



focus[®]

MEDIA
IMPACT KIT

FOCUSLGBT.COM

PUBLISHER'S MESSAGE

As we step into 2024-2025, I want to encourage our Mid-South LGBTQ+ community. Focus Mid-South magazine has become a vibrant voice for our chosen family. Since 2015, we've invested in grants, advertising, and promotions totaling hundreds of thousands of dollars.

Under new leadership—**Jasper Joyner, Kelly Seagraves, and Daphne Butler**—we're charting an exciting course forward. "In diversity, there is beauty and there is strength," echoes our mission. While challenges exist, the rewards of shaping media narratives for our community are immeasurable.

Our commitment extends through the Focus Center Foundation, making a meaningful impact beyond our magazine. To supporters, sponsors, and advertisers—thank you for being integral to our journey. As we navigate the years ahead, let's embrace hope, resilience, and unity. Together, we'll continue amplifying stories, breaking barriers, and celebrating the diverse tapestry that defines us.

Gratefully,
Ray Rico



***Ray Rico Publisher,
Focus LGBTQ+ Magazine***

OUR VALUES

EMPOWER

We **empower** voices, stories, and experiences, fostering a vibrant tapestry of inclusivity in every issue.

Through **advocacy**, we stand as a relentless force, amplifying the rights and visibility of the LGBT community in the Mid-South.

ADVOCATE

CONNECT

Our aim is to **connect** hearts, minds, and communities, knitting a supportive network that celebrates diversity and fosters unity.



OUR VISION: REDEFINING REPRESENTATION

Our mission is clear: to educate, empower, and illuminate. We believe in the transformative power of storytelling, using our platform to champion diversity, challenge stereotypes, and advocate for equality. Each element within this kit embodies our vision for a world where every voice is heard and celebrated.

EMPOWERING NARRATIVES, INSPIRING CHANGE.

At Focus LGBT, we're dedicated to amplifying voices, sharing stories, and fostering inclusivity. Our Media Impact Kit encapsulates the essence of our brand, highlighting the depth and breadth of our influence within the LGBTQ+ community and beyond.





UNVEILING OUR REACH: IMPACT IN NUMBERS

You'll discover the numerical testament to our engagement and influence within these pages. From Facebook and Instagram engagement to the remarkable impressions on our website, each statistic reflects our commitment to creating a space where individuals find resonance, support, and belonging.

PLATFORMS

From our print and digital issues to bonus content and beyond, **we traverse various mediums** to ensure our message reaches far and wide. Dive into our vibrant social media presence on Facebook, Instagram, and TikTok, and explore the rich content within our email newsletters and interactive website.





