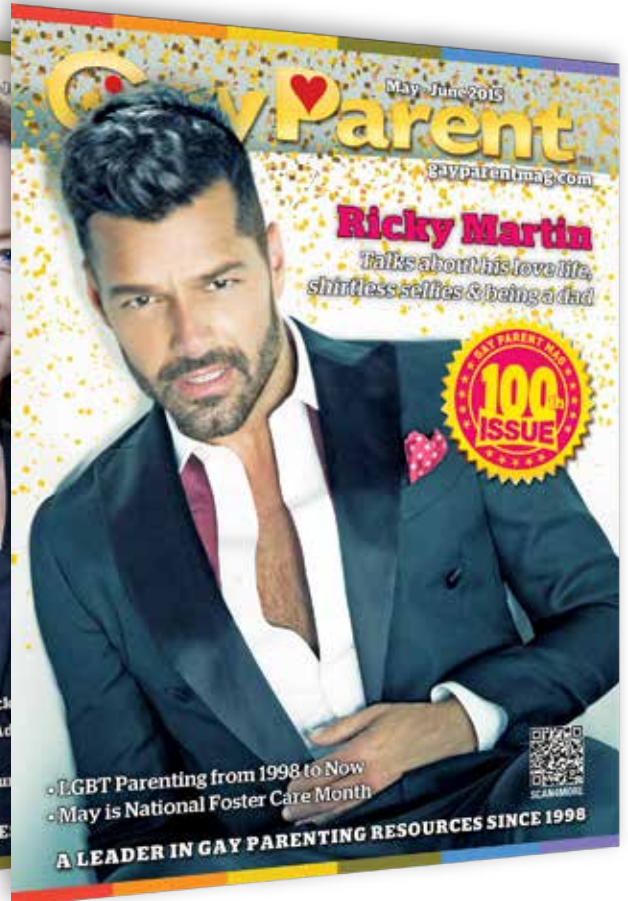


Gay Parent TM

LGBTQ MAGAZINE gayparentmag.com



MEDIA PRINT & ONLINE KIT

A LEADER IN LGBTQ PARENTING RESOURCES SINCE 1998



PRINT ADVERTISEMENT RATES (US DOLLARS)

Frequency: Gay Parent Magazine is published bi-monthly, on the first day of the first month of the issue.
Circulation: 10,000 print copies distributed nationally at no charge (52% northeast, 30% western, 12% central and 6% southeast). Commit to two years and take an additional 10% discount. All rates are NET. (Rates as of 5/9/18)

Issue	Space reservation deadline	Material deadline	Themes (subject to change)					
January-February	November 21	December 10	Camps for Kids					
March-April	January 21	February 10	Assisted Reproduction/Camps for Kids					
May-June	March 21	April 10	Foster Care					
July-August	May 21	June 10	Travel & Recreation/Summer Reading					
September-October	July 21	August 10	Independent Schools/Colleges/Preschools					
November-December	September 21	October 10	Adoption/Independent Schools/Colleges/Preschools					
Size	Dimensions	1 issue (US \$) (2 months)	*2 issues	*3 issues (6 months)	*4 issues	*5 issues	*6 issues (one year)	Ad typeset (optional)
Full Page (non bleed only)	7-1/4"w x 9-5/8"h	1,824	3,541	5,146	6,644	8,031	9,306	\$75
One-half page	7-1/4"w x 4-5/8"h (horizontal) 4-3/4"w x 7-1/8"h (vertical)	860	1,676	2,447	3,170	3,851	4,481	
One-third page	4-3/4"w x 4-5/8"h (horizontal) 2-1/4"w x 9-5/8"h (vertical)	609	1,189	1,737	2,258	2,743	3,202	
One-quarter page	7-1/4"w x 2-1/4"h (horizontal) 3-1/2"w x 4-5/8"h (vertical)	484	948	1,387	1,803	2,196	2,565	
One-sixth page	4-3/4"w x 2-1/4"h (horizontal) 2-1/4"w x 4-5/8"h (vertical)	358	703	1,031	1,345	1,644	1,922	
One-eighth page	7-1/4"w x 1-1/8"h	283	555	818	1,069	1,310	1,541	
One-twelfth page	2-1/4"w x 2-1/4"h	234	460	681	891	1,098	1,292	

* Two, three, four, five, and six issue rates cannot be paid per issue. To receive the multiple insertion discount, all insertions must be paid in full in advance. Multiple issue advertisers who wish to pay per issue will be charged the one issue rate per insertion.

