

OUT NW

2023 MEDIA KIT



WELCOME TO **OUT** **NW**

It is our pleasure to introduce Queer Publishing Inc. and our first magazine, Out NW! This magazine is launching as the premier LGBTQ+ media outlet for the Pacific Northwest. Between our free magazine with distribution reaching from the Bay Area in Northern California to Anchorage, Alaska; the Pacific Ocean to the Rocky Mountains and the online resource being utilized by people from around the world visiting here, Out NW is positioned to become the leading source for news, events, entertainment, and community.

What makes Out NW different is the approach we are taking to rebuild our community. It is a firm belief that community is not just made up of our direct neighbors, but those we relate to throughout the region. It is important to share our local stories and events on a regional platform so that we can help support each other, from city to city and state to state.

Initial distribution of 5,000 copies per month of the free 68-page magazine will launch Fall of 2023. The inaugural issue will be focused on the trailblazers that have helped pave the way for our community today.

After the launch of Out NW, our city magazines will start to be included, beginning with Out Seattle, Out Tacoma, and Out Portland. The city versions will be added to the regional magazine as a supplement for the city it represents. This adds more copies for distribution in the region. Each city version will include the regional 68-page, plus the 24-page city magazine. Within 5 years, Out NW's strategic plan is to have 30 City versions, the regional, and a Latinx version in Spanish. From 5,000 copies per month, to over 65,000 copies per month within 5 years is the vision for Out NW. All, having a home on our website that links topics, people, and communities together in a simple to navigate system that is built to be interactive for users.

Our team of over 40 writers, 6 media creators, and many others are ready and excited to bring the best quality in news, entertainment, and media content to you. We partner with our advertisers in creating authentic value-added inclusion in how our community interacts with businesses. We are proud to share LGBTQ+ focused and created advertising, featured stories, sponsored content, and events that are sincere to being inclusive and with unwavering support from our advertisers and partners to the community,

We are Proud, We are Diverse, WE ARE OUT NW!



Michael Montgomery

Executive Editor-in-Chief Out NW
Vice President of
Queer Publishing Inc.



Anthony Polimeni

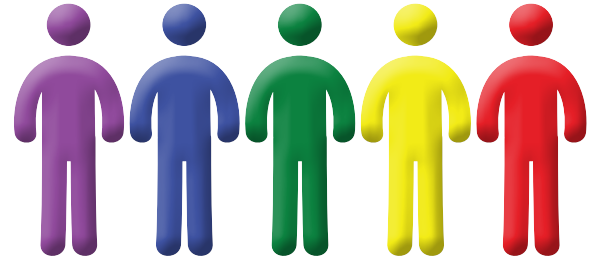
Publisher/Co-Editor-in-Chief
Out NW
CEO/President
Queer Publishing Inc.



QUEER DEMOGRAPHICS

According to [Nielsen](#), Online e-commerce continues to have strong traction with LGBTQ households, as they spend 35% more on online purchases each year than non-LGBTQ households.

The LGBTQ community is a significant contributor to the U.S. economy, and savvy retailers should plan their shelf space accordingly. And by knowing what this group is looking for and how much of it they're buying, retailers and manufacturers will be better equipped to develop and promote products that meet its needs and desires.



71% of LGBTQ consumers are more likely to interact with an online ad that authentically represents their sexual orientation.

In 2019, the purchasing power of the LGBTQ+ community in the U.S. was worth \$1 trillion.

This statistic is a powerful reminder of the immense economic influence of the LGBTQ+ community in the U.S. It highlights the importance of recognizing and catering to the needs of this community in order to maximize potential profits. It also serves as a reminder of the importance of creating an inclusive and welcoming environment for LGBTQ+ individuals, as this can lead to increased spending and loyalty from this demographic.

86% of Americans in the LGBTQ+ demographic view brands that support LGBTQ+ issues more positively.

This statistic is a powerful indicator of the importance of brands supporting LGBTQ+ issues. It shows that the majority of Americans in the LGBTQ+ demographic have a strong appreciation for companies that demonstrate their commitment to the community. This is an important reminder for businesses to consider when creating marketing campaigns and strategies, as it demonstrates the potential for positive brand recognition and loyalty among this demographic.

