



# EDGEMEDIANETWORK.COM

## The Largest LGBTQ+ Media Company in the World



# MEDIA KIT

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## Who are we?

### Who We Are

Over 20 years strong, EDGE is the world's largest digitally driven LGBTQ national news and lifestyle media company with a reputation for high-tech solutions and award-winning editorial content. Our cross-platform solutions and integrated partner network represent a unique opportunity to reach the expansive, well-educated, engaged, and affluent LGBTQ audience.

### Our Audience

The EDGE Media Network annually reaches more than 8.5 million consumers nationally. With the highest in-category time spent on-site, or readers engage with our newsworthy content and become brand champions.

- Digital and Mobile: 8.5+ million unique readers
- Average age: 40
- Average time on site: 17 minutes, 5x per week
- Trendsetters & influencers
- Creative & Status-Seeking
- Drawn Toward Quality & Design
- 70/30 M/F
- Average HHI: \$150,000+
- Style, Travel & Entertainment Enthusiasts
- Early Adopters/Adapters
- Open-Minded Toward Different Cultures

### Competitive Advantage

EDGE is your cost-effective niche LGBTQ publisher that leads with quality editorial and a one-of-a-kind media network for premium brands - but we are simply not an ad network. Our products go far beyond traditional banners, incorporating tight integration with must-see, controllable content delivered via state-of-the-art technology platforms. And our client services team dedicate themselves to helping our clients realize true ROI, adapting programs in real-time to deliver the world's highest-grade LGBTQ audience.



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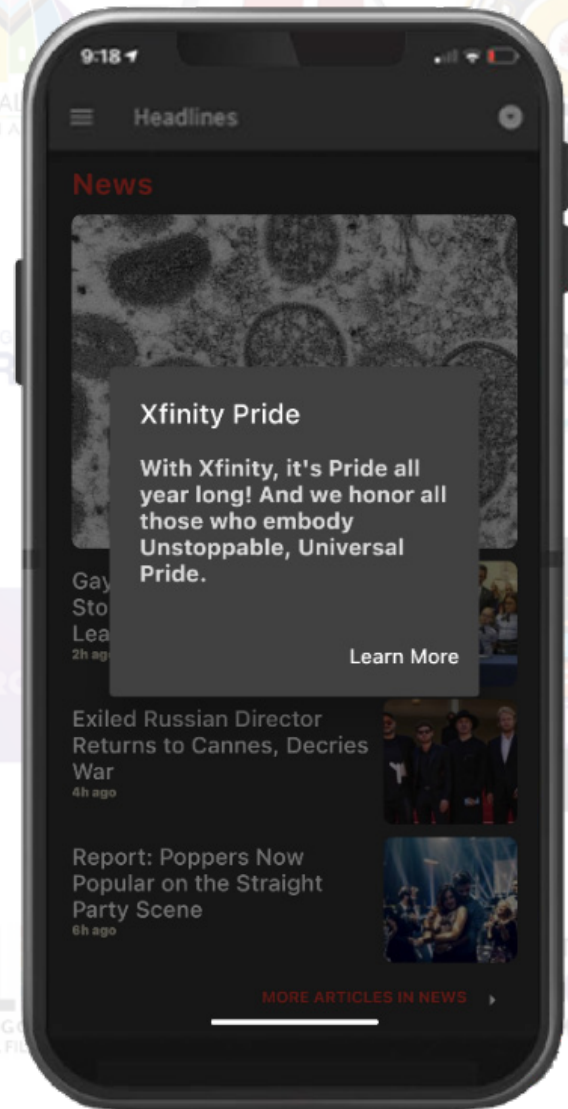
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## OUR PARTNERS

### Our Partners

Expand your reach via our technology group, Pride Labs LLC. Advertisers can reach exclusive audiences nationwide across our 150+ LGBTQ community partner platforms. Our technology drives websites and apps for the top LGBTQ Pride festivals in the country along with other LGBTQ news outlets and community organizations. We connect and integrate your brand with millions of additional consumers seeking vital news and event information in their local communities.