Dear Advertiser,

Place your ad in the hands of thousands of gay couples and individuals that are interested in building families and caring for children. Publishing since 1998, *Gay Parent Magazine* (GPM) serves the needs of a new niche in contemporary American culture, eager for information that pertains to their unique family situation. Terry Boggis, former Director of New York City's Center Kids, says, "For every gay and lesbian couple who are already parents, there are ten who want to know how they can become parents." For mainstream businesses, an ad in *Gay Parent Magazine* will provide a "seal of approval" with brand loyal consumers who prefer to patronize gay-friendly businesses.

Gay Parent Magazine is distributed nationwide mainly through LGBT (lesbian, gay, bisexual and transgender) community centers, bookstores, and LGBT targeted expos, conferences and festivals. Sixty thousand copies are printed each year, 10,000 copies of each issue are published every two months, with an estimated 20,500 readers per issue. *Gay Parent Magazine* is an important publication for LGBT parents and prospective parents to find gay-friendly services, businesses, and resources for family building and nurturing. Through partnerships, *Gay Parent Magazine* has been distributed at the following events:

- Windy City Black LGBT Pride Esteem Awards, Illinois
- Milwaukee Pride Fest, Wisconsin
- New Hope Celebrates, Pennsylvania
- Center Families at New Paltz Pride, New York
- PFLAG (Parents and Friends of Lesbians and Gays) Conference for the Gulf States, Florida
- Telluride Gay Ski Week, Colorado
- Rainbow Families of New Jersey LGBT Family Conference
- Pride Night at the Children's Museum of Manhattan, New York City
- Gay Day Family event, Orlando, Florida
- Capital Pride, Washington DC
- The Original GLBT Expo, New York City
- Family Pride Council Annual Fundraiser, New York City
- FamilyPride of the South Carnival, Georgia
- Pride and Joy Families Conference, New York
- The MEGA Family Project's Creating A Family Workshop, Georgia
- Omaha Gay Pride Kidz Korner, Nebraska
- Pop Luck Club Annual Gay & Lesbian Parenting Resource Day, California
- We are constantly partnering with other LGBT organizations - join our mailing list to receive the latest news regarding GPM.

See the top of our rate sheet for ad space reservation deadlines (page 2). In addition to our nationally distributed issue we also publish *Gay Parent Magazine-New York* – an annual published each May and distributed in the New York tristate area.

Web site advertisements can be placed at any time, reservation not required. Gayparentmag.com receives approximately 35,000 visits and 62,000 page views annually. Ask us about our print and online advertising combo package.

Lastly, ask us about *Gay Parent Magazine's* available back cover full page ad spaces. Feel free to call us at 718-380-1780 in New York or email gayparentmag@gmail.com. An advertising representative will contact you after you've received this information to discuss the possibility of advertising in *Gay Parent Magazine* or gayparentmag.com.

Sincerely,

Angelina Acain
 Publisher & Editor



A Leader in LGBTQ Parenting Resources since 1998

gayparentmag.com ▼ facebook.com/gay.parent.magazine ▼ twitter.com/gayparentmag
 GPM, PO Box 750852, Forest Hills, New York 11375-0852 ▼ gayparentmag@gmail.com ▼ 718-380-1780



Frequency: Gay Parent Magazine - New York is published annually.
Publication date: May 1
Material deadline: April 10 (space reservation required)
Circulation: 5,000 print copies distributed in NY, NJ and CT. All rates are NET. Rates as of 10/11/16.

Size	Cost (US \$)	Ad typeset (Optional)
Full Page (see Gay Parent magazine above for dimensions)	1,136	\$75
One-half page	576	
One-third page	412	
One-quarter page	338	
One-sixth page	298	
One-eighth page	268	
One-twelfth page	230	

Commit to two years and take an additional 10% discount.