An estimated 4.5% of the U.S. population identified as LGBT in 2017.

OUT  **NW**

SOURCES:

<https://www.nielsen.com/insights/2015/us-lgbt-shoppers-make-more-trips-spend-more-than-average/#:~:text=Not%20only%20do%20LGBT%20households,more%20than%20non%20LGBT%20households>
<https://blog.gitnux.com/lgbt-marketing-statistics/>

OUT NW DISTRIBUTION

Out NW will be distributed at LGBTQ Centers and Organizations, HIV Organizations, Bars, Hotels, Restaurants, Coffee Shops, and other businesses and locations that are easily accessible to the public. Additionally, each advertiser will receive 25 copies of the magazine per month for their customers.

This magazine is free to the public. Digital versions of the magazines and the website will be free for all to use.

We offer subscriptions but only charge for the shipping and handling. Subscriber copies will include the regional plus one city version of their choice.

***The total population for this region is over 31 million people with an estimated LGBTQ+ community of over 1 million members plus unknown allies and supporters.**

DISTRIBUTED IN THESE CITIES

ALASKA

Anchorage
Juneau

IDAHO

Boise
Coeur d'Alene

MONTANA

Billings
Bozeman
Great Falls
Helena
Missoula

NORTHERN CALIFORNIA

San Francisco
San Jose
Sacramento
Tahoe
Napa Valley

OREGON

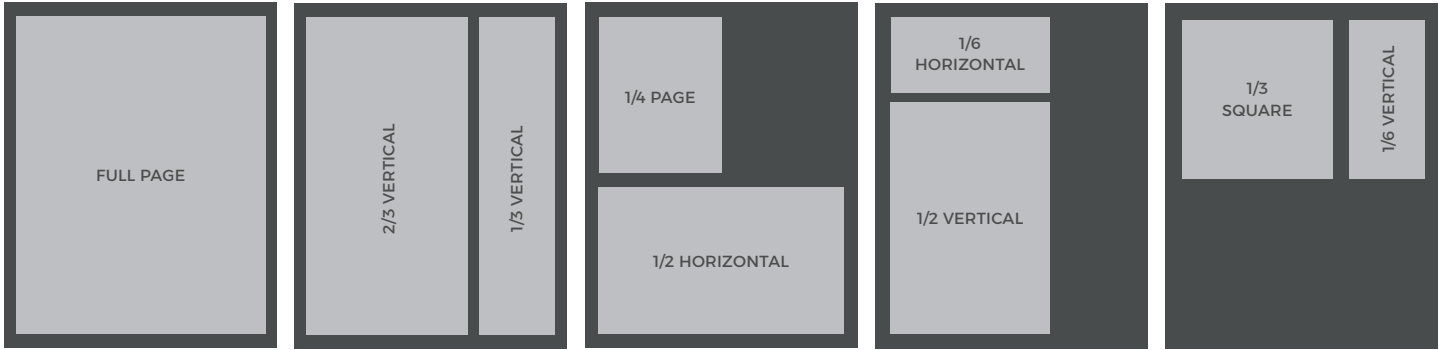
Bend
Eugene
Medford
Portland
Salem
Willamette Valley

WASHINGTON

Bellevue
Bellingham
Everett
Olympia
Renton
Seattle
Spokane
Tacoma
Tri-Cities
Vancouver
Yakima



AD SPECS & DEADLINES



AD SIZES	W	H
2-Page Spread	16"	10.125"
Full Page	7.625"	10.125"
2/3 Vertical	5.05"	10.125"
1/2 Vertical	5.05"	7.55"
1/2 Horizontal	7.625"	5"
1/3 Vertical	2.45"	10.125"
1/3 Square	5.05"	5"
1/4 Page*	3.75"	5"
1/6 Vertical	2.45"	5"
1/6 Horizontal	5.05"	2.45"

SUBMISSION REQUIREMENTS

Full Page
 Bleed size: 8.625" x 11.125"
 Trim size: 8.375" x 10.875"
 Live size: 7.625" x 10.125"

2-Page Spread
 Bleed size: 17.25" x 11.375"
 Trim size: 16.75" x 10.875"
 Live size: 16" x 10.125"

Important Dates:

Space needs to be reserved 15 days before the art deadline.