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## PRODUCTS

### Channels

Our digital-first approach delivers impacting news, lifestyle, and event information to our consumers via best-in-breed, beautifully hand-crafted, and high-performing platforms, along with social media and in-person at selected events across the globe. Campaigns can integrate seamlessly across multiple channels:

- Responsive Websites
- Geofencing at LGBTQ Events
- Social Networking
- Native Mobile Apps (iOS and Android)
- Email Newsletters and eBlasts
- Ground Marketing

### Display Advertising

Maximize your brand footprint with impression-based advertising by EDGE, including:

- Desktop and mobile IAB-compliant positions
- Roadblocks and fixed positions
- Site Skins
- Social Media
- Interstitials
- Rich Media, including Streaming Video
- Custom Design and Programming

### Enhanced Editorial

- Sponsored Content
- Channel Sponsorship
- Event Sponsorship
- Microsites
- Custom Content Integration

### Direct Consumer Contact

- Email
- SMS
- Geofencing
- Ground activation



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**CUSTOMIZED  
CONTENT  
PROGRAMS**

## Custom Video Program

Let EDGE tell your story. By working with our creative production and marketing teams, EDGE will curate just the right integrated narrative that speaks directly to the LGBTQ audience. Whether it's a single video spot, a series, or a handcrafted full microsite, EDGE gets your brand creatively in front of the LGBTQ audience.



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## ADVERTISING OPPORTUNITIES

### Desktop & Mobile Web

- Leaderboard: 728x90, expandable
- Half Page: 300x600
- Roadblocks & Fixed Positions
- Rectangle: 300x250, expandable
- Interstitials
- IAB Rising Star Placements

### Enhanced Advertising

- Rich Media Capabilities
- User Interaction
- Custom Design and Programming
- Streaming Video
- Site Skins

### Creative and Editorial Programs

- Sponsored Editorial
- Microsite
- Custom Video
- Channel Sponsorship
- Custom Content Integration

