

CHARLOTTEPRIDE

2019 MEDIA KIT

Charlotte Pride Magazine | Pride Guide Mobile App



AS THE **LARGEST**
EVENT OF ITS KIND,
CHARLOTTE PRIDE
IS THE **PREMIER**
REGIONAL EVENT
TO CONNECT TO THE
LGBTQ COMMUNITY
OF THE CAROLINAS.

AT-A-GLANCE:

CHARLOTTE PRIDE FESTIVAL & PARADE BY THE NUMBERS

The 2018 Charlotte Pride Festival & Parade continued to experience growth in attendance and participation. As in 2017, continued growth in parade participants and parade watchers contributed to the approximately 15,000 attendee increase in 2018.

165,000

Visitors over the course of the weekend event.

81%

Local attendees

19% of attendees travel more than 50 miles to attend the festival and parade.

20%

First-time visitors

More than a quarter of attendees said 2018 was their first time at Charlotte Pride.

56%

Attended both days

A majority of visitors attend both Saturday and Sunday during the weekend event.

53%

of visitors are female

Visitors to the Charlotte Pride Festival & Parade represent a broad diversity of the regional community, with sizeable portions identifying as female and from the Millennial and Gen Z generations.

42%

of visitors are 18-34

88%

will return in 2019

Visitors leave with an overwhelmingly positive experience at the event.

50%

of visitors have not attended any other Pride event in the last five years

Charlotte Pride is the premier regional event where sponsors, partners and vendors can connect to the LGBTQ community in the Carolinas.

ADVERTISING OPPORTUNITIES

CHARLOTTE PRIDE MAGAZINE

New this year, the Charlotte Pride Magazine is a limited-run, full-size magazine. Like other premium arts, entertainment, leisure, and lifestyle publications, Charlotte Pride Magazine includes interviews with artists, entertainers, and high-profile community members, and features on the top trends and community icons popular this year. Charlotte Pride Magazine is envisioned as a yearly, evergreen source of information and entertainment — perfect for living room coffee tables, reception rooms, and lounges — allowing readers to flip through the pages and find something new or interesting throughout the year. In addition to its features, the magazine will include directory listings of community organizations, events, and other useful information. Your Charlotte Pride Magazine advertisement will attract attention from readers no matter what month they pick it up.

A UNIQUE, FIRST-OF-ITS KIND RESOURCE

Like The Observer's annual Living Here or Charlotte Agenda's City Notes, Charlotte Pride Magazine will be the go-to resource for LGBTQ residents and newcomers to Charlotte! Filled to the brim with events, community organization listings and more!

THE ORIGINS

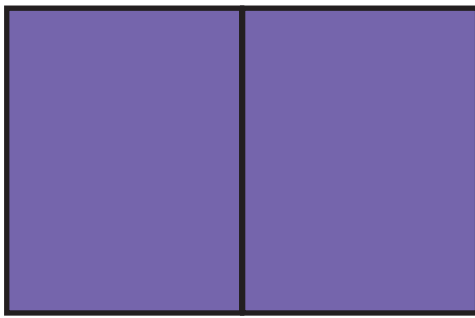
Since its inception, the Charlotte Pride Festival & Parade has published an annual Pride Guide, a yearly event guide to each year's activities, entertainment schedules, and more. But community members have clamored for more rich and engaging features on Charlotte's and the Carolinas' LGBTQ community. Our premier Charlotte Pride Magazine accomplishes that by putting highly-engaging and original stories, interviews, and features into the hands of community members and, ultimately, on their living room coffee tables, in business' reception rooms, and in community lounges.

THE STATS

Format Full-Sized Glossy
Size 8.5 inches x 11 inches
Pages 80+
Print Run 2,000+

DISTRIBUTION

Beginning the first week of August, the magazine will be distributed to select locations in Plaza Midwood, NoDa, South End, Uptown, and other neighborhoods. The magazine will also be available at select Pride Week events and the festival, and included in 300+ VIP Gift Bags.



DOUBLE

\$1,800

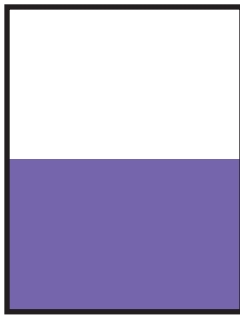
17" wide x 11" tall
(1/8" bleed)



FULL PAGE

\$1,000

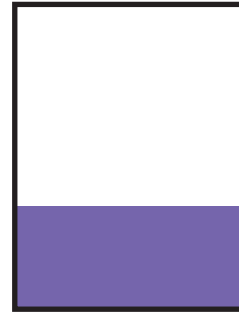
8.5" wide x 11" tall
(1/8" bleed)



