

Charlotte Pride Magazine

2022 Advertising Rates & Specifications

About the Magazine

The Charlotte Pride Magazine is a limited-run, full-size glossy magazine. Like other premium arts, entertainment, leisure, and lifestyle publications, Charlotte Pride Magazine includes interviews with artists, entertainers, and high-profile community members, as well as features on the top trends and community icons popular each year.

The magazine also offers a wide breadth of useful information about Charlotte Pride's programs and events, and highlights community leaders, award winners, scholarship recipients, and more. The Charlotte Pride Magazine is an annual, evergreen source of information – 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.

The magazine also features directory listings of community organizations, events, and other useful information. Your Charlotte Pride Magazine advertisement will attract readers from across the region – no matter what month they pick it up!



A Unique Resource

The Charlotte Pride Magazine is the go-to resource for LGBTQ residents, visitors, and newcomers to 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 Charlotte region – think it like the rainbow version of mainstream newcomer, resident, and visitor guides!



The Stats

Format	Full-Sized Glossy
Size	8.5 inches x 11 inches
Pages	70+
Print Run	2,000+



Distribution

Beginning in early August, the magazine is distributed to select locations across Charlotte, including popular neighborhoods like Plaza Midwood, NoDa, South End, Uptown, and more. Bulk deliveries of the magazine are also available by request. Magazines are available at official Charlotte Pride events, including the festival and parade, and others through 2022 and 2023.

Ad Specs & Pricing

See ad sizing and pricing to the right.

File Requirements:

- Resolution: 300dpi
- Color: CMYK
- Formats: PDF, JPG, EPS
(please flatten all files and/or include all fonts when submitting your ad file)

Deadlines & Submission

Advertising Deadline: July 15, 2022

Submit your ad file and advertising contract to matt@charlottepride.org.

Nonprofit & Returning Advertiser Discount

Returning advertisers from last year's magazine and nonprofit organizations receive a 20% discount!

Note: Discount applies only to ads sized quarter-page and above.



DOUBLE

\$1,800

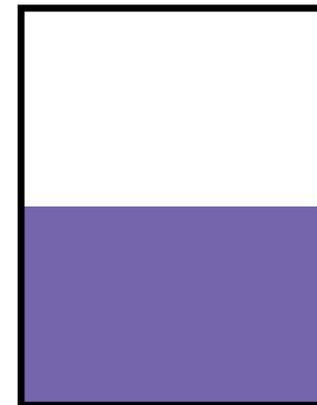
17" wide x 11" tall
(1/8" bleed)



FULL PAGE

\$1,000

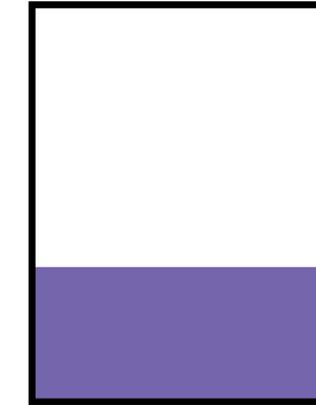
8.5" wide x 11" tall
(1/8" bleed)



HALF PAGE

\$700

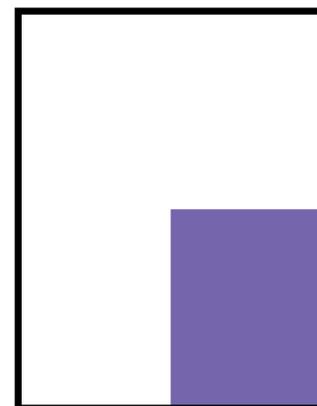
7.5" wide x 4.875" tall



THIRD PAGE

\$400

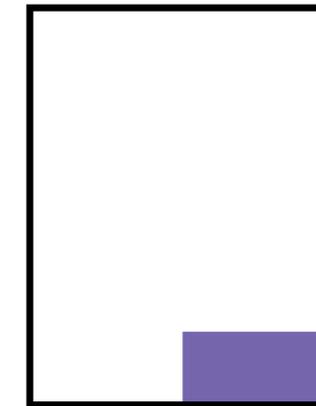
7.5" wide x 3.167" tall



QUARTER PAGE

\$300

3.625" wide x 4.875"
tall



BUSINESS CARD

\$200

3.5" wide x 2" tall

ADVERTISING DEADLINE: July 15, 2022

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

About Charlotte Pride

pride in the queen city

Charlotte Pride is the leader in LGBTQ visibility. Our programs and events exist to enrich, empower, strengthen, and make more visible the unique lives and experiences of LGBTQ people in Charlotte and the Carolinas. Founded in 2000, Charlotte Pride carries on the more than 40-year legacy of Pride in the Queen City.

what we do



Arts & Culture

Programs and efforts to support diverse arts and culture



Economic Growth & Upward Mobility

Providing opportunities for LGBTQ people and groups to grow their economic power and stability



Community Solidarity

Uplifting and empowering the lives of the most marginalized



Visibility & Education

Year-round programs to raise awareness & empower our people

Extend your support: Become a sponsor!

When you become a sponsor of Charlotte Pride, you can:

- Reconnect in-person with the LGBTQ community after two years of virtual events and social distancing
- Develop unique connections with LGBTQ Charlotteans and Carolinians
- Get increased recognition, reach new customers, and develop new brand loyalty
- Provide team-building, appreciation, and volunteer opportunities for your LGBTQ employees
- Support and spotlight the LGBTQ community inside your organization while supporting education, visibility, and awareness efforts in the greater community





let's get together

Want to learn more about further involvement like sponsorship? Contact us!

**Advertising Contact:
Matt Comer (he/him/his)
Communications Director
matt@charlottepride.org**

**Sponsor Contact:
Meredith Thompson (she/her/hers)
Programs & Development Manager
meredith@charlottepride.org**