PRINT

23,215

Combined Reach Per Issue

2,715

Virtual Issue Views Per Month

3,500

Monthly Circulation

WEBSITE FOCUSLGBT.COM



222k

Traffic



1.7M

Impressions



1.9%

Average CTR



44k

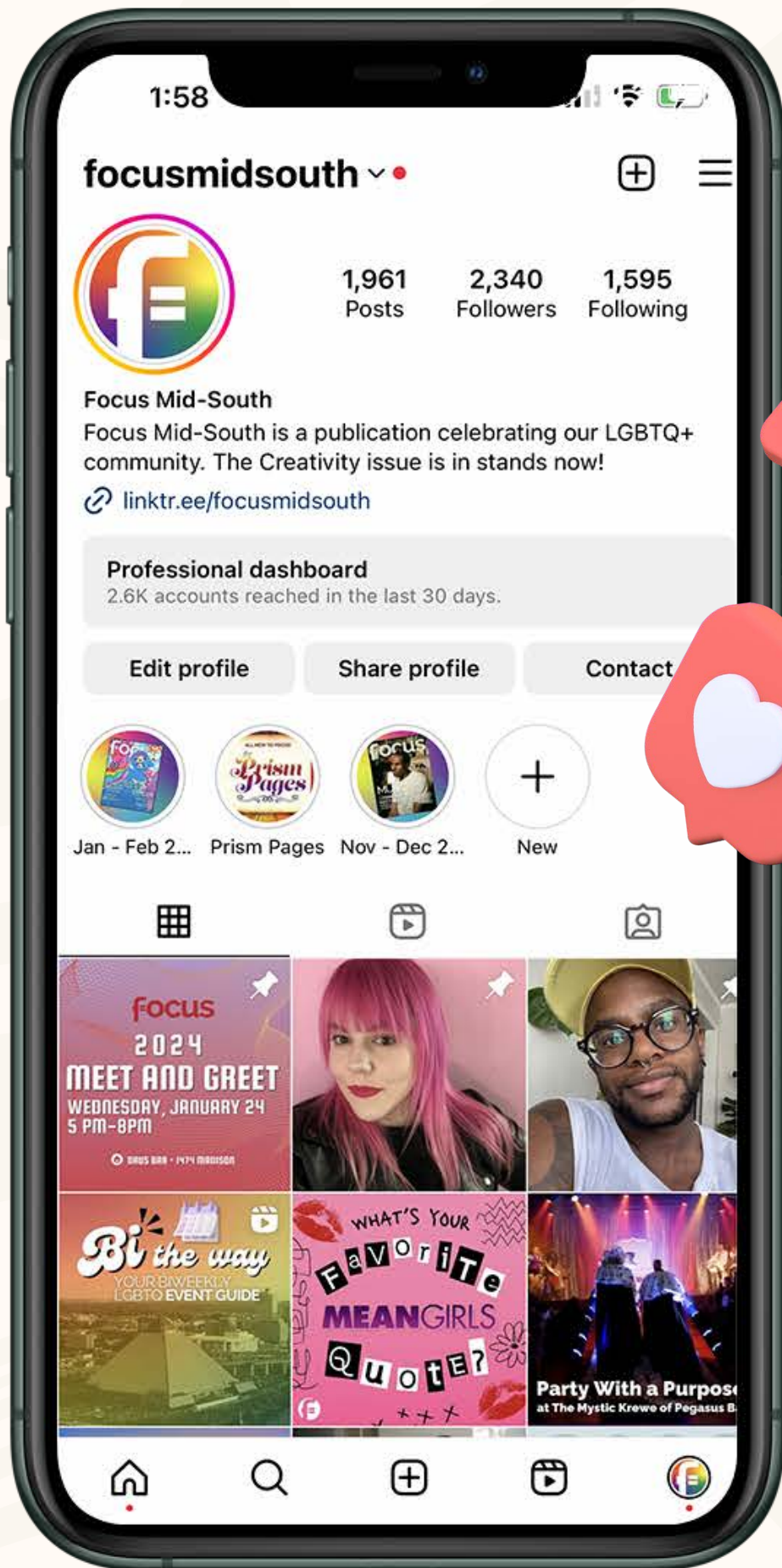
Users



2,045.6%

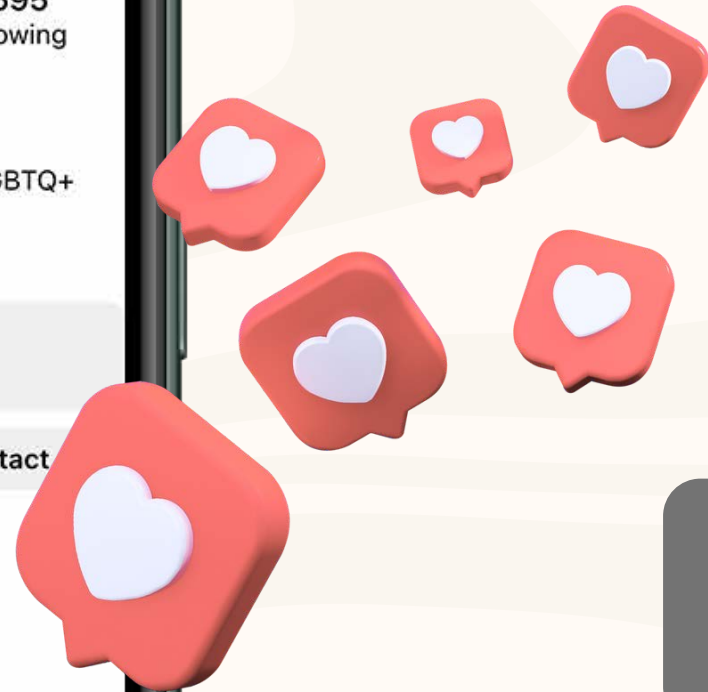
Increase in new users





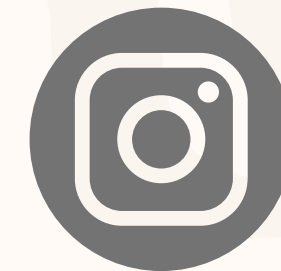
SOCIAL MEDIA

FACEBOOK & INSTAGRAM



2,677

Facebook
Likes



2,341

Instagram
Followers



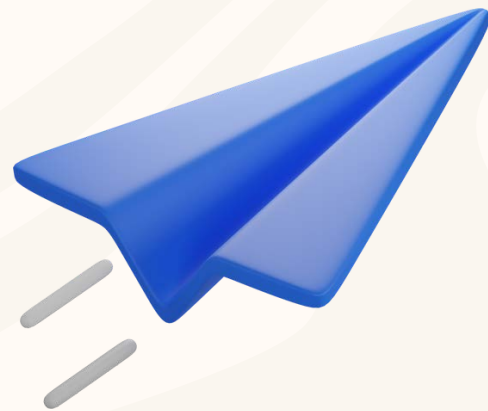
4.8%

Facebook
Reach Growth

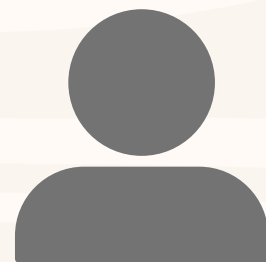


55.6%

Instagram
Reach Growth



NEWSLETTER



1,034

Recipients



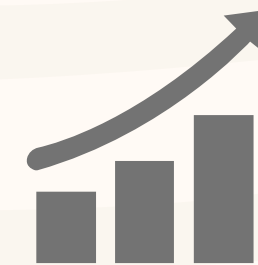
35%

Open Rate



3.2%

Average CTR



19

Growth
Year-Over-Year



PODCAST

Through our podcast, we delve into the complex layers of Sex, Stigma, Science, and the South. It's a platform that educates, challenges stereotypes, and amplifies voices, sparking vital conversations that inspire progress and understanding. We provide HIV prevention tips, resources and access to tools, like PrEP, to keep our body and minds safe and well.

re:focus[®]

2.5K

Listeners

3.7K

Downloads



Ratings

Sponsored
in part by



FOCUS AWARDS

A CELEBRATION OF UNITY

Our yearly awards gala isn't just an event; it's a celebration of the tireless efforts within our community. It's where we honor the unsung heroes, magnifying their contributions and inspiring others to join in the pursuit of change.

2023 Recipients



CHAMPION OF THE YEAR
Shahin Samiei



ENTERTAINER OF THE YEAR
Bella DuBalle



TRAILBLAZER OF THE YEAR
Jenna Lee Dunn



PUBLISHER AWARD
Vanessa Rodley



LEGACY AWARD
Friends of George's



THE PEOPLE'S CHOICE
Eli Townsend



FOCUS CENTER FOUNDATION

POSITIVELY IMPACTS OUR COMMUNITY



FOCUS
CENTER

F O U N D A T I O N

focuscenterfoundation.org

The Focus Center Foundation proudly presents the Focus Awards, offering a substantial \$10,000 award to Mid-South Pride for 2024 funding and marketing.

