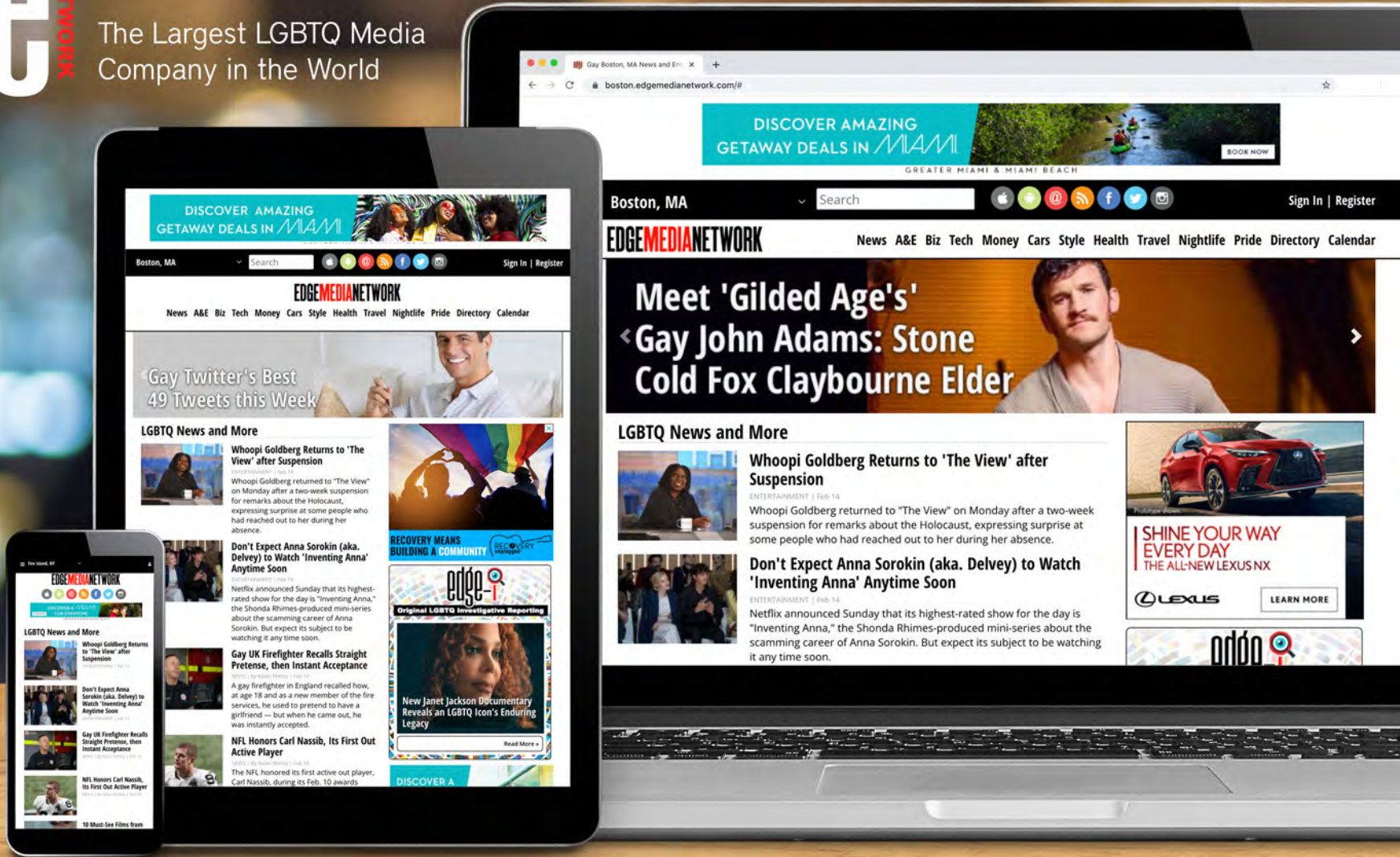




The Largest LGBTQ Media Company in the World



MEDIA KIT

Who Are We?

EDGE is your 18-year-old niche LGBTQ digitally driven 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 7.6+ million consumers nationally. With the highest in-category time spent on site, our readers engage with our newsworthy content and become brand champions.