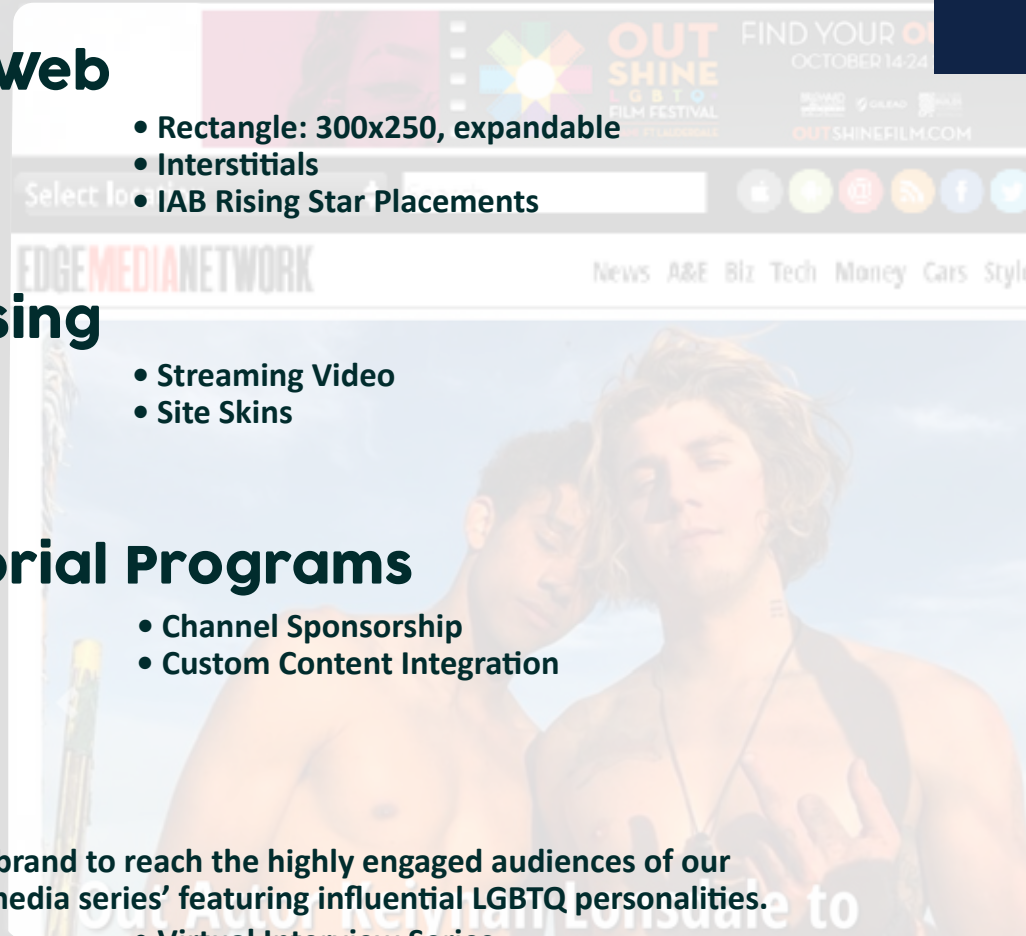
### Sponsorships

Advertising sponsorships allow your brand to reach the highly engaged audiences of our growing portfolio of multi-platform media series' featuring influential LGBTQ personalities.

- Podcast
- Event Photo Galleries
- Virtual Interview Series
- Fast 5 Video Series

As a sponsor, you'll receive:

- Brand mention when your sponsored element is promoted on social media
- Logo placement and/or brand mention (depending on sponsored element format)
- Cross-promotional Facebook Handshake for visibility when sharing sponsored content



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## ADVERTISING OPPORTUNITIES

### Geo-Targeted Mobile Advertising

EDGE Media is proud of our exclusive LGBTQ Pride festivals and event sponsorship! EDGE will erect geofences surrounding LGBTQ Pride celebrations and LGBTQ events in each major market.

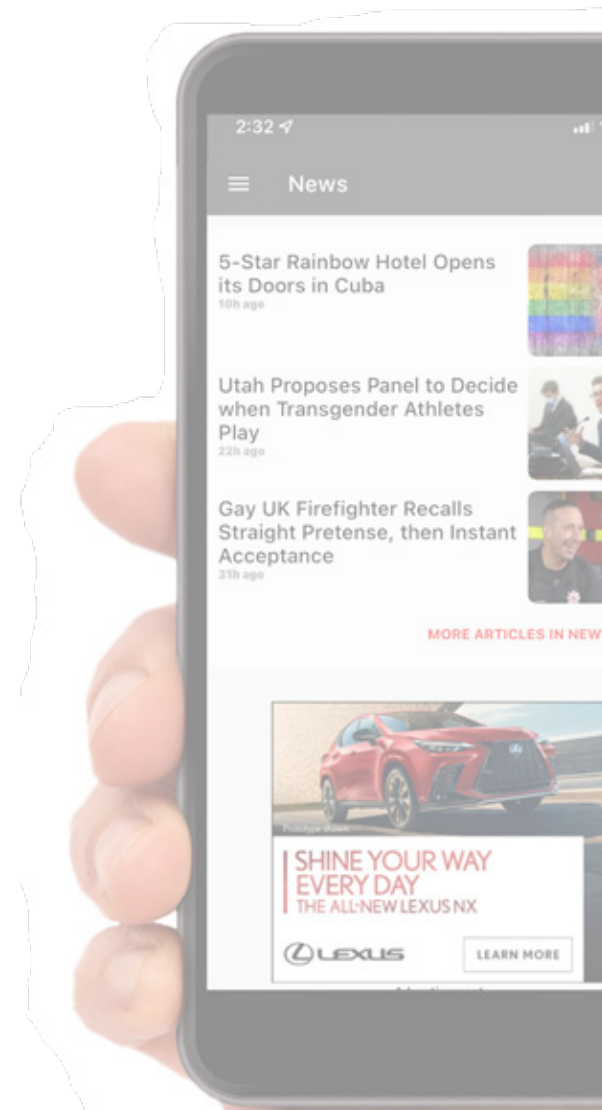
Each geofence will:

