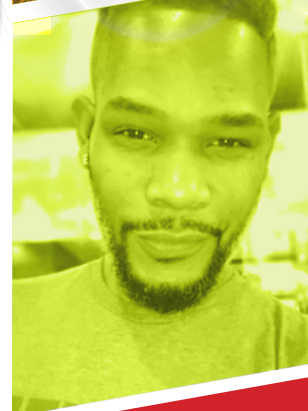
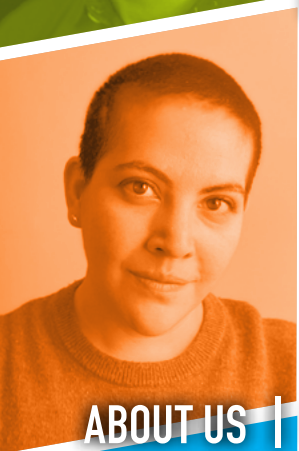


focus[®]

Serving the Mid-South LGBT+ Community and its Allies

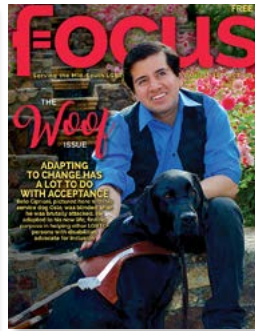


2021 MEDIA KIT



ABOUT US | DEMOGRAPHICS | SCHEDULE+CONTENT | RATES | MECHANICAL SPECS
DISTRIBUTION | ADVERTISING AGREEMENT | TERMS OF ADVERTISING

About Us



Focus® Mid-South 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.

Middle Tennessee enjoys its own magazine, *Focus*® Middle Tennessee!

Focus Middle Tennessee delivers high-quality, LGBT+ content about folks in Nashville and Middle Tennessee, surrounds those stories with advertising from the region's LGBT+ friendly businesses, and wraps it in its own, neat Middle Tennessee-centric package.



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 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.

Focus Center Foundation



This 501(c)3 organization was founded in 2018 to support the core groups that Focus Mid-South serves. In addition, the Foundation produces the annual Focus Awards, the Mid-South's premier awards for recognizing LGBT+ persons and allies who are making a significant impact on the LGBT. Winners and nominees alike are exemplars of community leaders, who have achieved a high-level of career success, and who possess admirable personal qualities. They also inspire others to excel.. focuscenterfoundation.org

Since 2015, Focus has generously provided extensive editorial coverage, advertising and donations for our core non-profits totaling more than **\$132,000**

Demographics

Extensive LGBT+ Studies
Available Upon Request



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.



