

Serving the Middle Tennessee LGBT+ Community and Allies

# focus

**MEDIA KIT  
2021**

**ABOUT US | DEMOGRAPHICS | SCHEDULE+CONTENT | RATES | MECHANICAL SPECS  
DISTRIBUTION | 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, and always passionate.

## Memphis and the Mid-South enjoy their own magazine, Focus® Mid-South!

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



### Vision

Focus Middle Tennessee Magazine seeks to become the most important LGBT+ information source and the most-used means of advertising to the LGBT+ audience in the Middle Tennessee.

### Values

Focus Middle Tennessee 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 Middle Tennessee 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 Middle Tennessee serves. In addition, the Foundation produces the annual Focus Awards, the Middle Tennessee'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](http://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.



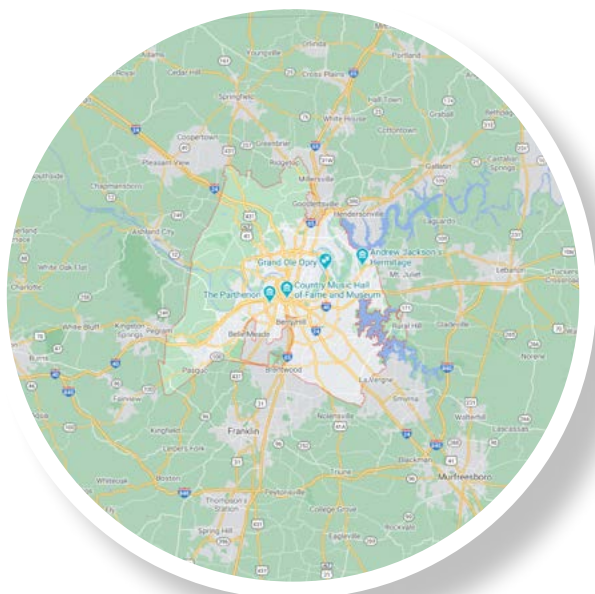
## Statistics

### 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



focusmidtenn



@focusmidtenn  
#focusmidtenn



@focusmidtenn  
#focusmidtenn



# Digital Analytics



## AD STATS

AD TITLE  
SAMPLE

VIEWS 2,286  
CLICKS 25  
CTR 1.9%

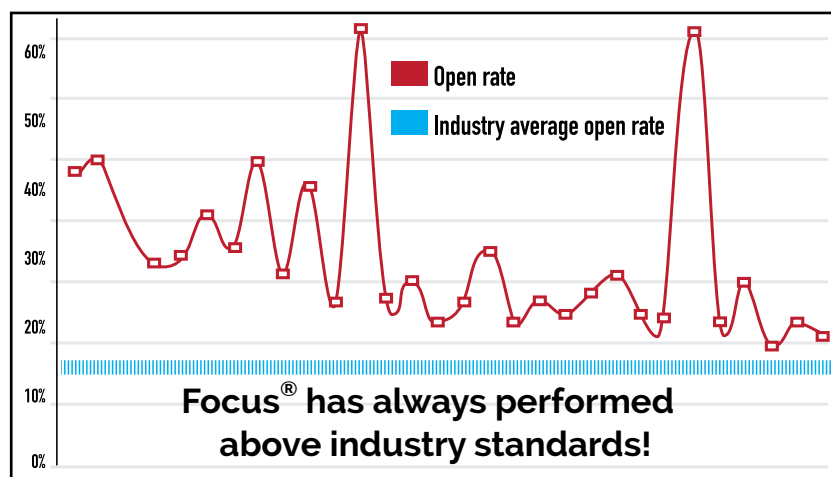


As of November 30, 2020

**1,867<sup>+</sup>** PEOPLE LIKE OUR PAGE

**1,971** PEOPLE FOLLOW US

## NEWSLETTER ANALYTICS





# Publication Schedule + Content

Issue	Theme	Space Reservation Deadline	Ad/Content Deadline	Online By
<b>2021</b>				
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
<b>2022</b>				
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 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.



### 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](mailto:editor@focusmidtenn.com)



### Story Ideas

Do you have an idea for a story about LGBT+ issues? Send your pitch to [editor@focusmidtenn.com](mailto:editor@focusmidtenn.com)



# Rates



## Focus<sup>®</sup> Middle Tennessee is the LGBT<sup>+</sup> media outlet

### ADS

#### 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

Planned Parenthood of Tennessee and North Mississippi has always seen Focus as a "must" when considering ad buys for our affiliate. LGBTQ+ people are an integral part of the communities we serve and Focus offers us unparalleled access and visibility to this key audience.



We have advertised with Focus since 2016 and have consistently appreciated the great value they offer, as well as a great working relationship with their team!