- Digital and Mobile: 7.6 million unique readers
- 70/30 M/F
- Average age: 40
- Average HHI: \$150,000+
- Average time on site: 17 minutes, 5 times per week
- Style, Travel and Entertainment enthusiasts
- Trendsetters and influencers
- Early adopters/adapters
- Creative and status-seeking
- Open-minded towards different cultures
- Prefer quality and design

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.



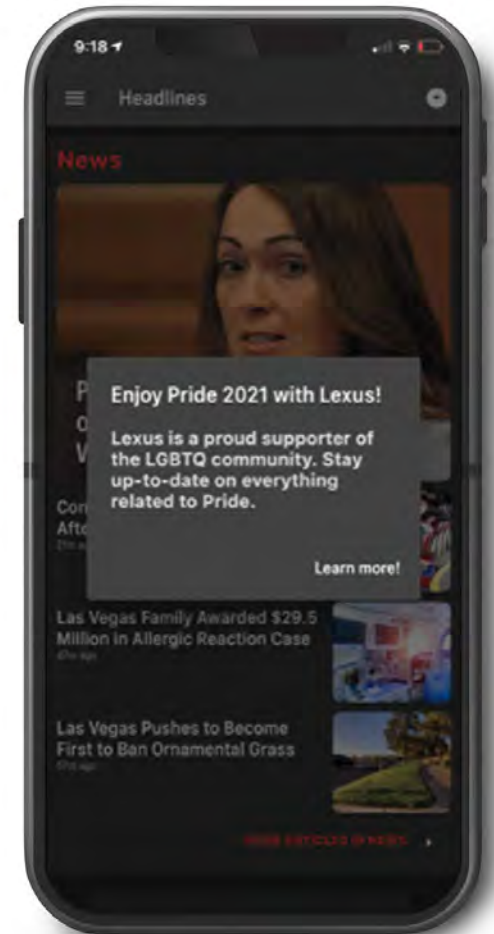
Target Cities

- National/United States
- Atlanta, GA
- Atlantic City, NJ
- Austin, TX
- Baltimore, MD
- Boston, MA
- Buffalo, NY
- Charlotte, NC
- Chicago, IL
- Cleveland, OH
- Columbus, OH
- Dallas, TX
- Denver, CO
- Detroit, MI
- Ft. Lauderdale, FL
- Fire Island, NY
- Houston, TX
- Hudson Valley, NY
- Indianapolis, IN
- Key West, FL
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- Minneapolis-St. Paul, MN
- Nashville, TN
- New Orleans, LA
- New York, NY
- Orlando, FL
- Palm Springs, CA
- Philadelphia, PA
- Phoenix, AZ
- Pittsburgh, PA
- Portland, OR
- Providence, RI
- Provincetown, MA
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- Tampa-St. Petersburg, FL
- Washington, DC

Our Partners

Expand your reach via our technology group Pride Labs LLC. Advertisers can reach exclusive audiences 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.

- Art Week
- Aspen Gay Ski Week
- AIDS Education Month
- Albuquerque Pride
- Atlanta LGBT Film & Music Festival
- Atlanta Pride
- Augusta Pride
- Austin Pride
- Barcelona Pride
- Bay Area Reporter
- Big Gay Men's Organization
- Black & Blue Festival
- B'more QFest
- Boston Gay Men's Chorus
- Boston Pride
- Buffalo Pride
- Calgary Pride
- Capital Pride (Washington DC)
- Carnival of Colors
- Central New York Pride
- Chicago Pride
- Chutney Pride
- Circuit Festival
- Cleveland Pride
- CMI Conference on LGBT Tourism & Hospitality
- Columbus Pride
- Compass Community Center
- Dallas Pride
- Denver Pride
- Detroit Pride
- The Divorce Center
- Dyke Night
- El Paso Sun City Pride
- Family Week in Provincetown
- Gay Days Orlando
- Gay Days Anaheim
- Gay Scout
- Gay Wedding Confidential
- Guadalajara Pride
- Global Pride Calendar
- Gurl Scout
- Harlem Pride
- Hong Kong Pride
- Houston Pride
- Hudson Valley Pride
- IGLTA
- Image+Nation Film Festival
- Indy Pride
- Interpride
- Kansas City Pride
- Key West Pride
- KindRED Pride
- Kitsap Pride
- LA Pride
- Las Vegas Pride
- Las Vegas Pride Magazine
- Lexington Pride
- LGBTQ People of of Color Outfest
- Little Rock Pride
- Long Beach Pride
- Matinée
- Maui Pride
- MCC General Conference
- Miami Beach Pride
- Minneapolis Pride
- Montreal Pride
- NAESM Leadership
- New Hope Celebrates
- New Orleans Pride
- New York Pride
- North Jersey Pride
- Orlando Pride
- Orange County Pride
- The Original LGBT Expo
- One Magical Weekend
- One Pulse
- Out My Closet
- OutShine Film Festival
- Palm Springs Pride
- Philadelphia Pride
- Philadelphia Art House
- Phoenix Pride
- Pinesfest
- Pittsburgh Pride
- Portland Pride
- Pride Arts Center
- Pride Fort Lauderdale
- Pride Northwest (Seattle)
- Pride St. Louis
- Pride on the Sea
- Project Hard Hat
- Provincetown Film Festival
- Provincetown Pride
- Pride Winston-Salem
- Queens Pride
- Rainbows Festival
- Rhode Island Pride
- Rhode Island International Film Festival
- St. Louis Effort for AIDS
- Seattle Queer Film Festival
- Snap It & Send It
- TFAM Convocation
- Varla Jean Merman
- Well-Strung
- White Party Palm Springs
- White Party Week
- Wicked Queer Film Festival
- Winter Rendezvous