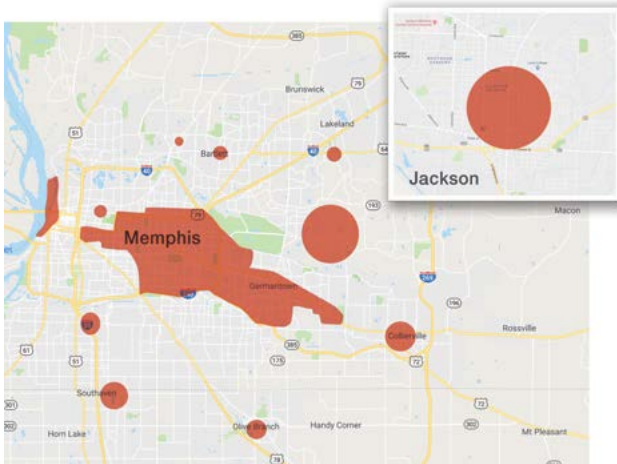
Statistics

LGBT+ National Statistics

Median age.....	37
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

Combined Reach 85,000+ per month



Readers Can Follow Focus on Social Media



focusmidsouth



@focusmidsouth
#focusmidsouth



@focusmidsouth
#focusmidsouth



Reader Profile

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

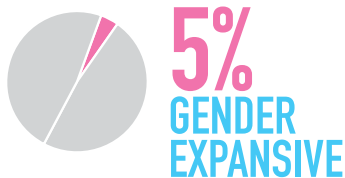
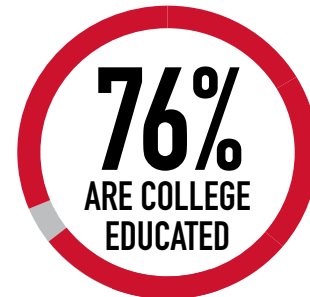
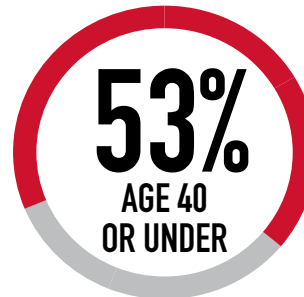
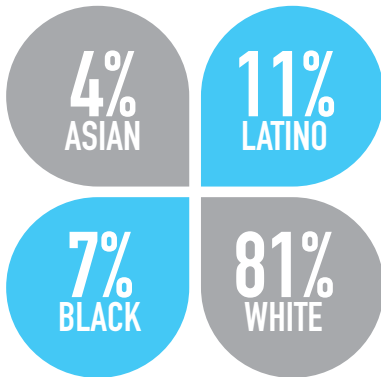


90% OF OUR READERS IDENTIFY AS **LGBTQA**
10% OF OUR READERS IDENTIFY AS **ALLIES**

90% LGBTQA+

6% STRAIGHT

3% BISEXUAL



36% MEXICAN DESCENT

36% of Latinos in our survey identify as Mexican



19% HAVE
CHILDREN



46% FEEL GOOD ABOUT
THEIR FINANCES

IN RELATIONSHIP, LIVING WITH PARTNER **18%**

IN RELATIONSHIP, NOT LIVING WITH PARTNER **15%**

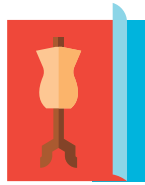
LEGALLY MARRIED **27%**

SINGLE **36%**



Reader Loyalty

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



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



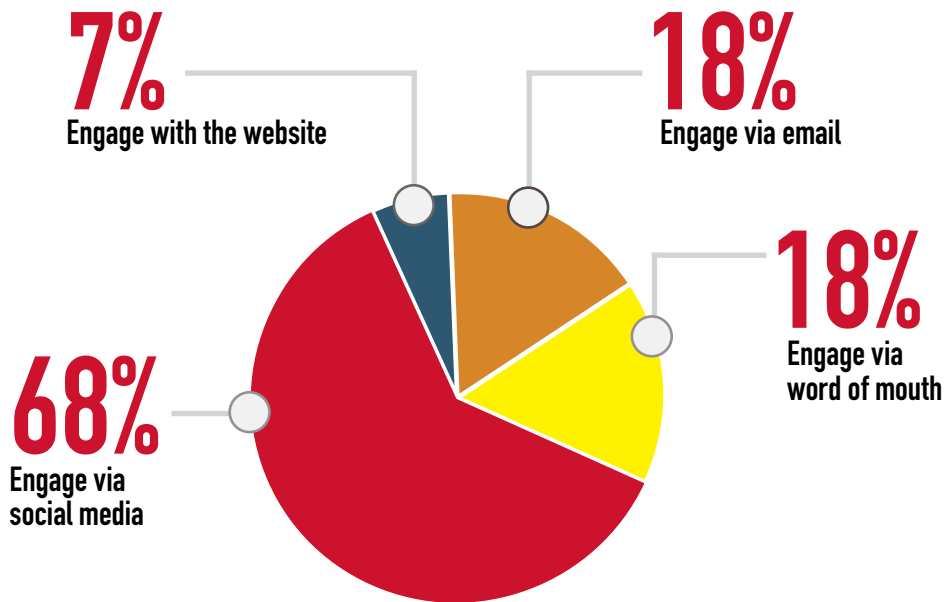
72%

Have read 3 to 4
of our recent issues



67%

Visit our website at least
1 to 3 times per month



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.

