MEDIA KIT

ABOUT US
DEMOGRAPHICS
SCHEDULE+CONTENT
PACKAGES+PRICING
MECHANICAL SPECS
DISTRIBUTION
ADVERTISING AGREEMENT
TERMS OF ADVERTISING
About Us

Vision
Focus® Mid-South magazine seeks to become the most important LGBT information source and the most-used means of advertising to the LGBT audience in the Mid-South.

Values
Focus Mid-South Magazine will leverage the Ray Rico Freelance community contacts, designers, social media experts and web developers to advance the interests and well-being of LGBT individuals and their allies.

Mission
Focus Mid-South Magazine will promote LGBT inclusivity through dignified delivery of content that is relevant to LGBT persons; editorial and advertising content will be included at the discretion of the publisher to assure thoughtful and respectful content for all: LGBT and straight. Focus Magazine will be no- or low-cost to its readers; it’s free online and locally in print, and available regionally in print via low-cost mail subscription, thereby removing access barriers.

Giving Back
We make it a common practice to give back to our community. Proceeds of profits will be donated to the non-profits we serve.

Since 2015, Focus has generously provided extensive editorial coverage and advertising for our core non-profits totaling more than $89,700
LGBT and their allies are:

**Educated**, techno savvy, open to the views and lifestyles of others (their only intolerance is for intolerance).

**Passionate** about living well, doing good and making the world a better place for themselves and others.

**Empowered**, affluent enough to live the lives they want and to enhance the lives of others.

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**Statistics**

**LGBT National Statistics**
- Median age: 48
- Median HHI>$50k: 57%
- Took a major vacation last year: 47%
- Own pets
  - Gay men: 62%
  - Lesbian women: 76%
- Have a bachelors degree: 41%
- Buy performing arts tickets weekly: 60%

**Memphis, TN-MS-AR CBSA Overall population statistics 2016**
- Total: 1,371,641
- Black: 640,556 (46.7%)
- White: 630,954 (46%)
- Hispanic: 75,440 (5.5%)
- Asian: 28,804 (2.1%)
- Median Household Income: $49,122

Source: Community Marketing Incorporated, June 2015

Source: ESRI. Retrieved from memphischamber.com, November 2017

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**Reach**

**Readers Can Follow**

Focus on Social Media

- Facebook: focusmidsouth
- Twitter: @focusmidsouth #focusmidsouth
- Instagram: @focusmidsouth #focusmidsouth

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focusmidsouth.com | 901.800.1172 | info@focusmidsouth.com
Focus® Magazine is published by Ray Rico Freelance | 2294 Young Ave. | Memphis, TN 38104 | rayricofreelance.com
Reader Profile

From the Focus® Mid-South Magazine, 2017 Reader Survey (n=201)

- 83% of our readers identify as LGBTQA
- 14% of our readers identify as Allies
- 4% Asian
- 5% Latino
- 10% Black
- 77% White
- 77% Gay
- 16% Straight
- 12% Bisexual
- 65% age 34 or under
- 90% are college educated
- 58% are home owners
- 79% have owned their home for at least 3 years
- 49% male
- 48% female
- 3% gender expansive
- 17% have children
- 53% earn more than $50K per year

In relationship, living with partner 34%
In relationship, not living with partner 31%
Legally married 15%
Single 12%
Reader Loyalty

From the Focus® Mid-South Magazine, 2017 Reader Survey (n=201)

72% Have read 3 to 4 of our recent issues

67% Visit our website at least 1 to 3 times per month

73% Make buying decisions influenced by the content in Focus Mid-South

74% Have visited or made a purchase from a Focus Mid-South advertiser

7% Engage with the website

18% Engage via email

68% Engage via social media

18% Engage via word of mouth

WHY IT MATTERS

Advertising impact is potentially significant. Readers buying habits are majorly based on advertisers in the magazine. Buying power and customer loyalty are also high with our demographic.
Digital Analytics

WEBSITE TRAFFIC

- NEW VISITOR: 22%
- RETURNING VISITOR: 78%

Total Views: 57,000
AUG 1, 2016 - AUG 1, 2017

PAGE VIEWS: 27,176
UNIQUE PAGEVIEWS: 23,566
BOUNCE RATE: 22.63%
AVERAGE TIME VISITORS SPEND ON PAGE: 3 MINUTES

AD STATS

AD TITLE: CASHSAVER
VIEWS: 2,286
CLICKS: 25
CTR: 1.9%

NEWSLETTER ANALYTICS

Focus® has always performed above industry standards!

