

2023



MEDIA KIT SAN DIEGO



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 and beyond.





13

YEARS OF COMMUNITY JOURNALISM

11,500+

MONTHLY PRINT READERSHIP

19,600+

MONTHLY PAGE VIEWS ONLINE

1

FABULOUS 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 LGBTQ+ community 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:
5,000 Printed and Circulated

Serving San Diego County, we distribute almost 5,000 copies of LGBTQ San Diego County News per issue to more than 120 newspaper racks and high-traffic locations and we deliver directly to businesses.



SAN DIEGO COUNTY NEWS

"The Paper of Record for the Community"



lgbtqsd.news

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



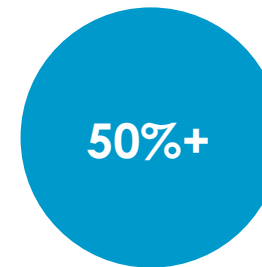
**US Totaled
Buying Power**
(this number has
increased by now)



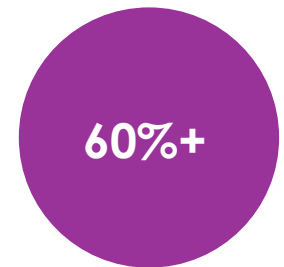
**California
represents
12% of the USA
population**



**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

 **3.8K**

 **3.9K**

 **2.5K**

2021 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 9,997 subscribers and a 25% open rate and a click rate of 14%, in addition to 16,914 subscribers to our event & ticket listings with a 37% open rate.

EDITORIAL CALENDAR 2023

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

AD RATES 2023

COST PER ISSUE IN COLOR

AD SIZE	OPEN RATE	6X RATE	12X RATE	24X RATE
Full	\$1125	\$1050	\$1000	\$925
4/5	1000	950	900	825
3/5	900	850	800	725
1/2	800	750	700	625
2/5	700	650	600	525
3/10	600	550	500	425
1/5	500	450	400	325
3/20	400	350	300	225
1/10	300	250	200	125
1/20	200	150	100	50
1/40	100	60	30	25

AGENCY RATES: All Open Rates are commissionable to recognize advertising agencies submitting camera-ready copy and with pre-payment.

DEADLINE: Deadline for all advertising is 5p.m. Monday for Friday's publication.

ACCEPTANCE: The publisher reserves the right to reject or cancel any advertising which does not conform to the standards of the publication at any time.

NONPROFIT RATES: Inquire with publisher for current non-profit rates.

PAYMENT: Payment for all advertising is due upon proof. A monthly billing account is available with approved credit. Payment terms are net 10 days. Payments not received 30 days after billing are subject to a 1.5% (18% per annum) finance charge. We reserve the right to revise the advertising rates at any time upon 30 days notice.

TEARSHEETS/INVOICES: Tearsheets and invoices are available upon request.

ARTWORK: Normal layout costs are included in our advertising rates. Camera work, photos and special creative artwork will be charged

at reasonable rates. Proofs are not for making design changes; they are intended for information checking only. Additional proofs or rebuilds may be subject to extra charges.

CANCELLATIONS: Advertisers will be billed 50% of ad cost for cancellations after 5p.m. Monday for the following Friday's issue.

ERRORS: Liability of the publisher for errors is limited to the cost of the space containing the error and limited to the first insertion. Notification of error must be made within 5 days of publication.

GUARANTEED POSITIONS: Advertisers requesting special placement will be given every consideration but will not be guaranteed. The surcharge for placement is an additional 20%.

PRE-PRINTED INSERT RATES: 5000-9999 \$75/Thousand (5000 minimum order) 10,000-19,999 \$60/Thousand 20,000 and over \$50/Thousand Pricing is for single sheet only; call for larger/heavier insert prices. Ask about our special "print and deliver" rates.

ADVERTORIAL: Advertorial is paid advertising designed to read like editorial. The word "Advertorial" must be stated in ad and must have a minimum hairline border.

MECHANICAL INFORMATION: Ads are built in modular sizes (fractional). This allows attractive page layout and assures the advertiser economical pricing. Sizes conform to 5 col. x 16" tabloid. Standard Advertising Units (S.A.U.) will float. Please call for more detailed specifications and file formats.