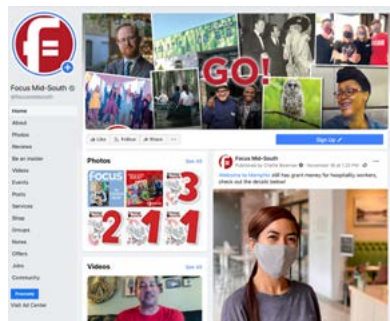
Digital Analytics



AD STATS

AD TITLE
CASHSAVER

VIEWS 2,286
CLICKS 25
CTR 1.9%

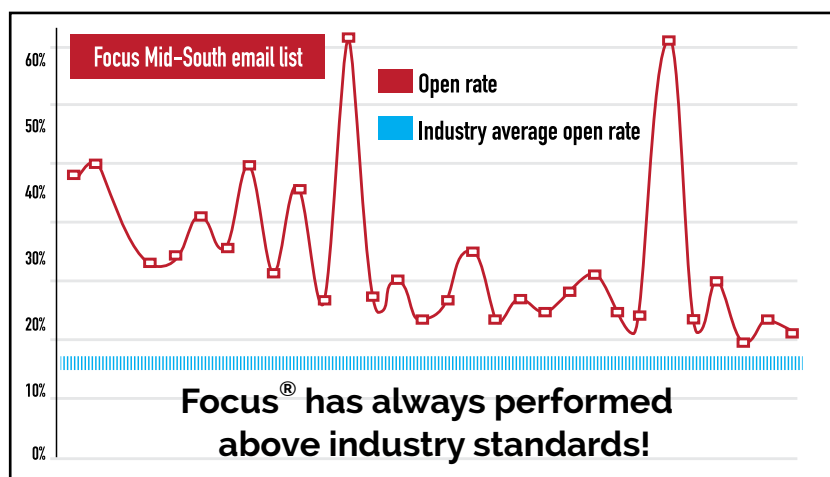


As of November 30, 2020

1,990⁺ PEOPLE LIKE OUR PAGE

2,005 PEOPLE FOLLOW US

NEWSLETTER ANALYTICS





Publication Schedule + Content

Issue	Theme	Space Reservation Deadline	Ad/Content Deadline	In Stands
2021				
JAN FEB	Sheroes	NOV 23	DEC 3	DEC 22
MAR APR	Home Sweet Home	JAN 28	FEB 10	MAR 1
MAY JUN	Be Creative	MAR 29	APR 12	MAY 1
JULY AUG	Body Beautiful	MAY 28	JUN 7	JULY 1
SEP OCT	Your Best Life	JUL 30	AUG 9	SEP 1
NOV DEC	Rescue Me (Pets)	SEP 28	OCT 8	NOV 1
2022				
JAN FEB	TBD	NOV 22	DEC 3	DEC 22

In Every Issue

Feature Profiles

LGBT+ ALLY
LGBT+ Advocates
LGBT+ Senior
LGBT+ Youth
Focus Friendly Business

Arts+Entertainment

Community
Life
Trans Focus
Pet Focus

Calendar

Health+Wellness
Faith+Spirituality
Music
Food+Drink
Original Memphis
Travel
LGBTQ History



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.



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

Rates



Focus® Mid-South is the LGBT+ media outlet

PRINT

Standard Rates are per issue

Sixth page ad	\$375
Quarter page ad	\$550
Half page ad; H or V	\$850
Full page ad	\$1000

Premium – Rates are per issue

- Premium position ad (inside front cover, inside back cover, back cover, jump, center spread, or 2-page spread)

Inside Front Cover	\$1750
Inside Back Cover	\$1750
Back Cover	\$1750
Page 3 (full page)	\$1750
Page Jump	\$2200
Center Spread	\$2750
Two-Page Spread	\$2750

- Any positioning requests are subject to 25% upcharge. Positioning is not guaranteed.

