

CHARLOTTEPRIDE

2020 MEDIA KIT

Charlotte Pride Magazine



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 2019 Charlotte Pride Festival & Parade continued to experience growth in attendance and participation. Continued strategic marketing, 2019's celebration of Stonewall 50, and continued increases in parade participation contributed to this growth.

200,000

Visitors over the course of the weekend event.

80%

Local attendees

20% of attendees travel more than 50 miles to attend the festival and parade.

35%

First-time visitors

More than a third of attendees said 2019 was their first time at Charlotte Pride (compared to 20% in 2018).

55%

Attended both days

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

56%

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.

50%

of visitors are 18-34

88%

will return in 2020

Visitors leave with an overwhelmingly positive experience at the event.

49%

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

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 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 COMMUNITY 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!

Pictured Left: The 2019 Charlotte Pride Magazine

THE STATS

Format Full-Sized Glossy
Size 8.5 inches x 11 inches
Pages 80+
Print Run 3,000+

DISTRIBUTION

Beginning the mid-July, 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.

ADVERTISING DETAILS

File Formats:

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

File Delivery:

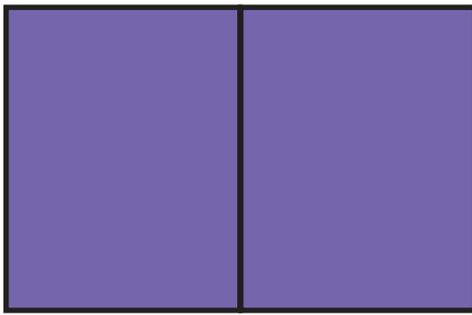
Files must be emailed to matt@charlottepride.org no later than May 15, 2020.

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.



DOUBLE

\$1,800

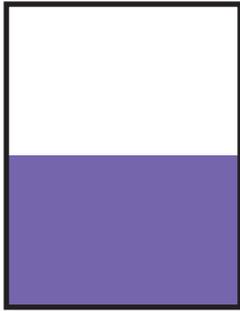
17" wide x 11" tall
(1/8" bleed)



FULL PAGE

\$1,000

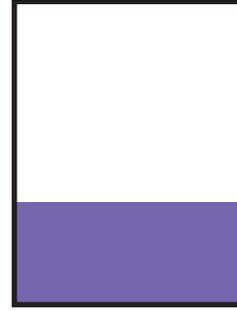
8.5" wide x 11" tall
(1/8" bleed)



HALF PAGE

\$700

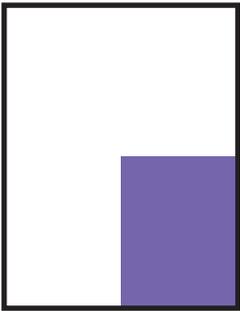
7.5" wide x 4.875" tall



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

BUSINESS DIRECTORY LISTINGS

Charlotte Pride Magazine's Community Resource Directory is a perfect, affordable place to ensure your business gets recognized as an LGBTQ-owned or friendly resource. Your business will be listed alongside community nonprofits and other resources. All display advertisers and festival/parade sponsors receive a complimentary listing in the directory.

LISTING PRICE: \$25

Directory Listing includes:

- Business Name
- Address
- Phone Number
- Email Address
- Website Address

ADVERTISING DEADLINE: May 15, 2020

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

SPECIAL! Returning and Early Bird Advertisers

Take 20% off if you are a past advertiser or if you book your Charlotte Pride Magazine ad by April 15, 2020.

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