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
- Native Mobile Apps (iOS and Android)
- Geofencing at LGBTQ Events
- E-mail Newsletters and Blasts
- Social Networking
- Ground Marketing

Display Advertising

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

Direct Consumer Contact

- E-mail
- SMS
- Geofencing
- Ground activation

Enhanced Editorial

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

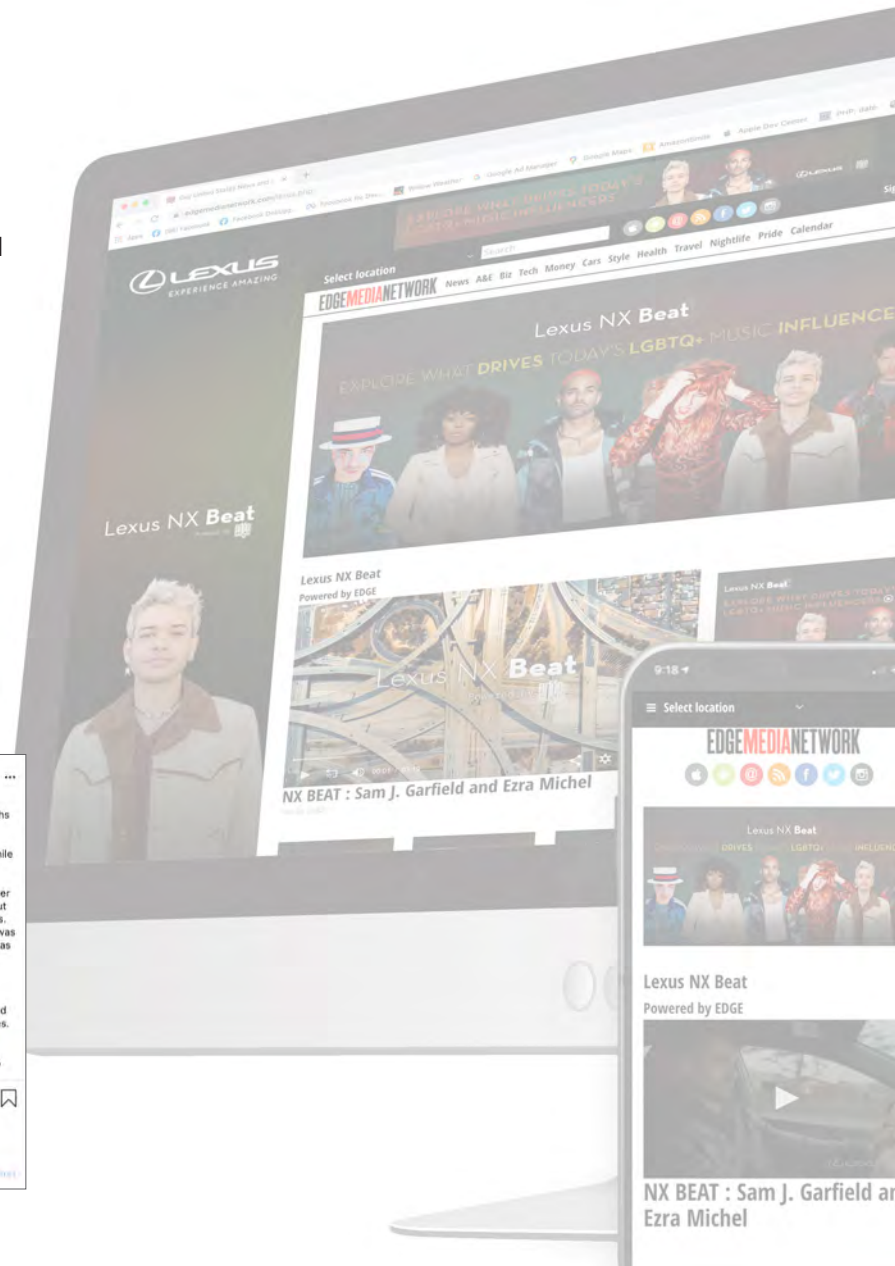
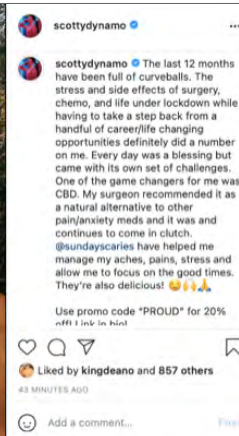


