

focus

Serving the Middle Tennessee LGBT+ Community and its Allies | 2017

2017 MEDIA KIT

ABOUT US

READER PROFILE

SCHEDULE+CONTENT

PACKAGES+PRICING

MECHANICAL SPECS

ADVERTISING AGREEMENT

TERMS OF ADVERTISING



About Us



Focus® Middle Tennessee Magazine is all about LGBT people and their allies...their work, play, families, creativity, style, health and wealth, bodies and souls. Focus is an attitude...spirited, independent, outspoken, serious, playful and irreverent, sometimes controversial, always passionate.



Vision

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

Mission

Focus 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.



Additionally, Focus Middle Tennessee will generously provide extensive editorial + social media coverage and advertising for our core non-profits. We will promote and market events on their behalf using our print, web and social media presence.

Reader Profile

Extensive LGBT Studies Available Upon Request



LGBT and their allies are:

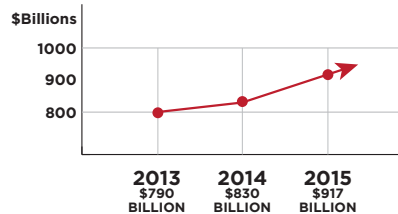
Educated, savvy about technology, open to the views and lifestyles of others (their only intolerance is for intolerance).

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.

Did You Know?

The total **buying power** or disposable personal income of LGBT adults is expected to exceed **\$917 billion** this year.



87% of LGBT adults and 75% of LGBT allies are likely to consider brands or businesses that **support employment** and marriage equality.

71% of lesbian and gay people are likely to remain **loyal** to a brand or business that is **friendly and supportive of LGBT** issues, **regardless of cost** or convenience.

Source: Witeck Communications July 20, 2016

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%

Source: Community Marketing Incorporated, June 2015

Nashville MSA

Overall population statistics

- White.....77.9%
- Black.....15.4%
- Asian.....2.4%
- Other Race.....4.3%
- Total.....1,830,345.....100%

Median Household Income.....\$52,640

Source: <https://www.nashvillechamber.com/economic-development/data-reports/regional-stats>

Reach



Readers Can Follow Focus on Social Media

focusmidtennessee

@focusmidtenn
#focusmidtenn

@focusmidtenn
#focusmidtenn



Publication Schedule + Content

Distribution per issue: 10,000

| Issue | Theme | Space Reservation Deadline | Ad/Content Deadline | In Stands |
|-------------|--------------|----------------------------|---------------------|-----------|
| 2017 | | | | |
| JUL AUG | Coming Out | MAY 19 | MAY 22 | JUN 23 |
| SEP OCT | Imagine | JUL 21 | JUL 24 | AUG 23 |
| NOV DEC | Joyful Noise | SEP 22 | SEP 25 | OCT 30 |

In Every Issue

Feature Profiles

LGBT Allies
LGBT Advocates
Young Trailblazers
LGBT Seniors



Arts + Entertainment

Community

Life

Trans Focus

Pet Focus

Dear Allie

(pronounced *al-ee*)
is the pen name of Focus Middle Tennessee'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

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@focusmidtenn.com



Story Ideas

Do you have an idea for a story about LGBT issues? Would you like to be a regular contributor? Send your pitch to editor@focusmidtenn.com



Packages + Pricing

PRINT PACKAGES

Platinum (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*

| NUMBER OF ISSUES: | SIX | THREE | ONE |
|--------------------|--------|--------|--------|
| Inside Front Cover | \$1500 | \$1750 | \$2000 |
| Inside Back Cover | \$1500 | \$1750 | \$2000 |
| Back Cover | \$1500 | \$1750 | \$2000 |
| Page 3 (full page) | \$1500 | \$1750 | \$2000 |
| Page Jump | \$1900 | \$2200 | \$2450 |
| Center Spread | \$2250 | \$2750 | \$3000 |

*Social Media Promotion included with Platinum Package

- Twitter:** @focusmidtenn, #focusmidtenn
- Instagram:** @focusmidtenn, #focusmidtenn
- Facebook:** focusmidtenn

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: | SIX | THREE | ONE |
|---------------------------------------|-------|--------|--------|
| Premium (rates are per issue) | | | |
| • Full page ad | \$800 | \$1000 | \$1250 |
| Deluxe (rates are per issue) | | | |
| • Half page ad; H or V | \$650 | \$850 | \$1050 |
| Standard (rates are per issue) | | | |
| • Quarter page ad | \$450 | \$550 | \$650 |
| Basic (rates are per issue) | | | |
| • Sixth page ad | \$300 | \$375 | \$450 |

ONLINE PACKAGES

Online Business Listing (1 yr) FREE

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



Upgraded Online Business Listing (1 yr) \$50

- Includes: business name, address, phone, website, category or industry PLUS your logo and 140 character description.



Online Banner Ad \$400/month

- 300 x 250 pixels | Static ad
Includes link to your website



eNewsletter Box Ad \$400 month

- 600 x 300 pixels | Static ad
Includes link to your website



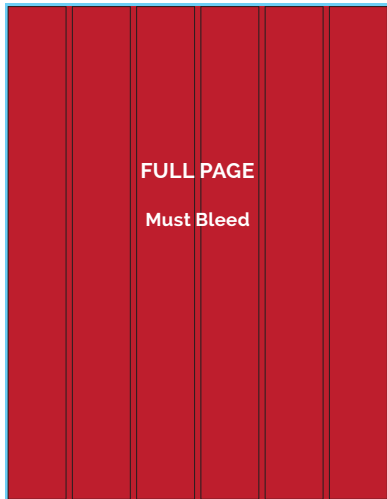
National advertisers: call 615.603.6169 or email info@focusmidtenn.com for direct quote.