The art deadline is the 1st of the month prior to issue, example: January's issue, the art is due by December 1st.

All art must either be emailed to art@outnw.com. This is due no later than 5 PM on art deadline date.

PDF files are the preferred file format for ad submission. Embed all fonts, convert all images and spot colors to CMYK.

Digital photos and graphics files should be 300dpi or higher at the size intended to print.

Production charges cost are \$85/hour (with a one hour min) for ad production or updates to supplied ads. We are able to do full graphic design services. Ad design starts at \$250 with 2 hours included, then \$85 per hour thereafter.

MONTHLY THEMES & ART DEADLINES

JAN	BETTERMENT Deadline: Dec 1	JUL	IDENTITY + PEOPLE Deadline: Jun 1
FEB	BEAUTY + FASHION Deadline: Jan 1	AUG	ARTS + MUSIC Deadline: Jul 1
MAR	EQUALITY Deadline: Feb 1	SEP	POLITICS + ISSUES Deadline: Aug 1
APR	MONEY + FINANCIAL Deadline: Mar 1	OCT	ANNIVERSARY Deadline: Sep 1
MAY	TRAVEL Deadline: Apr 1	NOV	FOOD Deadline: Oct 1
JUN	PRIDE + COMMUNITY Deadline: May 1	DEC	HUMANITY + GIVING Deadline: Nov 1



ONLINE ADVERTISING

BASIC PACKAGE

\$50
per month

Basic includes a rotating graphic in the topic section related to the business in the city where the business is located* as well as a free listing in the "Queer Spots" directory website.

Monthly updates on graphics are allowed.

*Limit one city with the Basic Package.

ADVANCED PACKAGE

\$75
per month

Advanced Package includes all in the basics, but also gets a second city feature as well. Advanced Packages get featured in the State along with the cities. Placement in the topic section with additional slide included for greater exposure.

FEATURED PACKAGE

\$200
per month

Featured includes everything mentioned above, plus placement on the rotating ad section on the home page, featured Sticker to help make your ad stand out, and placement in 3 topic sections that are the closest to the type of business you are advertising.

Inclusion in our monthly digital newsletter as a featured advertiser. Text of company with link to ad on outnw.com.

PRESENTER PACKAGE

\$500
per month

Presenter packages are limited to 1 per topic Section. This package includes all of the benefits of the featured package, but you will receive a Presented by graphic ad that is static and can be changed weekly. This package is very limited and must be for a minimum contract of 6 months. Your ad will also be on the presented by rotating banner on the home page.

Inclusion in our monthly digital newsletter as a featured advertiser. Small advertisement graphic 200x100 pixels with link to ad on outnw.com.



Where to go to be you!

Queer Spots is an online directory helping you find lgbtq+ friendly or owned businesses where you can just be yourself and enjoy life.

As the directory builds, we will have designations for Queer-Owned, Queer Friendly, and a certification for being a Queer Safe Spot where you can seek help if you ever are in need.



ADVERTISING AGREEMENT

THE PNW'S LEADING LGBTQ+ MEDIA OUTLET

ADVERTISER INFORMATION

Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email: _____

AD SIZES:	PRICE:	INITIAL
1/6 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	\$550	_____
1/4 Page	\$850	_____
1/3 Page <input type="checkbox"/> Square <input type="checkbox"/> Vertical	\$1,125	_____
1/2 Page <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	\$1,650	_____
2/3 Page	\$2,000	_____
Full Page	\$2,750	_____
PREMIER PLACEMENT:		
2 Page Spread	\$4,950	_____
Inside Front Cover	\$3,350	_____
Page 1	\$3,000	_____
Inside Back Cover	\$3,000	_____
Back Cover	\$3,750	_____
First Ad Placement Date: _____		
All prices are net. All advertisements are run of book except premier placement.		
If you wish to choose where your ad is located and have that position saved for term of contract, there is a 5% surcharge for Guaranteed Placement.		
Initial For Guaranteed Placement: _____		
Selected Placement: _____		

ONLINE AD PACKAGES:	PRICE:	INITIAL
Basic Package	\$50 per month	_____
Advanced Package	\$75 per month	_____
Featured Package	\$200 per month	_____
Presenter Package	\$500 per month	_____
All details about online packages will be found in the media kit. Packages are for length of contract term.		