Custom Video Program

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.

Social Media Influencers Program

Navigating the Influencer arena can be tricky. Thankfully, EDGE has you covered with a trusted stable of LGBTQ Influencers. Work with our marketing teams to connect and produce quality social media influencers' posts. Not only will our influencers post your integrated products to their platforms, but EDGE will also run the created content on our social media platforms.



“The best iPhone/iPod Touch app out there for the LGBT community” - App of My Eye

Desktop & Mobile Web

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

Enhanced Advertising

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

Creative/Editorial Programs

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

iOS & Android Mobile Apps

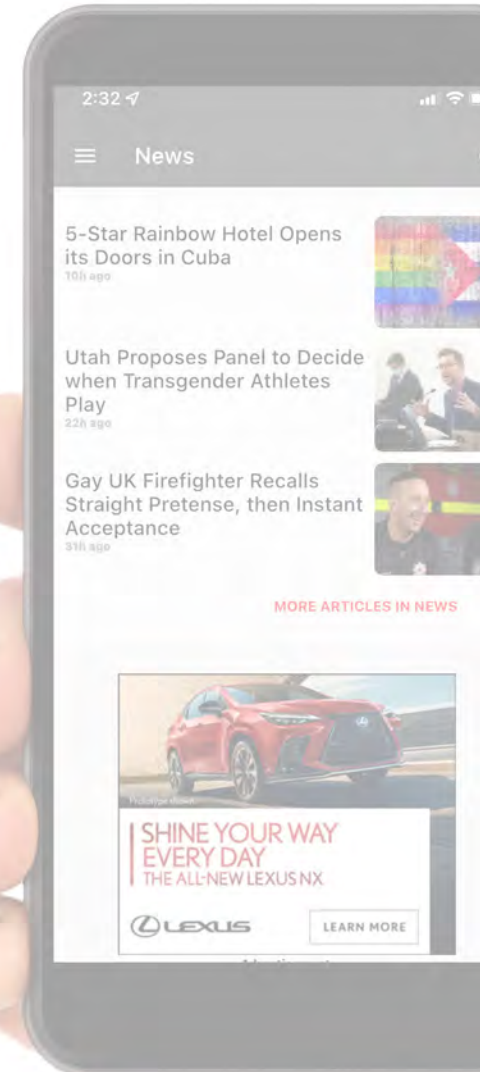
The award-winning EDGE mobile app boasts the world's largest LGBTQ mobile audience. EDGE also provides mobile technology for Pride Festivals, LGBTQ Film Festivals, LGBTQ Events, LGBTQ Conferences, LGBTQ Non-Profits, and LGBTQ Organizations. Together, these 150+ native mobile applications for iOS and 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.