HALF PAGE

\$700

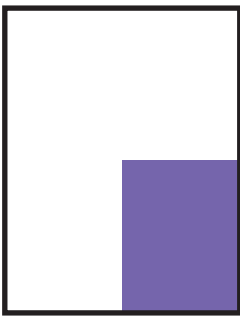
7.5" wide x 4.875" tall



THIRD PAGE

\$400

7.5" wide x 3.167" tall



QUARTER PAGE

\$300

3.625" wide x 4.875"
tall



BUSINESS CARD

\$200

3.5" wide x 2" tall

ADVERTISING DEADLINE: June 21, 2019

To advertise, email Matt Comer at matt@charlottepride.org

SPECIAL! Returning and Early Bird Advertisers

Take 20% off if you are a past Pride Guide advertiser or if you book your Charlotte Pride Magazine ad by June 1, 2019.

File Formats:

Advertisements must be delivered in .jpg, .tiff, .eps or .pdf file formats. Camera-ready, 300 DPI, CMYK color.

File Delivery:

Files must be emailed to matt@charlottepride.org no later than June 21, 2019.

Advertising Capacity:

Advertising is offered on a first-come, first-serve basis. Space is limited and priority will be given to Charlotte Pride Festival & Parade sponsors and partners. We encourage you to submit your advertising contract (available by emailing matt@charlottepride.org), payment, and advertising file as soon as possible.

Design Services:

Any creative design services, including resizing or formatting, will be billed to you by Charlotte Pride at a rate of \$100. Any work which requires more than an hour of time will be billed \$100 for the first hour plus \$30 per hour thereafter.

ADVERTISING OPPORTUNITIES

PRIDE GUIDE MOBILE APP

Charlotte Pride debuts its brand new Pride Guide Mobile App this year. The new mobile app, launching this summer in advance of the festival and parade, will be available on both Apple and Android devices. Replacing the previous annual printed Pride Guide publication, the mobile app will include event listings, stage schedule, entertainer information, GPS capable festival and parade maps, photobooth, and more!

WHY AN APP?

Our mobile app this year replaces our printed Pride Guide, giving us the ability to keep event attendees up-to-date with the most accurate information on events and programs. For users, they get the quick ease and accessibility of GPS-enabled festival and parade maps and constantly updated event and stage schedules.

AVAILABILITY

The mobile app will be available on all Apple and Android devices.

DISTRIBUTION & USAGE

We estimate a total number of 10,000-15,000 active mobile app users in the app's first year.

CREATIVE ENGAGEMENT

We'll be employing several creative strategies to keep users engaged and coming back to the app. We'll use the app to announce breaking news, like our festival headline and featured entertainment or special events. We'll also use the app for continuous contests and giveaways. Using push notification and alerts, users will be able to keep up-to-date on the freshest, most accurate information about Charlotte Pride events and activities in the lead up to, during, and after the festival and parade.



The above graphic is for illustrative purposes only. Final app layout and design is still in production.

MOBILE APP OPTIONS:

MOBILE APP SPONSOR

\$5,000 *LIMITED TO ONE SPONSOR*

Your company or organization logo with clickable link on the front page of the mobile app, accompanied by the text “App brought to you by.” Includes two custom push notifications to app users.



PHOTO BOOTH SPONSOR

\$2,500 *LIMITED TO ONE SPONSOR*



Your custom-created photo frame applied to any photo taken inside the app's Photo Booth feature. From the app, users can easily save the photo or share it on any social media platform! Includes one custom push notification to app users.

FESTIVAL MAP PIN

\$1,000

Have your festival vendor space location added to our festival map and attract more visitors to your space! A benefit usually reserved for top sponsors! This is a perfect opportunity for retail vendors, food vendors or companies offering interactive exhibits or activities with concrete sales and outreach goals.



BRANDED PRIZE GIVEAWAY

\$500



Offer an eye-catching prize (gift cards, trips, clothing, accessories, free meals, special deals, etc.) via random drawing when users enter our “Win Prizes!” contest on the app. Includes mention in one push notification.

**To sponsor or advertise on the new Pride Guide Mobile App,
email Matt Comer at matt@charlottepride.org**

CHARLOTTEPRIDE

Charlotte Pride is the leader in LGBTQ visibility in Charlotte and the Carolinas. We present and collaborate on programs, projects, and activities, including the annual Charlotte Pride Festival and Parade, Charlotte Trans Pride, Charlotte Latin Pride, and Reel Out Charlotte, among others. Since its founding in 2000, Charlotte Pride has expanded its year-round programming and partnerships to better connect community members with its mission, vision, and values. It is now one of the largest LGBTQ Pride organizations in the American Southeast.

PO Box 32362, Charlotte, NC 28232
charlottepride.org