

# **OUTWIRE757**

**Hampton Roads' LGBTQ News & Lifestyle Resource**

## **MARKETING OPPORTUNITIES**

**Outlife757 Magazine • Outguide757 Resource Directory • Outwire757.com**

**CONTACT: ERIC HAUSE • 757.761.3742 • ERIC@OUTWIRE757.COM • OUTWIRE757.COM**

# AT A GLANCE

Since April 2016, OutWire757 has become the primary alternative media for the Hampton Roads' LGBTQ community. Our core demographic of 21-45 year old LGBTQ consumers and their allies is progressive, diverse, and a key target market segment.

## HERE'S HOW WE REACH THEM

### OUTLIFE757 MAGAZINE

Our bi-annual companion lifestyle magazine highlights the best of the region's thriving queer community.

### OUTGUIDE 757 RESOURCE DIRECTORY

New in 2017, our resource directory is a handy guide to Hampton Roads' gay-owned and friendly businesses and organizations.

### OUTWIRE757.COM

In the first half of 2017, we logged an average of 5,800 page views per month and more than 1,700 weekly email subscribers—and growing.

### SOCIAL MEDIA

We regularly engage with an active and growing social media audience of 1,000 Facebook, Instagram, and Twitter followers.

### THE BEST OF GAYHRVA READER'S POLL

Our annual reader's poll in May attracts thousands of new readers and promotes businesses and organizations supportive of the LGBTQ community.

### SOCIAL EVENTS & TRAVEL

Our unique social events and organized travel opportunities offer high-visibility sponsorship opportunities and fundraising partnerships.

### WEDDINGS WITH PRIDE

Our sister company, Weddings with Pride, connects wedding professionals with LGBTQ couples at our annual showcase and on our web site, WeddingswithPrideVA.com.



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# OUTLIFE757 MAGAZINE



## COASTAL VIRGINIA'S LGBTQ LIFESTYLE MAGAZINE

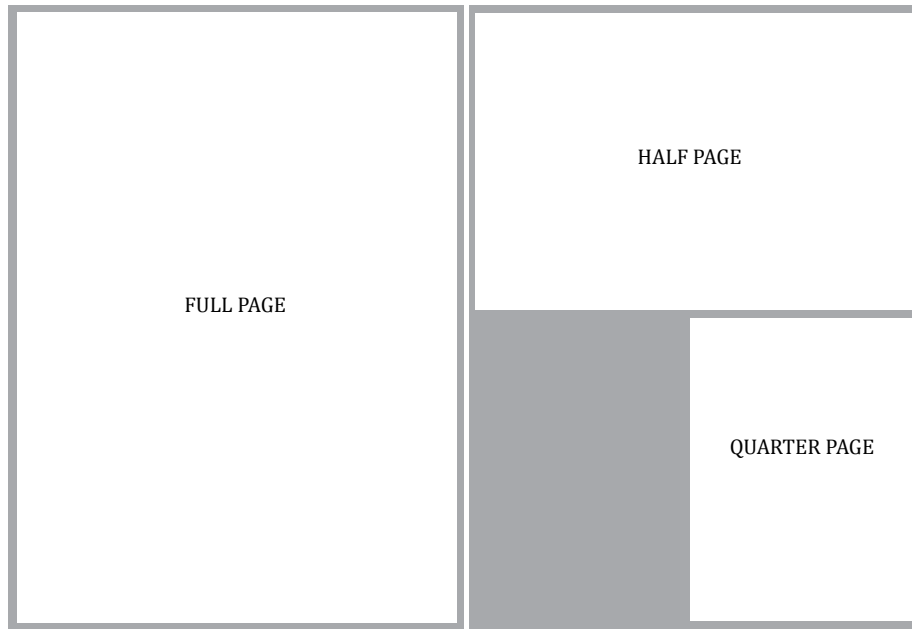
- NEXT EDITION: JANUARY 2018
- Original content highlighting the people, places, and businesses that comprise Hampton Roads' LGBTQ and allied community.
- Full color, full size coffee table keeper
- 5,000 copies per issue.
- Free distribution at advertiser places of business, Pride celebrations, online digital version, and single copy orders.
- Ad rates include a business or organization profile on [Outwire757.com](http://Outwire757.com)