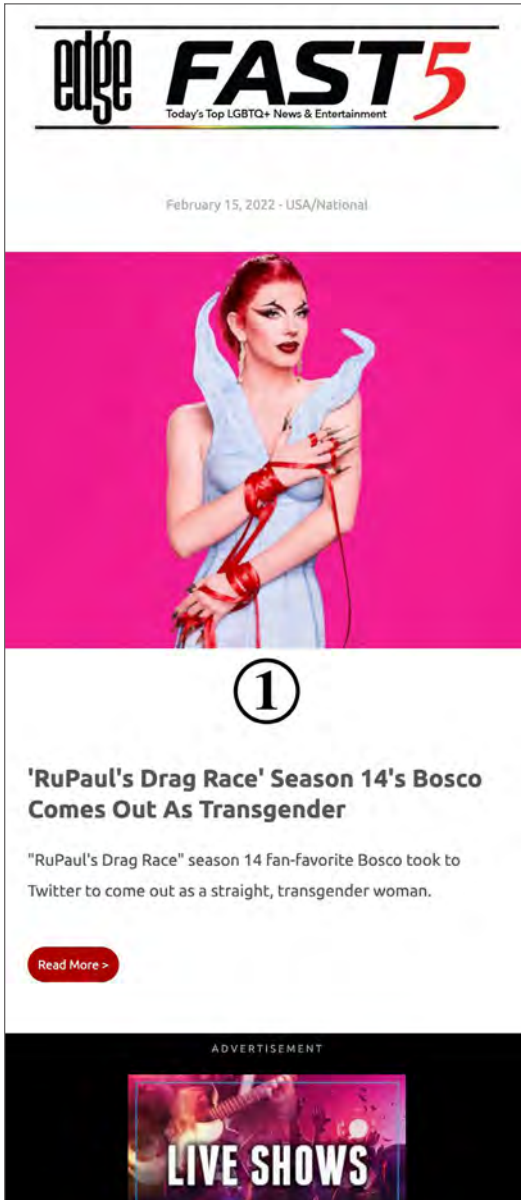
- Mobile Banners
- Interstitials
- Sponsored Content
- Custom Design & Programming
- Category-wide Advertising in 3rd Party Apps

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 entire campaign season
- Push a notification to users within each market
- 100% SOV throughout all Prides
- Video or Text activation (luxury image)





FAST 5 Daily eNewsletters

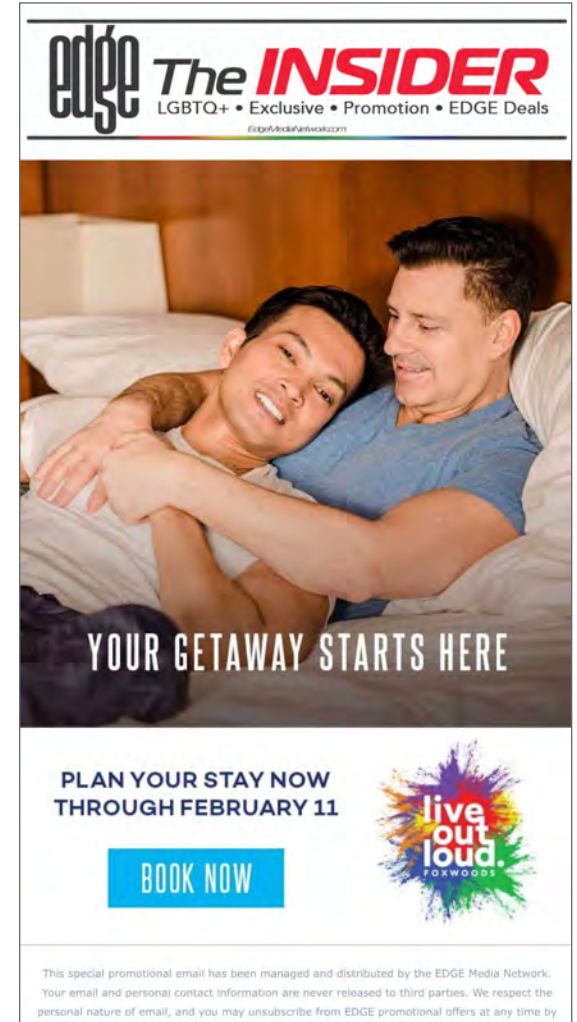
Our newsletters arrive regularly to national and local opt-in subscribers. Advertising opportunities include:

- 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: 20%



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, and Twitter)