Focus Mid-South email list

- Open rate
- Industry average open rate

456 PEOPLE REACHED
39% AUDIENCE ENGAGEMENT
1,197 LIKE OUR PAGE
# Publication Schedule + Content

## Readership: 32,500

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Space Reservation Deadline</th>
<th>Ad/Content Deadline</th>
<th>In Stands</th>
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<tr>
<td><strong>2018</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAN</td>
<td>FEB</td>
<td>Blast!</td>
<td>NOV 29</td>
<td>NOV 29</td>
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<tr>
<td>MAR</td>
<td>APR</td>
<td>Hatch</td>
<td>JAN 29</td>
<td>FEB 2</td>
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<td>MAY</td>
<td>JUN</td>
<td>Glow</td>
<td>MAR 26</td>
<td>MAR 30</td>
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<tr>
<td>JUL</td>
<td>AUG</td>
<td>Splash</td>
<td>MAY 21</td>
<td>MAY 25</td>
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<td>SEP</td>
<td>OCT</td>
<td>Explore</td>
<td>JUL 23</td>
<td>JUL 24</td>
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<td>NOV</td>
<td>DEC</td>
<td>Thanks</td>
<td>SEP 24</td>
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<tr>
<td>JAN</td>
<td>FEB</td>
<td>TBD</td>
<td>NOV 26</td>
<td>NOV 30</td>
</tr>
</tbody>
</table>

## In Every Issue

**Feature Profiles**
- LGBT+ ALLY
- LGBT+ Advocates
- LGBT+ Senior
- LGBT+ Youth

**Arts+Entertainment**
- Community
- Life
- Trans Focus
- Pet Focus

**Dear Allie**
(pronounced al-ee) is the pen name of Focus Mid-South’s advice columnist, Sarah Rutledge Fischer. Allie has great ideas for solving all kinds of issues whether they be for LGBTQ persons or allies.

**Calendar**
- Health+Wellness
- Faith+Spirituality
- Music
- Food+Drink
- Original Memphis
- Style
- Travel

## Events

Send us local and regional LGBT related event information by the content deadline (see the schedule above) for a chance to appear in the following issue. Email editor@focusmidsouth.com

## Story Ideas

Do you have an idea for a story about LGBT issues? Send your pitch to editor@focusmidsouth.com
Packages + Pricing

PRINT PACKAGES

**Premium** – Rates are per issue
- Premium position ad (inside front cover, inside back cover, back cover, table of contents, jump, or center spread)
- Run of Site (ROS) online banner ad for every print issue purchased
- Upgraded business listing for every print issue purchased
- Social media promotion

<table>
<thead>
<tr>
<th>NUMBER OF ISSUES:</th>
<th>SIX</th>
<th>THREE</th>
<th>ONE</th>
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<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1500</td>
<td>$1750</td>
<td>$2000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1500</td>
<td>$1750</td>
<td>$2000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1500</td>
<td>$1750</td>
<td>$2000</td>
</tr>
<tr>
<td>Page 3 (full page)</td>
<td>$1500</td>
<td>$1750</td>
<td>$2000</td>
</tr>
<tr>
<td>Page Jump</td>
<td>$1900</td>
<td>$2200</td>
<td>$2450</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$2250</td>
<td>$2750</td>
<td>$3000</td>
</tr>
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</table>

*Social Media Promotion included with Platinum Package

**Online Business Listing (1 yr)**
**FREE**
- Includes: business name, address, phone, website, category or industry. (Business listings are FREE with all print packages)

**Social Media Boosted Promo**
**$200/campaign**
- Includes: co-branded promotion on our social media networks. Paid advertising with Facebook and Instagram included.

**Online Banner Ad**
**$500/year; 32,000 impressions**
- 300 x 250 pixels | Static ad
- Includes link to your website

**eNewsletter Box Ad**
**$200/campaign**
- 600 x 300 pixels | Static ad
- Includes link to your website

Platinum packages include an extra full-page ad space in which your favorite non-profit can run an ad! Call for details.