- Surround targeted locations and events
- Attendees 'trip' each fence as they traverse the city and events taking place
- Run for the entire campaign season
- Push a notification to users within each market
- 100% SOV throughout all Prides
- Video or Text activation (luxury image)

### iOS & Android Apps

The award-winning EDGE mobile app boasts the world's largest LGBTQ mobile audience. EDGE also provides mobile technology for Pride Festivals, LGBTQ Film Festivals, LGBTQ Events, LGBTQ Conferences, LGBTQ Non- Profits, and LGBTQ Organizations. Together, these 150+ native mobile applications for iOS and Android represent the most effective way to reach this community on the go – and they allow your brand to associate with large numbers of iconic LGBTQ organizations within a single campaign.

- Mobile Banners
- Interstitials
- Sponsored Content
- Custom Design and Programming
- Category-wide Advertising in Third-Party Apps



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**EMAIL NEWSLETTERS  
&  
EBLASTS**



July 29, 2022 - Key West, FL



①

**Watch: Trailer Drops for Gay Rugby Flick 'In From the Side'**

Film festival hit "In From the Side," about two players on a gay English rugby team becoming involved in an affair, is coming to theaters. A new trailer for the film's UK release has dropped.

[Read More >](#)

## Fast 5 Daily eNewsletters

Our newsletters arrive regularly to national and local opt-in subscribers.

Advertising opportunities include:

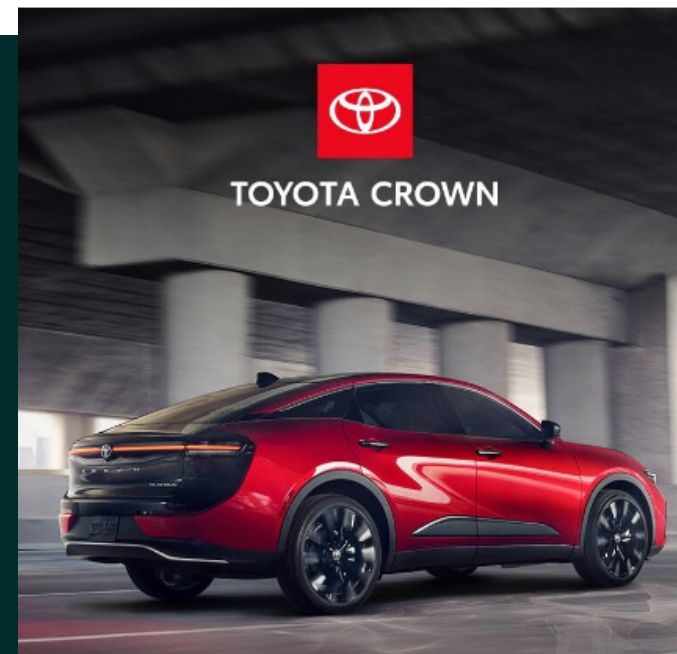
- Rectangle: 300x250
- Average Open Rate: 22%



## Edge INSIDER Dedicated/ Sponsored eBlast

EDGE distributes dedicated marketing emails on behalf of companies periodically; each email is sent to an opt-in email list and is co-branded with the EDGE INSIDER moniker. Dedicated eblasts are sent out to our entire subscription database or may also be targeted geographically.

- Average Open Rate: 22%





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## SOCIAL MEDIA PROMOTION

### Social Media Promotion

With a growing social media audience of over 350K, EDGE expands your brand's reach to new demographics with branded content posts on our social media platforms. (Facebook, Instagram, TikTok, and Twitter)

