

2022

# MEDIA KIT

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

# focus



# 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](http://focuscenterfoundation.org)

**Since 2015, Focus has generously provided extensive editorial coverage, advertising and donations for our core non-profits totaling more than **\$140,000****



# Demographics

Extensive LGBT+ Studies  
Available Upon Request



## LGBT+ and their allies are:

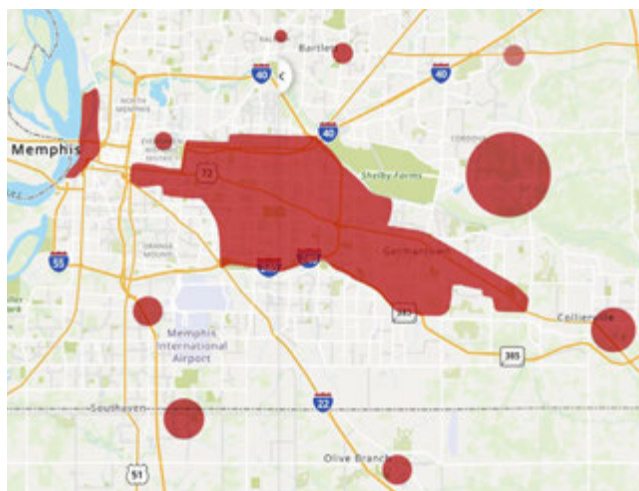
**Educated**, techno savvy, open to the views and lifestyles of others (their only intolerance is for intolerance).

**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.



Combined Reach 54,000+ per month



## Readers Can Follow Focus on Social Media



focusmidsouth



@focusmidsouth  
#focusmidsouth



@focusmidsouth  
#focusmidsouth  
#focusmemphis

# Digital Analytics



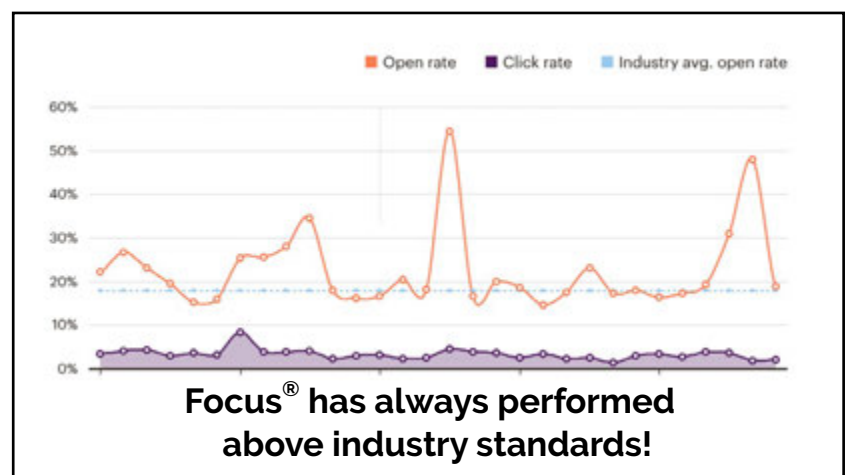
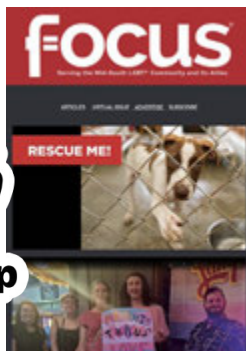
As of October 31, 2021

**2,068<sup>+</sup>** PEOPLE LIKE OUR PAGE

PEOPLE FOLLOW US ON...

**2,237**
**1574**
**599**

## NEWSLETTER ANALYTICS





# Publication Schedule + Content

Issue	Theme	Space Reservation Deadline	In Stands
<b>2021</b>			
JAN   FEB	She/Her/Hers	NOV 23	JAN 5
MAR   APR	Queer Artists	JAN 28	MAR 1
MAY   JUN	Sports+Outdoors	MAR 29	MAY 1
JULY   AUG	Sex and Dating	MAY 28	JULY 1
SEP   OCT	Nerds+Queerness	JUL 30	SEP 1
NOV   DEC	LGBTQ Business Owners	SEP 28	NOV 1
<b>2022</b>			
JAN   FEB	TBD	NOV 22	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  
LGBTQ Artists  
Food+Drink  
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@focuslgbt.com](mailto:editor@focuslgbt.com)



### Story Ideas

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



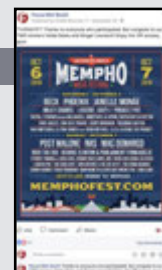
**Jim Hollifield**  
Director of Strategic  
Communications & Marketing  
Southern College of Optometry

### 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



Reach  
**54,000+**  
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

762x145 px

### Half Page

**\$500**

Guaranteed front page advertiser

365x650 px

### Banner Ad

**\$500**

Guaranteed front page advertiser.

