

CHARLOTTE PRIDE

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

Charlotte Pride Magazine is the go-to resource for LGBTQ residents, visitors, and newcomers in Charlotte! Filled to the brim with unique features, community resource listings and more, it is the perfect guide to Charlotte Pride and the LGBTQ community in the Queen City.

Pictured Left: The 2019 and 2020 Charlotte Pride Magazines

THE STATS

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

DISTRIBUTION

Beginning the mid-to-late 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 Season events, including major activations in September and October.

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.

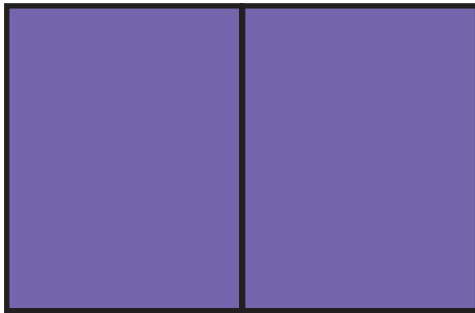
Advertising Capacity:

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.

AD SPECS & PRICING



DOUBLE

\$1,800

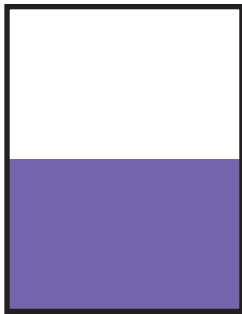
17" wide x 11" tall
(1/8" bleed)



FULL PAGE

\$1,000

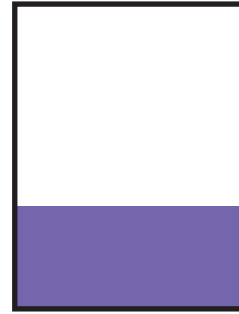
8.5" wide x 11" tall
(1/8" bleed)



HALF PAGE

\$700

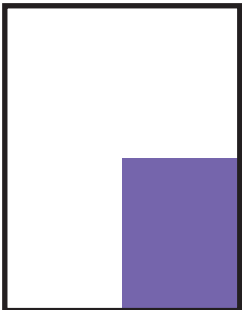
7.5" wide x 4.875" tall



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: Aug. 4, 2021

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 July 1, 2021.

**Applies only to quarter-page ad size and above. Does not include Business Directory Listing.*