

2021



MEDIA KIT SAN DIEGO

LGBTQ
SAN DIEGO COUNTY NEWS
"The Paper of Record for the Community"

lgbtqsd.news





A NEWSPAPER FOR THE MODERN TIMES

Our newspaper offers more stories and vital information than you can find anywhere else! We aim to provide you with the most news about our community than any other news outlet. Our professional editorial staff combs the community for hyper-local news and features including; business briefs, opinions, calendar of events, dining and theater reviews, area sports and much, much more. Our content is appealing to people of all age groups and personal interests. Our fresh and vital newspaper is accessible in a monthly paper edition and our virtual online editions are updated weekly. Our social media platforms are your go to source for daily news updates and the latest social activities happening throughout San Diego County.





11

YEARS OF COMMUNITY JOURNALISM

10,000

MONTHLY PRINT READERS

3,700

MONTHLY PAGE VIEWS ONLINE

1

GREAT COMMUNITY NEWSPAPER

LGBTQ San Diego County News prides itself on presenting fair, balanced, accurate, informative and entertaining stories on to its readers; so they can stay informed on what's happening in the LGBTQ+ community.

Every month LGBTQ San Diego County News offers fresh and provocative content for gay men and women and their invaluable network of friends and allies. The newspaper strives to deliver news and information most relevant to the lives of community-minded LGBTQ San Diegans – those who are passionate about their homes, health, families, future and community. LGBTQ San Diego County News includes local and national news, insightful social and political commentary, humor, art, film, theater and dining reviews, travel stories, fitness and well-being tips, home improvement, gay parenting issues, LGBTQ history, and functional tech advice, regular business information and more.

MARKET COVERAGE:

10,000 Printed and Circulated

Serving San Diego County, we distribute almost 10,000 copies of LGBTQ San Diego County News per issue to more than 240 newspaper racks and high-traffic locations and delivered directly to businesses.



SAN DIEGO COUNTY NEWS

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DEMOGRAPHICS AND READER HABITS

AGE

average age 49

22%

45-54

17%

35-44

14%

25-34

GENDER

90%

Male

8%

Female

2%

Trans

INCOME

47%

\$100K

27%

\$150K

15%

\$200K

READERS WHO HAVE:

PURCHASED in the last 12 MONTHS:

- A hotel, resort or vacation rental property – 70%
- Airplane ticket – 70%
- 4 nights + Vacation – 61%

READERS SAY:

- Corporations supporting LGBTQ equality are more important than ever – 91%
- They have made a conscience decision to purchase from companies that advertise in LGBTQ Media – 79%

EDUCATION

90%

College Degree

36%

Post Grad



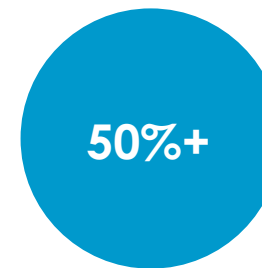
US Totaled
Buying Power
(this number has
increased by now)



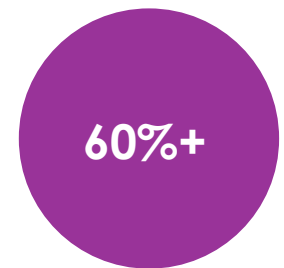
California
represents
12% of the USA
population