MARKET COVERAGE

Reach the San Diego LGBTQ community with one advertising buy! LGBTQ San Diego County News is published the first Friday of the month with a distribution averaging 5,000 copies per issue to more than 120 newspaper racks, high-traffic locations and local businesses.

SERVING THE ENTIRE REGION

Distributed county-wide
Online editorial read nationally.

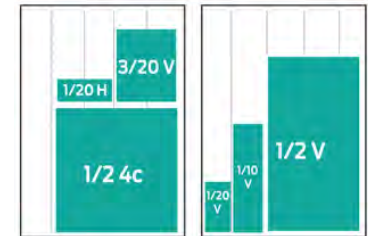
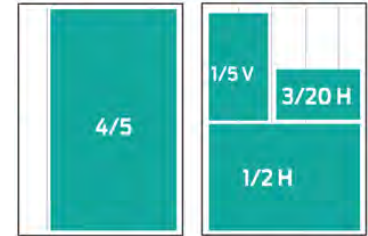
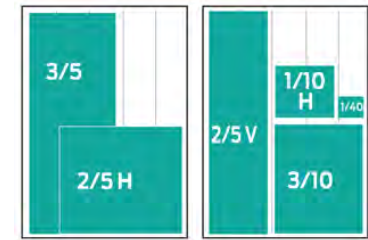
DIGITAL COVERAGE

Your ad will also appear in the digital version of the paper found on our website - lgbtqsd.news at no extra charge. We send an e-newsletter to thousands of email subscribers upon publication of our print edition. Plus, we promote our content via social media:

Twitter: @LGBTQSDNews

facebook: LGBTQSD

Instagram: LGBTQSDNews



Mechanical Specifications			
PAGE FRACTION	COLUMNS	WIDTH	DEPTH
Full Page	5	10.02"	14.52"
4/5	4	8.16"	14.52"
3/5 Vertical	3	6.1"	14.52"
1/2 Vertical	3	6.1"	10.96"
1/2 Horizontal	5	10.02"	7.10"
1/2 (4 Column)	4	8.16"	8.54"
2/5 Vertical	2	4"	14.52"
2/5 Horizontal	4	8.16"	7.26"
3/10	3	6.1"	7.26"
1/5 Horizontal	4	8.16"	3.56"
1/5 Vertical	2	4"	7.26"
3/20 Vertical	2	4"	5.41"
3/20 Horizontal	3	6.1"	3.56"
1/10 Vertical	1	1.916"	7.26"
1/10 Horizontal	2	4"	3.56"
1/20 Vertical	1	1.916"	3.56"
1/20 Horizontal	2	4"	1.71"
1/40	1	1.916"	1.71"

DIGITAL RATES 2023

WEBSITE ADS

The screenshot shows the website's layout with a top navigation bar, a main content area with featured articles, and a sidebar with ad options. The featured articles include 'It's time for South Bay Pride 2019', 'San Diego Leather Pride chooses 2019 titleholders', 'Battle of the bars', 'A new palette', and 'Looking through the lens of 2018'. The sidebar offers three ad packages: a large static sidebar ad (350 x 500) for \$250, a medium static sidebar ad (350 x 250) for \$125, and a small static sidebar ad (350 x 250) for \$125.

SPONSORED WEB CONTENT

What Cash Bail Reform Means For Families In California

The article preview includes a headline, a date (April 22, 2019), and a featured image showing a money bag on a scale next to a silhouette of a family. The text below the image discusses California Governor Jerry Brown's bill abolishing the state's cash bail system.