Non-profit groups with a 501(c)3 designation may be eligible to receive a discount. Call 615.603.6169 or email info@focusmidtenn.com for direct quote.

Mechanical Specifications



PRINT ADS

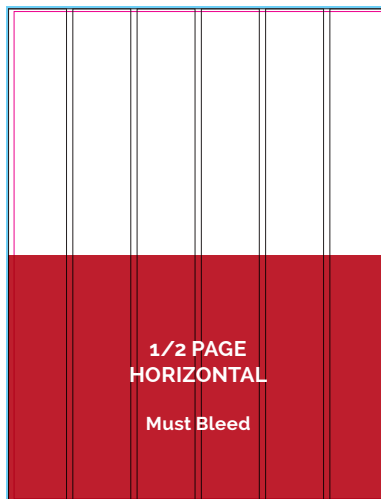


FULL PAGE
Must Bleed

FULL PAGE - MUST BLEED

Build ad to 8.875" x 11.375"

Type Safety Area: 7.875" x 10.375"

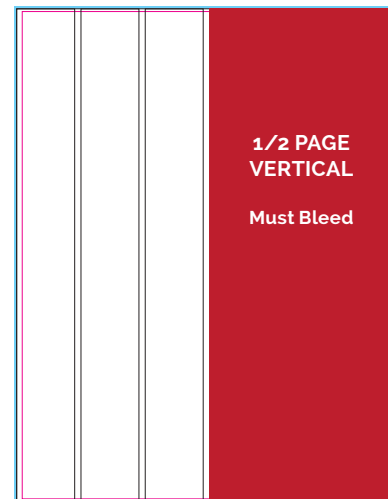


1/2 PAGE
HORIZONTAL
Must Bleed

1/2 PAGE H - MUST BLEED

Build ad to 8.875" x 5.875"

Type Safety Area: 7.875" x 5.0"

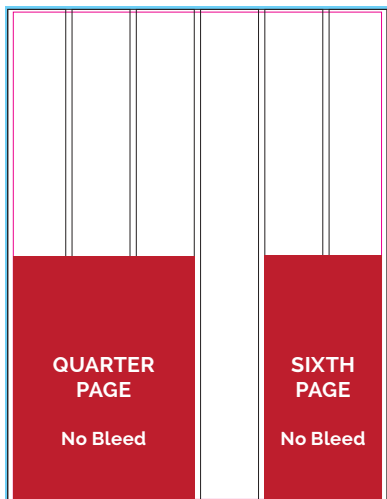


1/2 PAGE
VERTICAL
Must Bleed

1/2 PAGE V - MUST BLEED

Build ad to 4.625" x 11.3875"

Type Safety Area: 3.75" x 10.375"



QUARTER
PAGE
No Bleed

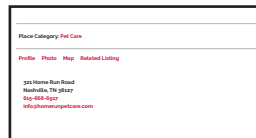
1/4 PAGE

3.875" x 5.125"

SIXTH
PAGE
No Bleed

1/6 - PAGE

2.553" x 5.125"



STANDARD BUSINESS LISTING

UPGRADED BUSINESS LISTING



eNEWSLETTER AD

600 x 300 pixels

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

All pages are full color; page trim size: 8 3/8" x 10 7/8"; saddle stitched; 60-lb. self-cover gloss stock

Ads/Content: We reserve the right to edit or reject material which may be deemed unsuitable for our publication including the design of customer/agency provided ads. Ads should be simple with strong graphics and a limited amount of copy. Camera-ready ads that do not conform to this style will be returned to the customer/agency for correction. The publisher has the sole discretion to reject ads based on quality of design, size-related issues, and suitability for this 'PG-13' publication.

Free Ad Design We are happy to provide this service. Clients must approve all text, logos and/or photography to be used in the ad that we create. Ads created by Focus Magazine must run in our issue prior to appearing in any other publication.

Digital Ad Specs All provided ads must be a pdf, jpeg, or eps and at least 300 ppi with all fonts embedded or outlined to prevent font problems (we **cannot** accept .indd, .qrk, .pub, .doc, etc). Please build-in the appropriate bleed (required for full and half page ads). Do not add crop marks, bleed marks, color bars, or any other page marks to your document.

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.

Email Ads To ads@focusmid Tenn.com

Contacts

Creative: ads@focusmid Tenn.com

Content: editor@focusmid Tenn.com

Info: info@focusmid Tenn.com

Sales: sales@focusmid Tenn.com

Advertising Agreement



Overview:

Focus Magazine Rep _____

Today's Date _____

Ad Type: Print Ad Online AdIs 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

Notes:

Advertisement Information:

Print Package:

of Issues _____ First Issue _____ Last Issue _____

 Platinum IFC IBC BC CS PAGE 3 JUMP **Premium** Full Page **Deluxe** Half Page (Horizontal -or- Vertical) **Standard** Quarter Page **Basic** Sixth Page

Online Banner Ad

of months _____ First Month _____ Last Month _____

eNewsletter Box

of months _____ First Month _____ Last Month _____

Artwork: Camera-ready Focus production

 \$ _____
 Print Price _____ Discount or upcharge (if applicable) _____

 \$ _____
 Internet Price _____ **Total** _____

Advertiser Signature _____ Date _____

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% credit card fee will be added with each transaction**

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