## ADVERTISING OPPORTUNITIES (see below)

- Display media in print and digital versions

## PARTNER OPPORTUNITIES (contact us)

- Advertorial opportunities
- Editorial contributor opportunities



### 2017/2018 DATES

WINTER (Weddings) JANUARY  
SUMMER (Pride) JUNE

### SPACE & ART DEADLINES

1st of the month preceding publication

### DISTRIBUTION

5,000 printed copies per issue  
100% free

### SPECS

Magazine size 8.5" W x 11" H  
Full color  
Creative services available

### DISPLAY RATES

	1 issue	2 issues
CENTER SPREAD (2 pages)	\$1200	\$1800
BACK COVER	\$1100	\$1650
INSIDE COVERS	\$900	\$1350
FULL PAGE	\$800	\$1200
HALF PAGE	\$600	\$900
QUARTER PAGE	\$400	\$600

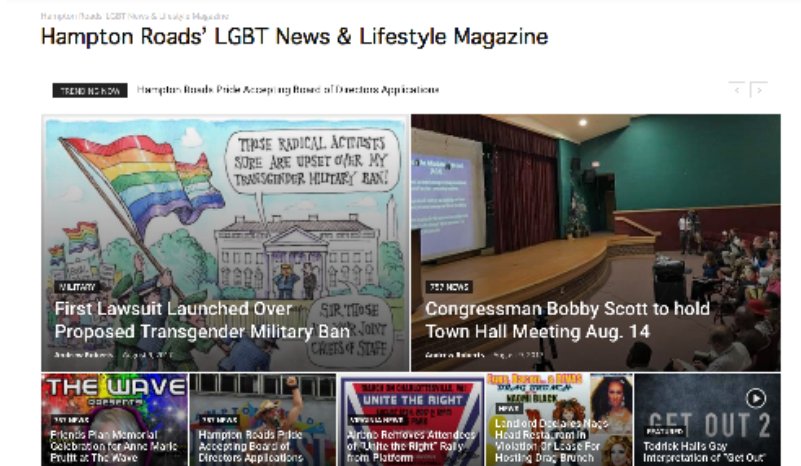
### DISCOUNTS\*

10% HRBOR member discount  
20% non-profit agency discount

\* Discounts may not be used in conjunction with each other.

Ask for custom advertorial quotes.

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## COASTAL VIRGINIA'S LGBTQ NEWS PORTAL

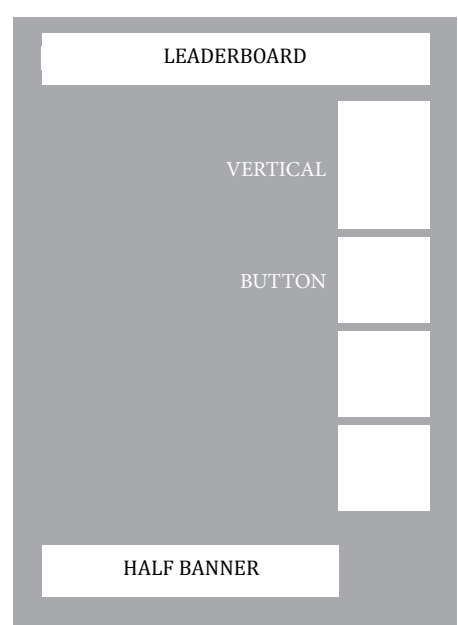
- 5,800 average monthly views.
- 1,700 newsletter subscribers (June 2017), growing daily.
- Top ten search engine results for LGBT and Gay Hampton Roads keywords.
- Original and topical news, lifestyle, personality, opinion, and local events content.
- Local LGBT-owned and friendly business directory.