**With a history of dedicated support, Focus and the
Foundation have contributed**

\$189,000

in grants, advertising, and promotions since 2015.

This financial backing fuels local initiatives, promoting growth and inclusivity. The Focus Awards symbolize recognition and encouragement, reflecting the Foundation's commitment to empowering Mid-South organizations.

Together, Focus and the Focus Center Foundation shape a path of progress and unity, leaving an indelible mark on the community's journey.



THE HAVEN + FOCUS

Focus LGBT Magazine and The Haven unite in a powerful partnership, giving rise to "PrEPED: Sex, Stigma, Science and the South" podcast. In this dynamic collaboration, they illuminate crucial aspects of HIV prevention and mental wellness. Through insightful stories, valuable resources, and engaging discussions, the podcast transcends boundaries, fostering understanding and support.

Focus LGBT Magazine, as the beacon of Mid-South's diverse narratives, joins forces with The Haven to champion inclusivity, breaking down barriers surrounding HIV prevention. Together, they amplify voices, embracing a journey of empowerment, education, and destigmatization. Tune in to PrEPED for a compelling exploration of sex, science, and the pursuit of holistic well-being in the South.





COMMUNITY COLLABORATION: BUILDING BRIDGES

Our partnerships with esteemed organizations like **TEP**, **OUTMemphis**, and **Mid-South Pride** signify our commitment to community integration and support. Through their testimonials, witness the impact we've collectively made in reshaping narratives and fostering a more inclusive society.

6 ISSUE TIMELINE

ISSUE	THEME	AD/CONTENT SPACE DEADLINE	AD/CONTENT DEADLINE	IN STANDS
Jan+Feb	Crafts	Dec 1	Dec 15	Jan 8
Mar+Apr	Nerd	Feb 2	Feb 15	March 4
May+June	Pride	Mar 29	Apr 12	May 1
Jul+Aug	Sport	May 28	Jun 7	July 1
Sept+Oct	Art & Entertainment	Jul 30	Aug 9	Sept 1
Nov+Dec	Family	Sept 28	Oct 8	Nov 1
Jan+Feb '25	Home	Nov 23	Dec 3	Jan 5

Have a story idea? Let us know. Need more info? Email us or call.