Client Testimonial

We've had several positive comments about the high quality publication you produce. SCO is committed to increasing diversity and just launched our first LGBTQIA student organization here, so a few of the students were happy to attend the recent Focus Awards ceremony. We're very much after that midtown and community-minded/ supportive audience – the kinds of demographics who make believe in – and support – concepts like Crosstown Concourse. We're very happy with your publication. Keep up the great work!



Jim Hollifield
Director of Strategic
Communications & Marketing
Southern College of Optometry

SOCIAL MEDIA

Social Media – Rates are per promotion

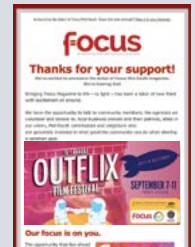
Facebook + Instagram\$250

- We cross promote with your brand
- We use tickets/promotional items for giveaways
- Includes paid boosted posts



Newsletter\$250

- 600 x 300 pixels
- Static ad
- Includes click thru link to your website
- Sent two times per month



f 2,000
t 560
i 1387
NEWS 2,600



Reach
85,000+
 Audience combined per month



that can reach your demographic like no other

ONLINE

Online Ads – Rates are per month

Leaderboard\$1000

Top in masthead of every page
762 x 145 px

Half Page\$500

Guaranteed front page advertiser
365 x 650 px

Banner Ad\$500

Guaranteed front page advertiser.
Build your file to 2320x340.
Image will display at 1160 x 170 px

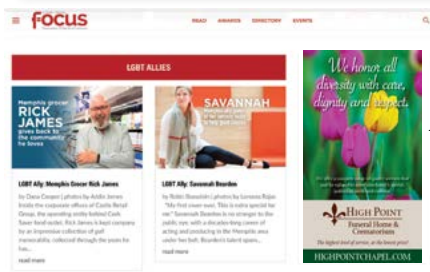
Box Ad\$250

ROS, Shows up most frequently
300 x 250 px



Leaderboard

Box Ad



Half Page



Banner Ad

RE:FOCUS PODCAST

re:focus – Rate is per episode

Exclusive Sponsorship\$2500/year

- Comes with on-air sponsored promotion featuring your business or organization
- Mentions throughout the podcast
- Restrictions apply
- Social media promos
- Newsletter ads and promos
- Sponsored content on website



Allysun Wonderland
Co-Host



Goldie Dee
Co-Host



Chellie Bowman
Producer

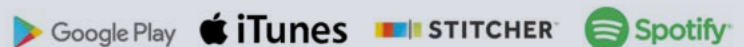
re:focus!

re:focus is a monthly podcast hosted by Goldie Dee and Allysun Wonderland, and produced by Chellie Bowman. Each episode features enlightening and entertaining conversation pertaining to the health, wealth, and well-being of the LGBT+ community.

Having a podcast gives us a chance to connect with the community in a way the magazine can't. re:focus makes getting from point A to point B much more fun.

Occasionally the episodes add flavor to magazine content by elaborating on those stories and featuring live interviews with some of the community members we profile in print. Most of the time, we will bring you fresh local content that you won't find anywhere else. Whether Goldie and Allysun regale the audience with a story or do some live woman-on-the-street reporting, they will always do it in style.

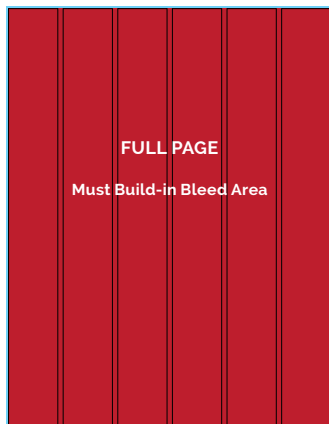
re:focus episodes will be released at the beginning of each month and can be found on Google Play, iTunes, Stitcher and Spotify. You can also find a link to the podcast on our website at focusmidsouth.com/podcasts/.