Number of issues:

<table>
<thead>
<tr>
<th></th>
<th>SIX</th>
<th>THREE</th>
<th>ONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates are per issue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page ad</td>
<td>$800</td>
<td>$1000</td>
<td>$1250</td>
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<tr>
<td>Half page ad; H or V</td>
<td>$650</td>
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<tr>
<td>Quarter page ad</td>
<td>$450</td>
<td>$550</td>
<td>$650</td>
</tr>
<tr>
<td>Sixth page ad</td>
<td>$300</td>
<td>$375</td>
<td>$450</td>
</tr>
</tbody>
</table>

National advertisers: call 901.800.1172 or email info@focusmidsouth.com for direct quote.

Non-profit groups with a 501(c)3 designation may be eligible to receive a discount. Call 901.800.1172 or email info@focusmidsouth.com for direct quote.
**Mechanical Specifications**

**PRINT ADS**

- **FULL PAGE - MUST BLEED**
  - Build ad to 8.875" x 11.375"
  - Type Safety Area: 7.875" x 10.375"

- **1/2 PAGE V - MUST BLEED**
  - Build ad to 4.625" x 11.375"
  - Type Safety Area: 3.656" x 10.375"

- **1/2 PAGE H - MUST BLEED**
  - Build ad to 8.875" x 5.875"
  - Type Safety Area: 7.875" x 5.0"

- **1/2 PAGE VERTICAL**
  - Must Bleed

- **1/2 PAGE HORIZONTAL**
  - Must Bleed

- **STANDARD BUSINESS LISTING**

- **UPGRADED BUSINESS LISTING**

- **1/4 PAGE**
  - 3.875" x 5.125"

- **1/6 - PAGE**
  - 2.553" x 5.125"

- **FULL PAGE - MUST BLEED**

- **1/2 PAGE H - MUST BLEED**

- **FULL PAGE**
  - Must Bleed

**DIGITAL ADS** (static only)

- Banner ad sizes are 300 x 250 pixels
- eNewsletter ads are 600 x 300 pixels
- No more than 50K
- Acceptable file types are: jpg and png

**eNEWSLETTER AD**

- 600 x 300 pixels

---

**Email Ads To** ads@focusmidsouth.com

**Contacts**

- Creative: ads@focusmidsouth.com
- Content: editor@focusmidsouth.com
- Sales+Info: info@focusmidsouth.com

---

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- **Make Good Policy** Errors in ads must be reported within 2 weeks of publication. At that time, any errors on the part of Focus Magazine will be considered for a make-good by the publisher. Focus Magazine is not responsible for errors overlooked by advertisers after an ad has been approved.

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- Content: editor@focusmidsouth.com
- Sales+Info: info@focusmidsouth.com
# Advertising Agreement

## Overview:
Focus Magazine Rep

Today’s Date

Ad Type: [ ] Print Ad [ ] Online Ad

Is this a: [ ] New Ad [ ] Renewal [ ] Ad Revision

## Advertiser Information:
Advertiser/Company Name

Contact Name

Billing Address

City State Zip

Telephone Fax

Email

URL / Website

[ ] Bill to Advertiser

## Agency Information:
Agency Name

Contact Name

Billing Address

City State Zip

Telephone Fax

Email

[ ] Bill to Agency

## Advertisement Information:

### Advertisement Information:

#### Print Package:

<table>
<thead>
<tr>
<th># of Issues</th>
<th>First Issue</th>
<th>Last Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] Platinum</td>
<td>[ ] IFC</td>
<td>[ ] PAGE 3</td>
</tr>
<tr>
<td>[ ] Premium</td>
<td>[ ] IBC</td>
<td>[ ] JUMP</td>
</tr>
<tr>
<td>[ ] Deluxe</td>
<td>[ ] BC</td>
<td>[ ] Full Page</td>
</tr>
<tr>
<td>[ ] Standard</td>
<td>[ ] CS</td>
<td>[ ] Half Page [ ] Horizontal [ ] Vertical</td>
</tr>
<tr>
<td>[ ] Basic</td>
<td>[ ] Online Banner Ad</td>
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</table>

### Online Banner Ad

<table>
<thead>
<tr>
<th># of months</th>
<th>First Month</th>
<th>Last Month</th>
</tr>
</thead>
</table>

### eNewsletter Box

<table>
<thead>
<tr>
<th># of months</th>
<th>First Month</th>
<th>Last Month</th>
</tr>
</thead>
</table>

### Artwork:

[ ] Camera-ready [ ] Focus production

Print Price Discount or upcharge (if applicable)

Internet Price $ $ Total

## Payment / Billing Information:

### Payment / Billing Information:

Name (as it appears on credit card)

Company Name (if company credit card)

Billing Address

City State Zip

Telephone Fax

Email

### Credit Card Information:

I authorize Focus Magazine to:

[ ] charge the amount below AND enroll me in auto-payment. I will be automatically charged my account balance monthly.*

[ ] receive a one-time payment for the balance listed below. Please invoice me monthly for any additional charges.