Build your file to 2320x340 px

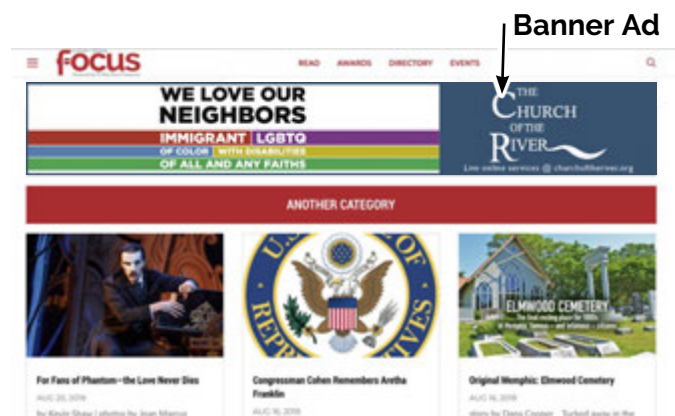
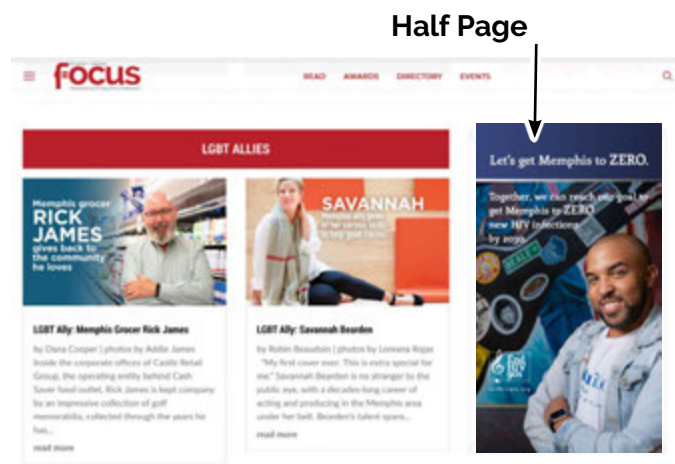
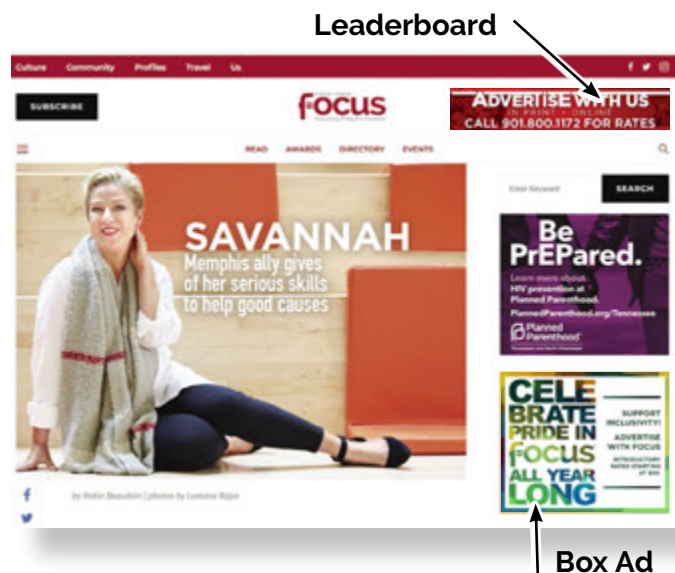
Image will display at 1160x170 px

### Box Ad

**\$250**

ROS, Shows up most frequently

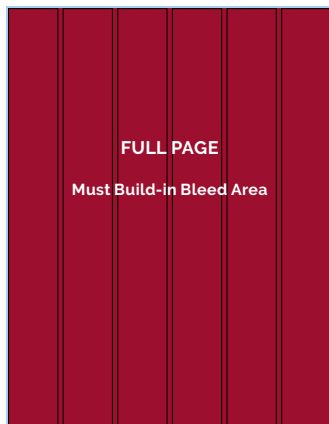
300x250 px



# Mechanical Specifications



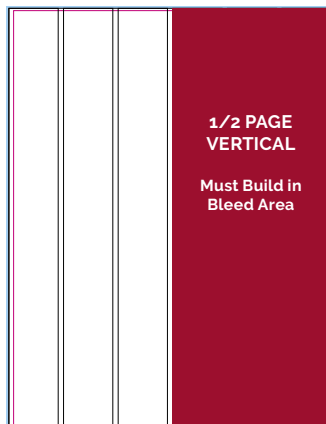
## PRINT ADS



### FULL PAGE MUST INCLUDE BLEED

8.875" x 11.375" (this includes bleed)

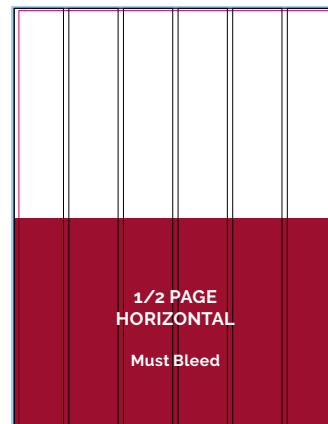
All text and crucial imagery must fit within the Type Safety Area: 7.875" x 10.375"