San Diego County
is approximately
1% of US
population



more likely to
purchase when
they advertise in
the LGBTQ media



Trust the
LGBTQ
media more

ANALYTICS, DEMOGRAPHICS, AND READER HABITS

f 3.5K

t 3.9K

i 1.6K

2020 WEBSITE VISITORS

3.7K
sessions in a month

17K
pageviews in a month

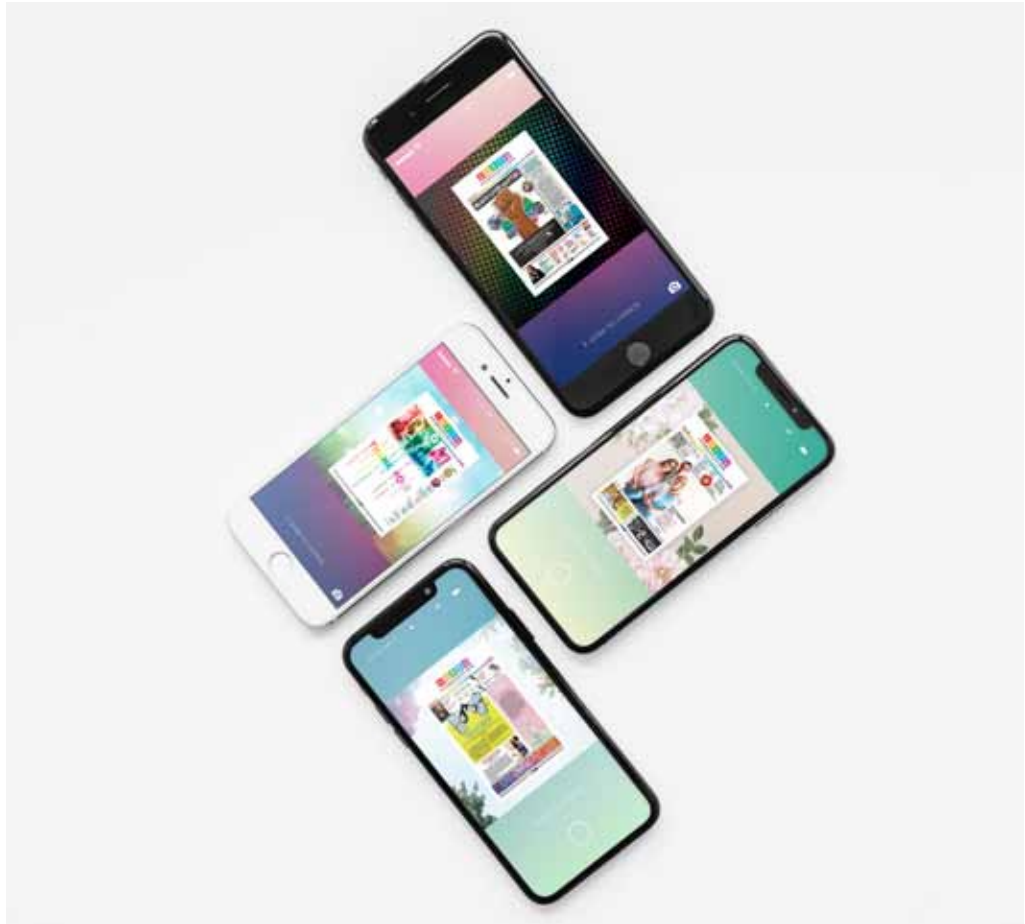
90%
new users in a month



Aside from our monthly print edition we release a virtual version that can be viewed on any smart device giving advertisers double the exposure. Our ongoing social media helps create traffic to our main page with content that gets updated on a weekly basis to keep fresh stories of interest to our readers. We also have a monthly email blast with 8,746 subscribers and a 25% open rate and a click rate of 12%.

EDITORIAL CALENDAR 2021

ISSUE DATE	SPECIAL EVENTS & HOLIDAYS	SPECIAL ISSUES & SECTIONS	DEADLINE	ONLINE UPDATE	DEADLINE
JANUARY 8		PERSONS OF THE YEAR	JANUARY 4	JANUARY 22	JANUARY 18
FEBRUARY 5	Valentines Day/Hillcrest Mardi Gras		FEBRUARY 1	FEBRUARY 19	FEBRUARY 15
MARCH 5	Cathedral City LGBTQ Days/Dinah Shore Weekend	HOME EDITION	MARCH 1	MARCH 19	MARCH 15
APRIL 2	Cathedral City LGBTQ Easter/White Party Weekend/Cinco de Mayo/Film Out		MARCH 29	APRIL 23	APRIL 19
MAY 7	Mother's Day/Long Beach Pride/Harvey Milk Day/Memorial Day		MAY 3	MAY 21	MAY 17
JUNE 4	Out at the Fair/Fathers Day		MAY 31	JUNE 18	JUNE 14
JULY 2		SAN DIEGO LGBTQ PRIDE EDITION	JUNE 28	JULY 23	JULY 19
AUGUST 6		PETS EDITION	AUGUST 2	AUGUST 20	AUGUST 16
SEPTEMBER 3	San Diego AIDS Walk		AUGUST 30	SEPTEMBER 17	SEPTEMBER 13
OCTOBER 1	National Coming Out Day/North County Pride		SEPTEMBER 27	OCTOBER 22	OCTOBER 19
NOVEMBER 5	Palm Springs Pride/Transgender Day of Remembrance/Thanksgiving/World AIDS Day		NOVEMBER 2	NOVEMBER 19	NOVEMBER 15
DECEMBER 3	Christmas/New Year's Eve	HOLIDAY EDITION	NOVEMBER 29	DECEMBER 17	DECEMBER 13
JANUARY 7		PERSONS OF THE YEAR	JANUARY 3	JANUARY 21	JANUARY 17



LET'S CHAT

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