

A photograph of a modern outdoor patio with a swimming pool, lounge chairs, and a laptop displaying the website. The background shows a white building and a tree. The laptop screen shows the website's homepage with a grid of magazine covers.

the **Standard**
YOUR SOURCE FOR LGBTQ NEWS & CULTURE
thestandardps.com

2022 MEDIA KIT

THE STANDARD | LGBTQ+ MAGAZINE
PALM SPRINGS, CALIFORNIA | THESTANDARDPS.COM

The Standard effectively reaches the highly sought after affluent, educated, and health-conscious LGBT professional with an online subscription database that exceeds 15,000 addresses. LGBT consumers are known for their buying power and brand loyalty, spending over \$917 billion* annually. As a digital publication, we serve local, regional, national, and worldwide markets.

Each month, The Standard presents diverse content that reflects the LGBT lifestyle and culture, including arts and entertainment, health, fashion, news and views, and inspiring features. Setting a new standard among LGBT magazines, this publication is written and designed for the smart, discerning LGBT and LGBT-friendly reader who wants more than cheap thrills and fluff. The Standard is sharp, sophisticated, contemporary, stylish, intelligent, entertaining, and instantly available via desktop, laptop and mobile device.

\$917* billion annually. * Witeck Communications



STATS

- Members of the LGBT community are avid tech users and are more likely to own a variety of devices, particularly iPhones and iPads compared to their straight counterparts.
- In the past year, Digital Media has experienced a significant growth (**67%**). While Print has stayed the same and in certain areas declined.
- Visiting blogs, websites, email news, mobile apps and digital publications have increased a total combined of **95%**.
- Percentage of LGBT households in the Palm Springs area: **43+%**
- Companies advertising in LGBT media and sponsoring LGBT charities favorably influence **70%** to **80%** of LGBT consumers.
- Total combined percentage of readers who had a favorable opinion, placed more attention on finding out more about, and accessing a website of that particular advertiser **71%**
- Consumption between regional LGBT publications (print) and LGBT websites/digital publications is **32.6% to 44.7%** — the larger percentage being digital.
- **55%** of digital magazine readers “noted,” or read, a digital advertisement on their tablet or e-reader. Among those who noted an ad, **52%** took an interactive action as a result.

*Sources:

Witeck Communications
CMI Marketing Research 2019 Survey
GfK MRI Starch Advertising Research

ACTIVITIES



Dine out 2+ /week **73%**
Spend more than \$75 dining out **33%**
Attend theater, concerts, etc. **82%**
When traveling prefer to stay at gay/gay friendly resorts **73%**



BUYING POWER

2020 purchases included smart phones, major vacations, HDTVs, furniture, and tablets, showing a significant increase from the previous year.

INCOME

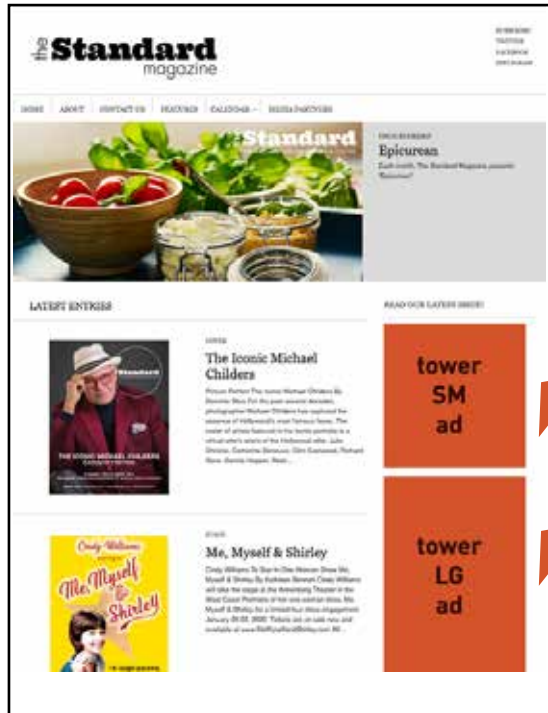
\$100k+	32 %
\$85k - \$100k	11 %
\$65k - \$85K	8 %
\$45k - \$65K	19 %
\$25k - \$65k	25 %
Under \$25k	5 %



WEB AD RATES & SIZES

WHEN SUBMITTING YOUR DIGITAL AD:
Your ad must be either PNG, JPG, GIF or PDF.
RGB at a resolution of 72 dpi.

Tower SM 277w x 222h \$295
Tower LG 277w x 600h \$375



eBLAST OPTIONS

Contact The Standard Magazine for info.
For advertising inquiries please contact Nino@thestandardps.com

DEADLINES & ISSUE DATES

	TOPIC	AD RESERVATION	PUBLICATION DATE
January	Michael Childers	December 26	January 5
February	Modernism	January 27	February 4
March	Health	February 25	March 4
April	AAP- Food Samaritans	March 26	April 1
May	Travel	April 26	May 4
June	Music	May 26	June 3
July	Food	June 24	July 1
August	Sports	July 25	August 5
September	Entertainment	August 26	September 2
October	PS Pride	September 26	October 7
November	Annual Gift Guide	October 27	November 7
December	Year in Review	November 26	December 6