RATES

PRINT

Inside Front Cover	\$1750
Inside Back Cover	\$1750
Back Cover	\$1750
Page 3	\$1750
2-Page Spread	\$2750
Center Spread	\$2750
Full-Page	\$1000
Half-Page (Horiz or Vert)	\$850
Quarter-Page	\$550
Sixth-Page	\$375

Rates are per issue. Focus prints 6 time per year. Rates can be billed over two month or monthly per ad insertion. Any position requests are subject to a 25% upcharge. Positioning is not guaranteed.

ONLINE WEB ADS

Leaderboard	\$1000/mo	ROS Box Ad	\$250/mo
Half Page Ad	\$250/mo	Strip Ad	\$250/mo

PREMIUM PACKAGE: Monthly Virtual Website Takeover

Your brand can have exclusive front page real estate with our virtual website takeover. Your ads will appear with a sidebar skin as a background and come accompanied with each ad size we offer. Great for programs, product launches, community outreach, auto, liquor brands and pharma.

\$1500
per month

Sponsored Online Articles

Publish 750-1250 words plus up to 5 images with outbound links on our website, great for introducing products, services, professionals, events, or programs.

\$250
each

- ✓ We extend discounts for multiple and consecutive ads. Just ask.
- ✓ Registered nonprofits enjoy a 10% off discount off all prices.
- ✓ Buy ads for 6 issues get a bonus ad of the same size free.
- ✓ Explore more than just print and spark magic with digital ads.

RATES

SOCIAL MEDIA

Social Media Post Promos

\$400
per promo

Paid and organic posts on Facebook and Instagram, boosted posts using Branded Content Tags on Meta to expand the reach.

EMAIL NEWSLETTER

Dedicated Email Newsletter

\$1000

Criteria may apply. Content must be pre-approved and adhere to advertising policies.

Static Email Ad

\$250

Monthly Email Newsletters sent to all recipients, Includes a 600x300 static ad with an outbound link.

PODCAST

re:focus presents
The Haven PrEPED: Sex, Stigma, Science and the South

Join us as we explore Sex, Stigma, Science, and the South. Our show is dedicated to HIV knowledge and prevention with tools like PrEP and PEP. Listen as our new hosts speak with a diverse group of folks who provide their perspectives.

Sponsorships
start at
\$250

PICKUP LOCATIONS

Bob's Barksdale

Ounce of Hope

Otherlands Coffee Bar

Oothoon's LLC

OUTMemphis

Burkes Books

Underground Art

Java Cabana

Goner Records

Youth Emergency Center

Cash Saver EP Blvd

Cash Saver 3rd St.

Church of the River

S. Main Nutrition

The Arcade

GE Patterson and Main - Metal Box

Civil Rights Museum

Peabody and Main - Metal Box

CHOICES

The Mad Grocer

Cafe Eclectic

Hollywood Feed - Broad Ave

City & State

Cheffie's

VooDoo Cafe

Memphis Pizza Cafe G'town

Novel at Laurelwood

RP Tracks

The Haven

MoSH

Lulu's Cafe

Benjamin Hooks Library

Urban Earth

Hollywood Feed - Union

The Corner Clinic

Arrow Creative

Art Center

Inz & Outz

Dru's Place

Cash Saver Midtown

Joe's Wine

Overton Park Shell

Boscós

Bayou Bar and Grille

Finos

Blue Monkey Midtown

Whatever

Memphis Pizza Cafe

Atomic Rose

Grind City Brewery

Black Lodge Video

IBIS

Lamplighter

The Pumping Station



To become a pickup location, email us at info@focuslgbt.com

SUBSCRIBE TO FOCUS

Subscribe to Focus LGBT+ Magazine yearly by taking advantage of our new packages.

Supporter

\$35 yearly

- Magazine subscription
- Listed supporter

Advocate

\$50 yearly

- Sticker pack
- Magazine subscription
- Listed supporter

Trailblazer

\$100 yearly

- Focus® T-shirt
- Sticker pack
- Magazine subscription
- Listed supporter

Hero

\$250 yearly

- One (1) Focus Award ticket
- Focus® T-shirt
- Sticker pack
- Magazine subscription
- Listed supporter



**Support Queer Media
and Subscribe to Focus.**

Join our other

321

Print/Mail Subscribers



UNITE FOR INCLUSIVITY: JOIN FOCUS LGBT+ MAGAZINE

In our journey with Focus LGBT+ Magazine, every story and every reader shapes our collective impact.

From the editor's desk to our community's heart, our dedication to change and empowering voices remains steadfast.

We invite your involvement—through advertising, sponsoring, contributing, or as a dedicated reader.

–The Focus Team

**LET'S SHAPE A WORLD WHERE EVERY STORY MATTERS.
THANK YOU FOR BEING PART OF OUR JOURNEY.**