



# Seattle Pride Magazine

## Issued Quarterly

Show your support of Seattle Pride and Seattle’s LGBTQIA+ community by advertising in the Seattle Pride Magazine, a quarterly print and digital publication distributed throughout the Seattle area. Each magazine contains features, news, insights and profiles to provide relevant information and drive social engagement among community members. It is the mission of Seattle Pride Magazine to connect members of Seattle’s LGBTQIA+ community on a year-round basis through resources and news. The quarterly publication comes out in March, June, September and December.

### DISTRIBUTION

- Mailed to members and donors
- Distributed to over 900 locations including: LGBTQIA+ community spaces, libraries, hospitals, surrogacy offices, grocery stores, coffee shops and other retail locations.

### CIRCULATION

- Winter, Spring & Fall: 10,000 print + 5,000 digital
  - Summer (Pride Issue): 50,000 print + 10,000 digital
- Quantities are subject to change

#### Spring, Fall & Winter Rates (10K + 5K)

Full Page	\$1,958
2/3 vertical	\$1,499
1/3 vert / square	\$783

#### Summer (Pride) Rates (50K + 10K)

Full Page	\$3,826
2/3 vertical	\$2,550
1/3 vert / square	\$1,276

All rates are net

NATE GOWDY

For more advertising information: [sales@encoremediagroup.com](mailto:sales@encoremediagroup.com)

# Seattle Pride Magazine

## Annual Package

Show your PRIDE year-round and support Seattle's LGBTQIA+ community with Seattle Pride Magazine. This quarterly publication is published by Seattle Out & Proud, the non-profit organization that has been connecting and activating Seattle's LGBTQIA+ community for over 40 years through events like Pride Parade and Seattle Pride in the Park and publications such as the Pride Guide. **A special discount is available for annual supporters.**

### DISTRIBUTION

- Mailed to members and donors
- Distributed to over 900 locations including: LGBTQIA+ community spaces, libraries, hospitals, surrogacy offices, grocery stores, coffee shops and other retail locations.

### TOTAL ANNUAL CIRCULATION

- Printed: 80,000
- Digital : 25,000

Quantities are subject to change

**20% discount**

Advertising Rates		
Full Page	\$9,518	<b>\$7,614</b>
2/3 vertical	\$6,926	<b>\$5,541</b>
1/3 vert / square	\$3,564	<b>\$2,851</b>

All rates are net

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### IN EVERY ISSUE

- Advocacy options
- Event calendar
- Feature on LGBTQIA+ history
- LGBTQIA+ resource list
- Platform for local LGBTQIA+ nonprofits to share their work with a wider community
- Profiles on local influential LGBTQIA+ members
- Resource directory
- Spotlight on a partner's work in the LGBTQIA+ community
- Volunteer opportunities
- Work by local LGBTQIA+ artists
- Youth feature



NATE GOWDY



NOW IS THE MOMENT.

NOW IS OUR LEGACY.

NOW IS FOREVER.

CELEBRATING 1974-2024

### IN THE PRIDE GUIDE

- Information on Pride Parade announcers and Grand Marshals
  - Parade map route
  - Pride event calendar
- Spotlights on a community organizations
  - Feature on LGBTQIA+ history
  - LGBTQIA+ resource list
- Platform for local LGBTQIA+ nonprofits to share their work with a wider community
- Profiles on local influential LGBTQIA+ members
  - Resource directory
  - Volunteer opportunities
- Work by local LGBTQIA+ artists
  - Youth feature



# 50th Anniversary Pride Guide

## Pride Magazine Summer Issue

For 50 years, Seattle Pride Month has celebrated and promoted LGBTQIA+ rights, history, legacy and, most of all, its community. The 50th anniversary Pride Guide will commemorate the past, celebrate new wins for equality, and inspire support for the work yet to come. Be a part of this historic celebration by advertising in the Pride Guide.

### CIRCULATION

- Printed: 50,000
- Digital: 10,000

Digital circulation is estimated

### DISTRIBUTION

- Mailed to members and donors
- Distributed to over 900 locations including: LGBTQIA+ community spaces, libraries, hospitals, surrogacy offices, grocery stores, coffee shops, other retail spaces and Pride event locations.

### Advertising Rates

Full Page	\$3,826
2/3 vertical	\$2,550
1/3 vert / square	\$1,276

All rates are net



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# Calendar & Ad Specifications

## 2024 PUBLICATION CALENDAR

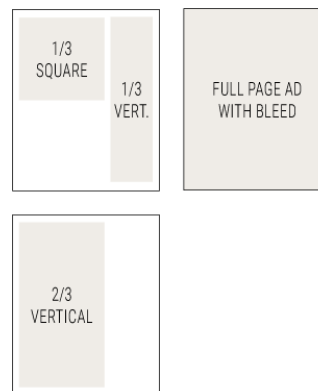
Issue	Space Reservation	Artwork Due	Publication Date
Spring 2024	January 12	January 19	March 1
Summer 2024	April 12	April 19	June 1
Fall 2024	July 26	August 2	September 1
Winter 2024	October 18	October 25	December 1

Dates are subject to change. Ad space is based on availability and is not guaranteed.

## AD SIZES

Standard ads may be submitted in PDF or alternate formats in the following sizes:

Measured in Inches, W x H	
Full page w / bleed	8.625 x 11.125
Full page trim	8.375 x 10.875
2/3 vertical	4.75 x 9.875
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875



## Page & Print Specifications

Three Columns	2.25 (column) / 0.333 (gutter)
Page Size	8.375 x 10.875
Bleed Size	8.625 x 11.125
Live Area	7.375 x 9.875
Printing	Heatset web offset
Color	4-color process (CMYK)
Resolution	Photos 300 dpi, line art 1200 dpi