DISCOUNTS	PRICE:	INITIAL
By selecting a 3, 6, or 12 Month contract, this becomes your effective length for the contract terms. No selection means it is only for a single issue ad placement		
10% (3 Month Contract)		_____
15% (6 Month Contract)		_____
20% (12 Month Contract)		_____
Multiple Ad Contract or Pay-In-Full 5% additional discount.		
Online Advertising Add-On 5% additional discount.		
10% Nonprofit Discount		
Maximum Discount allowed is 30%		

1001 YAKIMA AVE. STE #4A
TACOMA, WA 98405
253.363.8363
www.outnw.com



PAYMENT INFORMATION:

By signing below, you agree to the terms of this contact. Payment must be received for the ad or the first month's ad if a multi-issue contract immediately upon signing of contract. You may pay by debit or credit card with a 3.5% processing fee or by check/money order made out to Queer Publishing Inc and send to 1001 S Yakima Ave Ste #4A Tacoma, WA 98405.

Additional invoicing will be billed 30 days prior to Art Deadlines and must be paid by that date for that issue.

If you want to opt for auto-pay, please ask and we can set you up on auto-pay through our merchant account.

CONTRACT SUMMARY

INITIAL

Size of Ad:	_____	_____
Ad Orientation:	_____	_____
Ad Price:	_____	_____
Length of Contract:	_____	_____
Online Package Add-On:	_____	_____
Online Package Price:	_____	_____
Original Total Price:	_____	_____
Total Discount %:	_____	_____
Monthly Billed Price:	_____	_____
Start Date/Issue:	_____	_____

All advertising agreements, insertion orders and copy are subject to approval by the publisher. All rates are per insertion and are net. All discounts are based on number of issues per contract and other additional terms. The maximum discount allowed is 30% off and is determined by the contract and packages purchased.

COPY AND PROOFS

Ad materials must be received no later than 5 p.m. on deadline day. Out NW will make every effort to communicate with clients and gather ad materials prior to the deadline. In the event copy is not turned in or client cannot be reached, advertiser authorizes Out NW to pick up an existing ad at it's sole discretion. If there is no ad on file, advertiser is responsible for payment of the reserved space at the rate indicated on this agreement. It is the advertiser's responsibility to proof their advertisement before print.

PAYMENT

Payment is due upon receipt of invoice. The initial payment is due upon signing the contract. Each additional invoice will be sent monthly until contract is fulfilled. If payment is past due and not received prior to the deadline of the next issue, advertiser will be subject to the open rate on all remaining ads until the account is brought up to date. All payments for advertising in Out NW and other special publications produced by Queer Publishing must be made to the address indicated on this agreement.

EDITORIAL CONTENT

The publisher has the right to change editorial content without notice. Advertiser understands that Out NW makes no promises regarding the editorial content in any given month and that it shall have no impact on this agreement to advertise.

CANCELLATIONS

Cancellations must be submitted in writing and received prior to the ad deadline of the issue in which the advertisement is to be published. As is usual in the industry, advertising space ordered for which copy has not been received will be billed at the rate indicated on this agreement. Agreements canceled before completion will result in back billing at the open rate on each ad run and a \$100 service charge.

I, _____, an authorized agent for _____, have read and agreed to the terms of this agreement. I agree to pay for the services listed at the rate indicated. I agree to the terms indicated and initialed by for the term stated in the agreement. I agree to pay a monthly 3.5% service fee on any balance on my account beyond 30 days and understand any debit/credit card transactions will include a 3.5% transaction fee.

Authorized Signature

Date

Out NW/Queer Publishing Representative

Date

