMODE'S READERSHIP PER YEAR IS 272,824 (64.3%)

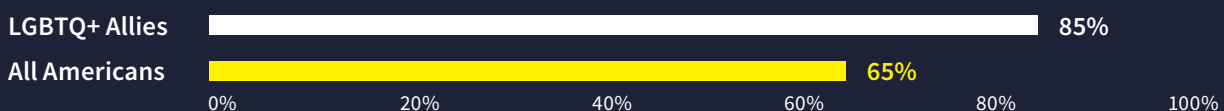
Sources: 2022 US Census, Department of Justice, The Williams Institute UCLA, and Statista. Readership is estimated by average people per household + Information provided by Facebook, Instagram, and Threads' boosted advertising statistics. *Hispanics can be of any race and may be included in applicable 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:



2024 PUBLICATION DATES

SUMMER/FALL ISSUE

ISSUE 30: SUMMER OF PRIDE & FALL EVENTS

Space Reservation: 6/8/2024
Materials Deadline: 6/18/2024
On Stand Dates: 7/15/2024

WINTER/SPRING ISSUE

ISSUE 31: 20th ANNIVERSARY ISSUE

Space Reservation: 11/7/2024
Materials Deadline: 11/17/2024
On Stand Dates: 12/15/2024

2025 PUBLICATION DATES

JUNE: SUMMER ISSUE

ISSUE 32: SUMMER OF PRIDE

Space Reservation: 5/8/2024
Materials Deadline: 5/18/2024
On Stand Dates: 6/15/2024

SEPTEMBER: FALL ISSUE

ISSUE 33: FALL -Editorial to be determined

Space Reservation: 11/7/2024
Materials Deadline: 11/17/2024
On Stand Dates: 12/15/2024

DECEMBER: WINTER ISSUE

ISSUE 34: WINTER -Editorial to be determined

Space Reservation: 11/7/2024
Materials Deadline: 11/17/2024
On Stand Dates: 12/15/2024

2026 PUBLICATION DATES

MARCH: SPRING ISSUE

ISSUE 35: SPRING -Editorial to be determined

Space Reservation: 5/8/2024
Materials Deadline: 5/18/2024
On Stand Dates: 6/15/2024

JUNE: SUMMER ISSUE

ISSUE 36: SUMMER OF PRIDE & FALL EVENTS

Space Reservation: 11/7/2024
Materials Deadline: 11/17/2024
On Stand Dates: 12/15/2024

SEPTEMBER: FALL ISSUE

ISSUE 37: FALL -Editorial to be determined

Space Reservation: 11/7/2024
Materials Deadline: 11/17/2024
On Stand Dates: 12/15/2024

DECEMBER: WINTER ISSUE

ISSUE 38: WINTER -Editorial to be determined

Space Reservation: 11/7/2024
Materials Deadline: 11/17/2024
On Stand Dates: 12/15/2024

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 RETURN IN 2025

COLORADO'S TOP 100 BUSINESSES
TOP 10 MOST INFLUENTIAL PEOPLE
THE STATE OF REAL ESTATE

HOME DESIGN & IMPROVEMENT
FOOD, BEVERAGE & DINING
NON PROFIT SPOTLIGHT