Mechanical Specifications



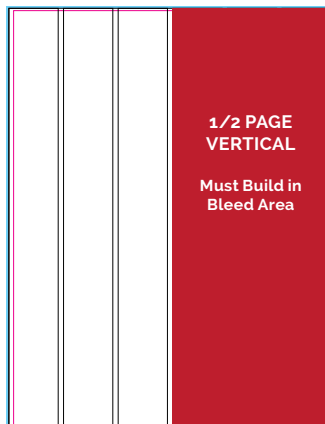
PRINT ADS



FULL PAGE MUST INCLUDE BLEED

8.875" x 11.375" (this includes bleed)

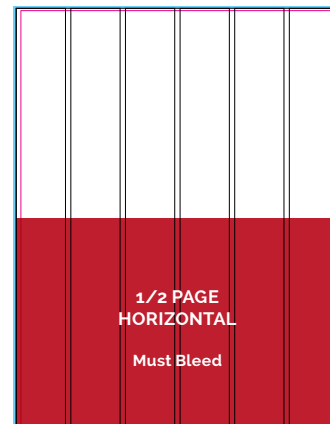
All text and crucial imagery must fit within the
Type Safety Area: 7.875" x 10.375"



1/2 PAGE V MUST INCLUDE BLEED

4.625" x 11.3875" (this includes bleed)

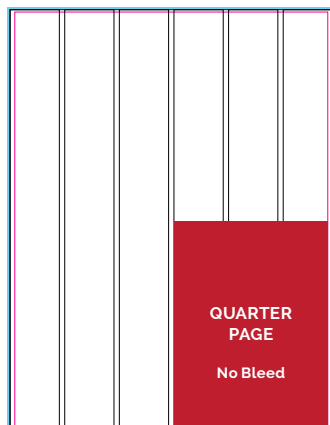
All text and crucial imagery must fit within the
Type Safety Area: 3.656" x 10.375"



1/2 PAGE H MUST INCLUDE BLEED

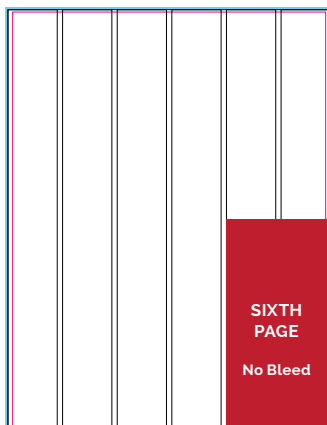
8.875" x 5.875" (this includes bleed)

All text and crucial imagery must fit within the
Type Safety Area: 7.875" x 5.0"



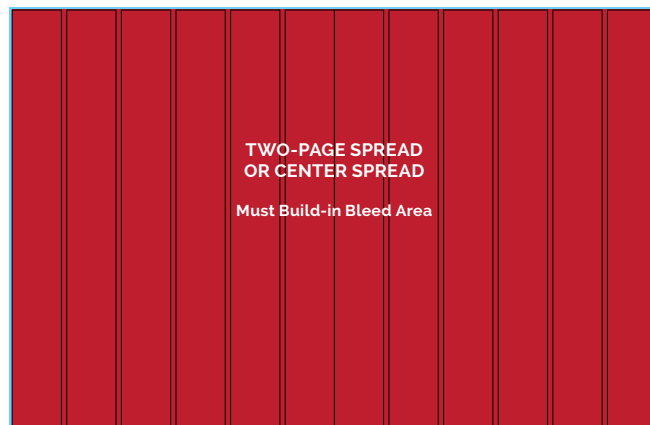
1/4 PAGE NO BLEED

3.875" x 5.125"



1/6 - PAGE NO BLEED

2.553" x 5.125"



2-PAGE SPREAD MUST INCLUDE BLEED

Build ad to 17.25" x 11.375" | Type Safety Area: 16.25" x 10.375"

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. All invoices must be paid in full before any access to ads will be permitted. A fee may apply.