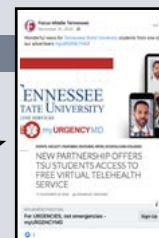
**Savannah Bearden**  
**Director of Communications**  
**Planned Parenthood of**  
**Tennessee and North Mississippi**

### 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** 1,971  
**t** 322  
**i** 689  
**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

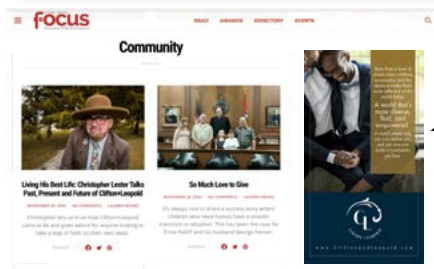
**Box Ad** ..... \$250

ROS, Shows up most frequently  
300 x 250 px

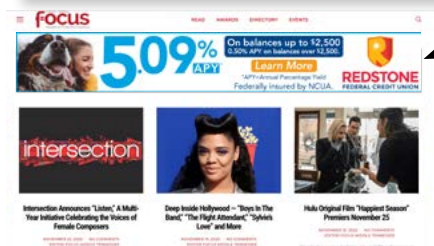


Leaderboard

Box Ad



Half Page



Banner Ad



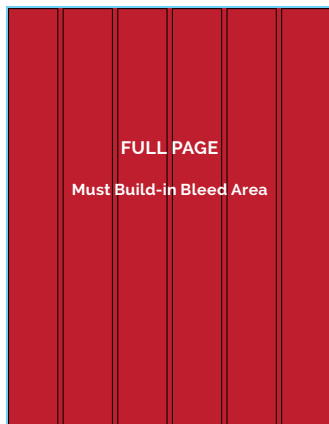
focusmidtenn.com | 901.800.1172 | info@focusmidtenn.com

Focus® Magazine is published by Ray Rico Freelance | 2294 Young Ave. | Memphis, TN 38104 | rayricofreelance.com

# Mechanical Specifications



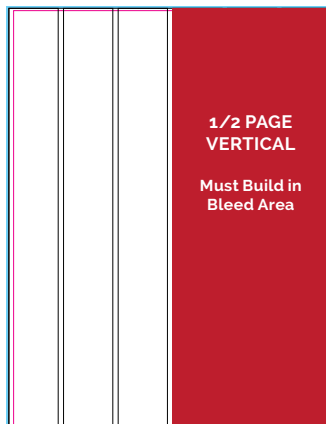
## PRINT ADS



### FULL PAGE MUST INCLUDE BLEED

8.875" x 11.375" (this includes bleed)

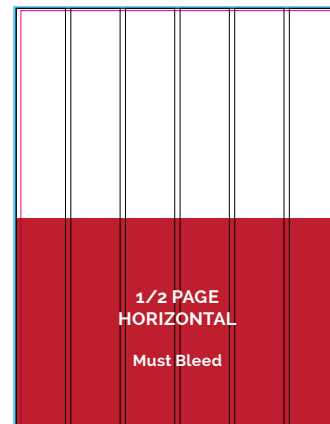
All text and crucial imagery must fit within the  
Type Safety Area: 7.875" x 10.375"



### 1/2 PAGE V MUST INCLUDE BLEED

4.625" x 11.3875" (this includes bleed)

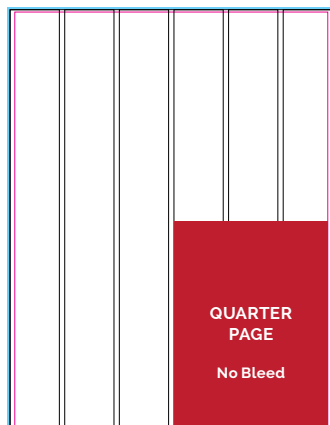
All text and crucial imagery must fit within the  
Type Safety Area: 3.656" x 10.375"



### 1/2 PAGE H MUST INCLUDE BLEED

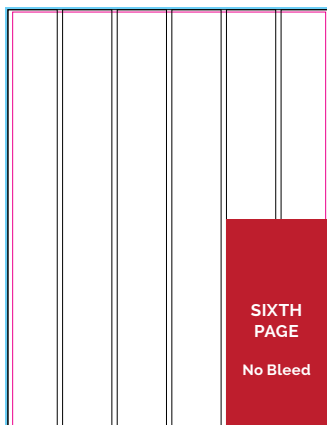
8.875" x 5.875" (this includes bleed)

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



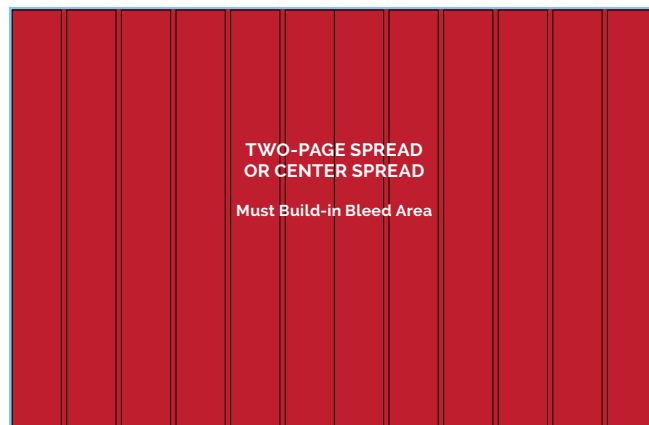
### 1/4 PAGE NO BLEED

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](mailto:ads@focusmidsouth.com)

### Contacts

Creative: [ads@focusmidtenn.com](mailto:ads@focusmidtenn.com)

Content: [editor@focusmidtenn.com](mailto:editor@focusmidtenn.com)

Sales+Info: [info@focusmidsouth.com](mailto:info@focusmidsouth.com)



# 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<sup>®</sup>

Serving the Middle Tennessee LGBT+ Community and its Allies



## Advertise with Focus

901.800.1172, ext. 2

info@focusmidtenn.com

Focus Publishing

2294 Young Avenue

Memphis, TN 38104

Mon. - Thurs. 8:30 a.m. - 5 p.m.

Fri. 9 a.m. - noon



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focusmidtenn



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@focusmidtenn  
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Instagram:  
@focusmidtenn  
#focusmidtenn