### 1/2 PAGE V MUST INCLUDE BLEED

4.625" x 11.3875" (this includes bleed)

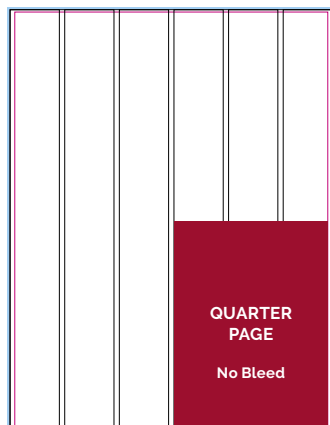
All text and crucial imagery must fit within the Type Safety Area: 3.656" x 10.375"



### 1/2 PAGE H MUST INCLUDE BLEED

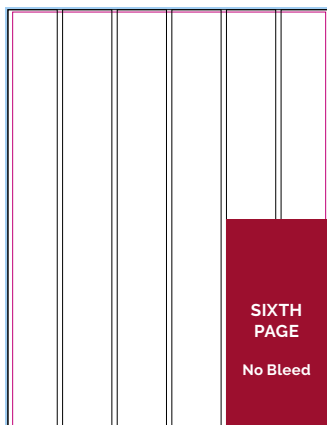
8.875" x 5.875" (this includes bleed)

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



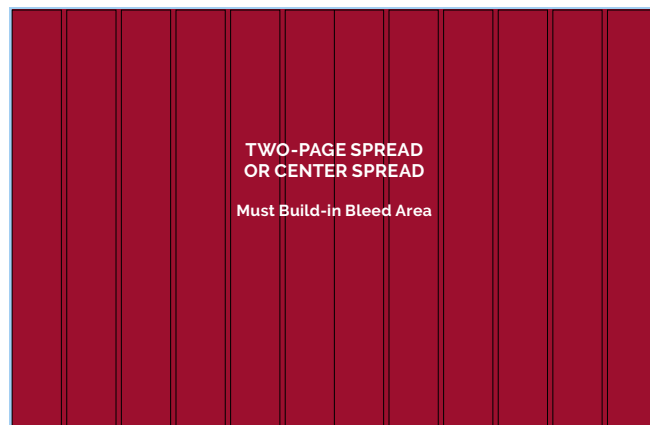
### 1/4 PAGE NO BLEED

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@focuslgbt.com](mailto:ads@focuslgbt.com)

## Contacts

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

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

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



# Distribution Points



Focus® Mid-South print editions are free in stands near you. Check out [focuslgbt.com](http://focuslgbt.com) for the most up-to-date distribution list.

**Want to carry Focus® Mid-South? Call us at 901.800.1172 or email [info@focuslgbt.com](mailto:info@focuslgbt.com)**

## MEMPHIS

Atomic Rose	140 Lt George W. Lee Ave	38103
Church of the River	292 Virginia Avenue West	38103
Primas Bakery & Boutique	523 South Main	38103
Salon 387	387 S Main St	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
Black Lodge Video	405 N. Cleveland	38104
Blue Monkey Midtown	2012 Madison Avenue	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
CHOICES	1726 Poplar Avenue	38104
Curb Market	495 N Watkins St Suite #163	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
Levitt Shell	1928 Poplar Ave	38104
Memphis Pizza Cafe	2087 Madison Avenue	38104
Oothoon's LLC	410 North Cleveland	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
The Pumping Station	1382 Poplar Avenue	38104
Underground Art	2287 Young Ave	38104
Utopia Animal Hospital	1157 Madison Avenue	38104
Whatever	2027 Madison Avenue	38104
Cafe Eclectic	603 North McLean Boulevard	38107
Cash Saver	1977 South Third Street	38109
Chickasaw Oaks Shopping Ctr	Entry Hall on Shelves	38111
RP Tracks	3547 Walker Avenue	38111
El Toro Loco	2617 Poplar Avenue	38112
Cash Saver	4049 Elvis Presley Blvd	38116
Cotton Row Uniques	4615 Poplar Ave #3	38117
Novel at Laurelwood	387 Perkins Ext	38117
Memphis International Airport	2491 Winchester Road	38118
Cheffie's	483 High Point Terrace	38122

## GERMANTOWN

Memphis Pizza Cafe G'town	7604 West Farmington Road	38138
---------------------------	---------------------------	-------

## MISSISSIPPI

Violet Valley Bookstore	303 N Main St., Water Valley	38965
-------------------------	------------------------------	-------



**Find the current and previous issues of Focus Mid-South  
online at [focuslgbt.com/focus-mid-south/virtual-mid-south](http://focuslgbt.com/focus-mid-south/virtual-mid-south)**

# 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 month 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 Mid-South LGBT+ Community and Its Allies



## Advertise with Focus

901.800.1172  
info@focuslgbt.com

2294 Young Avenue  
Memphis, TN 38104  
Mon - Fri 8 a.m. - 5 p.m.



focusmidsouth



@focusmidsouth  
#focusmidsouth



@focusmidsouth  
#focusmidsouth  
#focusmemphis