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@focusmidsouth.com

Contacts

Creative: ads@focusmidsouth.com

Content: editor@focusmidsouth.com

Sales+Info: info@focusmidsouth.com

Distribution Points



Focus® Mid-South print editions are free in stands near you. Check out focusmidsouth.com for the most up-to-date distribution list.

Want to carry Focus® Mid-South? Call us at 901.800.1172 or email info@focusmidsouth.com

MEMPHIS

Primas Bakery & Boutique	523 South Main	38103
Service Master	Peabody at 3rd Street	38103
Alchemy	940 Cooper Street	38104
Bayou Bar and Grille	2094 Madison Avenue	38104
Beauty Shop	966 Cooper Street	38104
Belly Acres	2102 Trimble Place	38104
Bob's Barksdale	237 Cooper Street	38104
Boscós	2120 Madison Avenue	38104
Burkes Books	936 South Cooper Street	38104
Cash Saver	1620 Madison Avenue	38104
Curb Market	495 N Watkins St Suite #163	38104
Doghousz	1349 Autumn Avenue	38104
Dru's Place	1474 Madison Avenue	38104
Inz & Outz	1632 Union Avenue	38104
Java Cabana Coffee House	2170 Young Avenue	38104
Joe's Wine	1681 Poplar Avenue	38104
Memphis Pizza Cafe	2087 Madison Avenue	38104
Mid-Town Massage & Bodywork	885 Cooper Street	38104
Otherlands Coffee Bar	641 Cooper Street	38104
OUTMemphis	892 South Cooper Street	38104
Ray Rico Freelance	2294 Young Avenue	38104
The Corner Clinic	Corner of Elzy & Cooper	38104
Whatever	2027 Madison Avenue	38104
Cafe Eclectic	603 North McLean Boulevard	38107
Cash Saver	1977 South Third Street	38109
Benjamin Hooks Library	3030 Poplar Avenue	38111
Chickasaw Oaks Shopping Ctr	Entry Hall on Shelves	38111
El Toro Loco	2617 Poplar Avenue	38112
Cash Saver	4049 Elvis Presley Blvd	38116
Memphis International Airport	2491 Winchester Road	38118
Cheffie's	483 High Point Terrace	38122
High Point Pizza	477 High Point Terrace	38122

EACH ISSUE IS DIRECT-MAILED NATIONWIDE TO

225+ LOYAL READERS !

+

**Find the current and previous issues of Focus Mid-South
online at www.focusmidsouth.com/virtual-issue**

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.

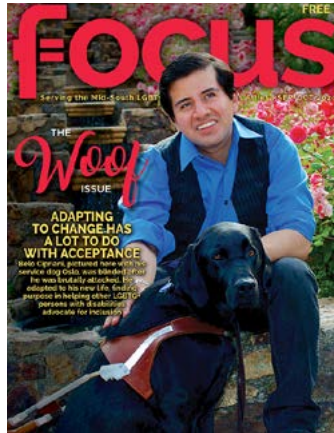
SIGN
HERE

Advertiser Signature/ Title

Date

focus[®]

Serving the Mid-South LGBT+ Community and Its Allies



Advertise with Focus

901.800.1172

info@focusmidsouth.com

2294 Young Avenue

Memphis, TN 38104

Mon. - Fri. 8 a.m. - 5 p.m.

 Facebook:
focusmidsouth

 Twitter:
@focusmidsouth
#focusmidsouth

 Instagram:
@focusmidsouth,
#focusmidsouth
#focusmemphis

 Podcast:
re:focus