WEB SITE/INTERNET ADVERTISEMENT RATES (US DOLLARS)

Size	Dimensions/Description	Banner Ad typeset		
(optional) Side Banner Ad	2.432" x 2.432" (175 x 175 pixels) • Appears on ALL web site pages, positioned under the left navigation bar. • Top position first come first served basis, payment insures time slot.	414 - Two month time slots only		
Premium Banner Ad	10.33" wide x 2.05" high (744 x 148 pixels) • Rotates at top of Home page, only 10 spots available. • First come first served basis, payment insures time slot.	304 - Two months or 574 - 4 months only		
Banner Ad	10.33" wide x 2.05" high (744 x 148 pixels) • Placed on Resources page.	2 months 140	6 months 375	1 year 665
Blog Banner Ad	10.33" wide x 2.05" high (744 x 148 pixels) • Placed at top of blog, only 5 spots available, bottom right hand corner must not contain text.	83	231	422
Text Ad	200 word description, contact info, and link. • Placed on More Resources page. Add your logo - \$20.	87	214	335
Text Link	Name and URL with a direct link to your web site • Placed on More Resources page. Add your logo - \$20.	60	135	265
Sponsored Content	Up to 700 word article submission with one image and link. • Placed on own page. • Link to article from Home and Explore GPM pages. • One initial Facebook posting boost. Additional boost - \$20 ea.	185	527	999

e-Blast / Social Media Combo

\$130 - single blast, \$180 - two blasts, \$230 - three blasts

\$50 set up for content changes in multiple blasts. Email blast to our mailing list + posting on our Facebook page and Twitter. Email a graphic (width: 640 pixels [8.889"] and height: 292 pixels [4.056"] to 646 pixels [8.972"]) with one URL link only. Order must be placed at least two weeks prior to broadcast date and completed within two months for multiple blasts.

Inserts

25¢ per insert for literature weighing up to .5 ounces. Inserts must be received by the ad material deadline.

Unclassified Advertisements

\$25 minimum for 50 words or less (50¢ per word). Logo added - \$20. Ads are published in Gay Parent Magazine print only, for web site see Text Ads. Place your ad in more than one issue, one issue is distributed for two months. Submit typed ad along with payment.

Advertising Material and Payment Requirements

- Print ads should be a PDF, TIF or JPG file and saved as CMYK. Images should have 200-300 dpi high resolution. Web site Banner ads should be submitted as JPG or GIF files with 72 dpi resolution.
- Gay Parent Magazine is not responsible for spelling and grammatical errors and design judgements on ads that are submitted by advertisers. Please proofread your ad.
- Prepayment is required on all ad insertions in order to reserve your space. Make check payable to Gay Parent Magazine and mail to GPM, PO Box 750852, Forest Hills, NY 11375. Or pay by Visa, MasterCard, American Express, Discover or PayPal.
- No refunds, all ad space sales are final. Credit will be given.
- Advertiser will be charged \$25 for each returned check.
- Advertiser assumes all responsibility and liability for claims arising from their ads.
- Rates subject to change without notice.
- Questions? Contact Angeline Acain at 718-380-1780 or gayparentmag@gmail.com.

"The only feedback I have is all positive...having an ad in your publication is important to us!"

- Marcia Roesch, Director of Admissions, Bank Street School for Children, New York, New York

"The ad looks great and I think your publication is wonderful." - Fran M., The Center for Reproductive Medicine and Fertility

- Ariel D. Edwards, Director of Admissions, Woodside International School, San Francisco, California



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www.gayparentmag.com • www.facebook.com/gay.parent.magazine
www.twitter.com/gayparentmag

A Leader in LGBTQ Parenting Resources since 1998



Print & Online Combo Ad Packages

Reach both print and online markets with our print and banner ad combo packages. Choose:
Banner ad, Premium Banner, Blog Banner ad or Side Banner ad.

To receive, mention the discount when ordering.

Effective 6/21/13

1/4 pg package: \$35 discount

print ad space, minimum one issue insertion + banner ad space, 2 months

1/3 pg package: \$45 discount

print ad space, minimum one issue insertion + banner ad space, 2 months

1/2 pg package: \$55 discount

print ad space, minimum one issue insertion + banner ad space, 2 months

Full pg package: \$65 discount

print ad space, minimum one issue insertion + banner ad space, 2 months

Contact us for pricing, ordering, or any questions

Email Vivian Schepis at niviss2@gmail.com,

Angie at gayparentmag@gmail.com or your ad sales rep

or call 718-380-1780

Reserve your space today



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