[ ] Visa [ ] Mastercard [ ] AMEX [ ] Discover

Credit Card Number CVV #

Expiration (MO/ YR) Billing Zip Code $ Total Charged

Signature of cardholder Date

* 3.5% fee is added to credit card payments.
Terms of Advertising

1. PAYMENT: Payment must be included when the ad is placed for first-time advertisers. Billable accounts after the first run will be billed monthly with payment due upon receipt of the invoice. If payment is not made as herein provided, Focus Magazine may, at its option, terminate this contract forthwith. In the event of non-payment of any invoice, the company, firm or person executing this contract agrees to pay interest at the rate of ten percent (10%) per annum (or at the maximum permissible rate, if less than 10%) on the unpaid balance, beginning 30 days after the date of the invoice, and further agrees to pay all costs of collection including reasonable attorney fees. All billings are gross. Credit may be established with prepayment of the first two advertisements placed. Advertisers will then be billed per issue for each insertion covered by this contract with payment due upon receipt of invoice.

2. NON-ASSIGNABILITY: This contract covers only bona fide advertising relating to the regular business of the advertiser, and may not be transferred or assigned, in whole or in part, to another advertiser.

3. ADVERTISING COPY: Focus Magazine reserves the right to reject or edit any advertising copy submitted for publication. This right extends to the actual design of the ad. At Focus Magazine’s option, the word “Advertisement” may be inserted above or below any advertisement. All instructions to Focus Magazine relative to advertisements must be given in writing. In the case of contracts requiring a stated frequency of insertion, the copy last furnished shall continue to be inserted until new copy is submitted. Focus Magazine shall have the right to determine the classification of any advertising copy submitted.

4. ERRORS AND OMISSIONS: Focus Magazine will not be responsible for errors or omissions except to the extent of the cost of the first insertion and then only to the extent of a make-good publication for that portion of the advertisement rendered valueless by such error. Such allowance or adjustment shall not be made if the error is not material or was the fault of the advertiser. Any claim for adjustment must be presented in writing to the Focus Magazine publisher within ten days of ad publication. Focus Magazine will not be responsible for errors overlooked by the advertiser after an ad has been proofed and approved.

5. CANCELLATION OR TERMINATION: Advertising contracts will be effective the date signed by advertiser. No rebates will be issued for additional contract space or term used. If during the period covered by this contract, the full amount of space contracted for is not used, or if this contract is terminated because of a breach thereof by the advertiser, then the advertiser shall be “short rated” and shall pay for the space actually used at the rates set forth on the rate card of Focus Magazine. Cancellations are not accepted after space closing date and must be in writing within 30 days of this deadline. Loss of credit due to account delinquency may affect frequency rates.

6. BILLING DISPUTES: Any billing dispute must be presented in writing to Focus Magazine within 1 months from the date of first billing in order for any credit, allowance or make goods to be considered or issued.

7. DISPUTE RESOLUTION: In the event a dispute arises between the parties to this contract as to the scope of representation, definition of terms, or any of the non-monetary responsibilities to which each party has agreed to fulfill, then the parties agree to submit to arbitration or similar Alternative Dispute Resolution. The Arbitration Award or similar ruling shall be binding on the parties and shall be enforceable in any court of competent jurisdiction.

8. DEFAULT: In the event of a breach of this agreement by Client, Client shall have 21 calendar days from notice of said breach to cure same. Client shall be responsible for all costs incurred by Focus Magazine in enforcing this Agreement including, but not limited to, court costs and reasonable attorney fees. In the event of a breach of this agreement by Client, upon the request of Focus Magazine, Client shall immediately return any and all drafts, completed work and related material and all copies thereof to Focus Magazine which Client agrees is and shall remain the intellectual property of Focus Magazine. In this event Focus Magazine is also granted the right to remove said property. Client acknowledges that failure to comply with this provision can cause immediate and irreparable harm to Focus Magazine and shall subject Client to all rights and remedies available to Focus Magazine in law and in equity, including, but not limited to, a restraining order by a court of competent jurisdiction.

By signing this agreement I acknowledge that I may make media purchases on behalf of my company.

Advertiser Signature/ Title ________________________________ Date ____________________