### ADVERTISING OPPORTUNITIES (see below)

- Display media
- Newsletter sponsorship
- Resource directory listing

### PARTNER OPPORTUNITIES (contact us)

- Page sponsorship & co-branded advertorial
- Editorial contributor opportunities
- Social media promotion opportunities



**OUTWIRE757.COM**  
Site-wide placements, no rotation.

LEADERBOARD 728x90  
\$500 monthly

VERTICAL BANNER 300x500  
\$400 monthly

BUTTON 300x300  
\$300 monthly

HALF BANNER 235x60  
\$250 monthly

**EMAIL NEWSLETTER**  
Delivers weekly on Thursday AM  
Rates are per delivery

LEADERBOARD 600 X 115     \$125

EVENTS BANNER 600 X 115     \$100

FOOTER BANNER 600 X 115     \$75

CO-BRANDED EMAIL BLAST     \$250

### ONLINE RESOURCE DIRECTORY LISTING

\$75 annually OR free with ad in our printed directory (see next page)  
Includes basic information and text about your business or organization and two image graphics.  
[www.outwire757.com/business-directory](http://www.outwire757.com/business-directory)

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# OUTGUIDE757 RESOURCE DIRECTORY

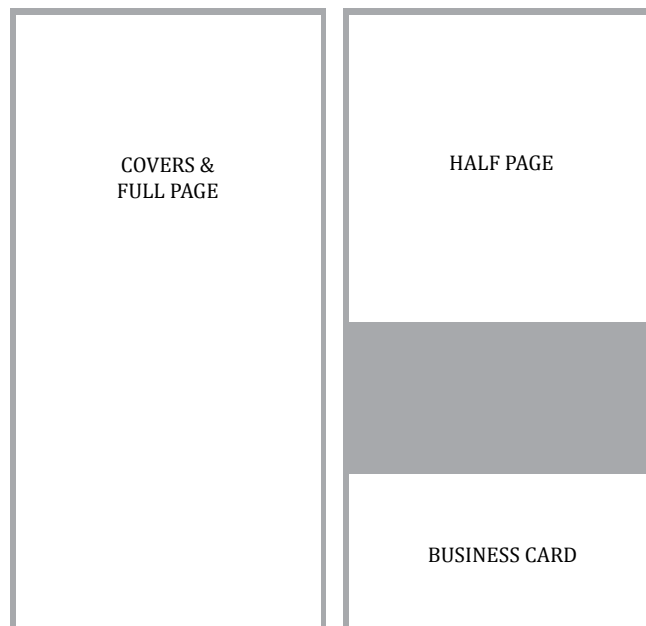


## HAMPTON ROADS' LGBTQ RESOURCE DIRECTORY

- NEXT EDITION: January 2018
- Full color 4 x 9 business, community, advocacy & organization directory.
- 3,000 copies annually.
- Free at 200 Hampton Roads distribution locations and downloadable online edition.
- Display ad and listing only rates include a resource directory listing on Outwire757.com

## ADVERTISING OPPORTUNITIES (see below)

- Display advertising in print and digital versions.
- Business & organization listings (includes online).



### PUBLICATION

December 2017

### SPACE & ART DEADLINES

November 15, 2017

### DISTRIBUTION

3,000 printed copies per issue  
100% free

### SPECS

Directory size 4" W x 9" H  
Full color  
Creative services available

### ANNUAL DISPLAY & LISTING RATES

BACK COVER	\$750
INSIDE COVERS	\$650
FULL PAGE	\$500
HALF PAGE	\$350
BUSINESS CARD	\$200
DIRECTORY LISTING	\$75 (business & non-profit) \$25 (social & support groups)

### DISCOUNTS\*

10% HRBOR member discount  
20% discount for Outlife757 magazine advertisers  
20% non-profit agency discount

\* Discounts apply to display advertising only and may not be used in conjunction.

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