- Up to 1,000 Words - Includes a photo and headline
- Be seen as an expert in your field
- Can be changed out every six months
- Your article never expires!
- Promoted on our Social Media

\$500

SPONSORED WEB LINKS

Sachdev Legal Group, APC
 2851 Camino del Rio S #430,
 San Diego, CA 92108
 (619) 866-3756
<https://www.sachdevfamilylaw.com/san-diego-divorce-lawyer/>

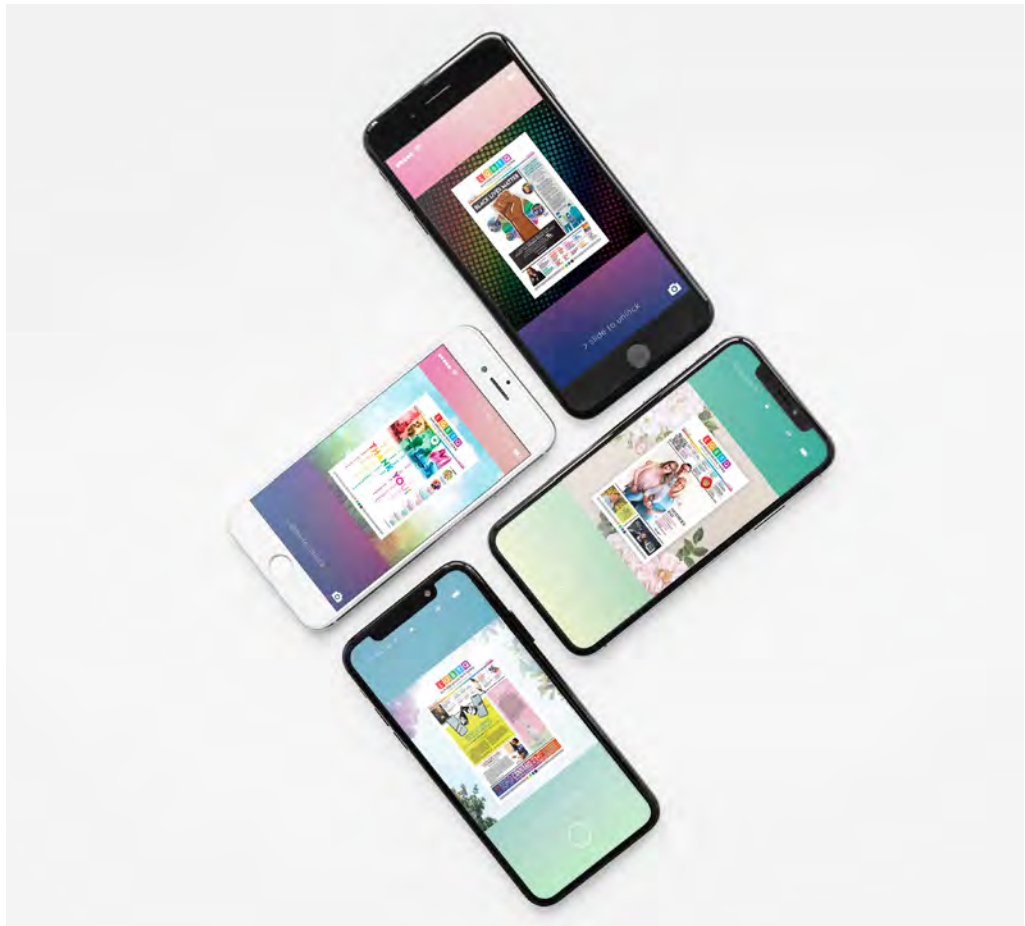
- Great referral source for our online readers
- Increase your Google Rankings
- Your sponsored link never expires!
- **JUST \$250**

EMAIL BLAST

The email blast features a header with the publication's logo and date. The main headline is 'Bike lanes vs parking' with a sub-headline 'Latest news from LGBTQ San Diego County News'. Below the headline is a photo of a cyclist and a text block discussing city planning. A sidebar on the right contains several smaller news snippets, including 'Celebrity Interview: Adam Lambert', 'South Bay: Free health services for National Latinx AIDS Awareness Day', and 'ARRESTED FOR DRUNK DRIVING? DON'T JUST PLEAD GUILTY!'. The footer includes a 'Visit our Website' button and a copyright notice.

E-BLAST (NON-DEDICATED)
\$300/MONTH

E-BLAST (DEDICATED)
\$500/MONTH



LET'S CHAT

CONTACT OUR
SALES DEPARTMENT

Eddie Reynoso
Publisher
publisher@lgbtqsd.news

858.886.9458
LGBTQ San Diego County News
PO Box 34664 San Diego, CA 92163

Morgan Hurley
Editor in Chief
editor@lgbtqsd.news

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