



focus

MEDIA
IMPACT KIT

FOCUSLGBT.COM



FOCUS IS A FORCE FOR QUEER VOICES

"Focus has been a tremendous partner, helping us to share critical information with our community amidst a hostile legislative environment. We are grateful for Focus for providing ad space that connects our community with up-to-date information and volunteer opportunities to help us all protect and advance our equal rights. Focus serves our community as an informational hub, and one for which we are all better off."

-**Shahin Samiei**, Shelby County committee chair of the Tennessee Equality Project

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 LGBT+ 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

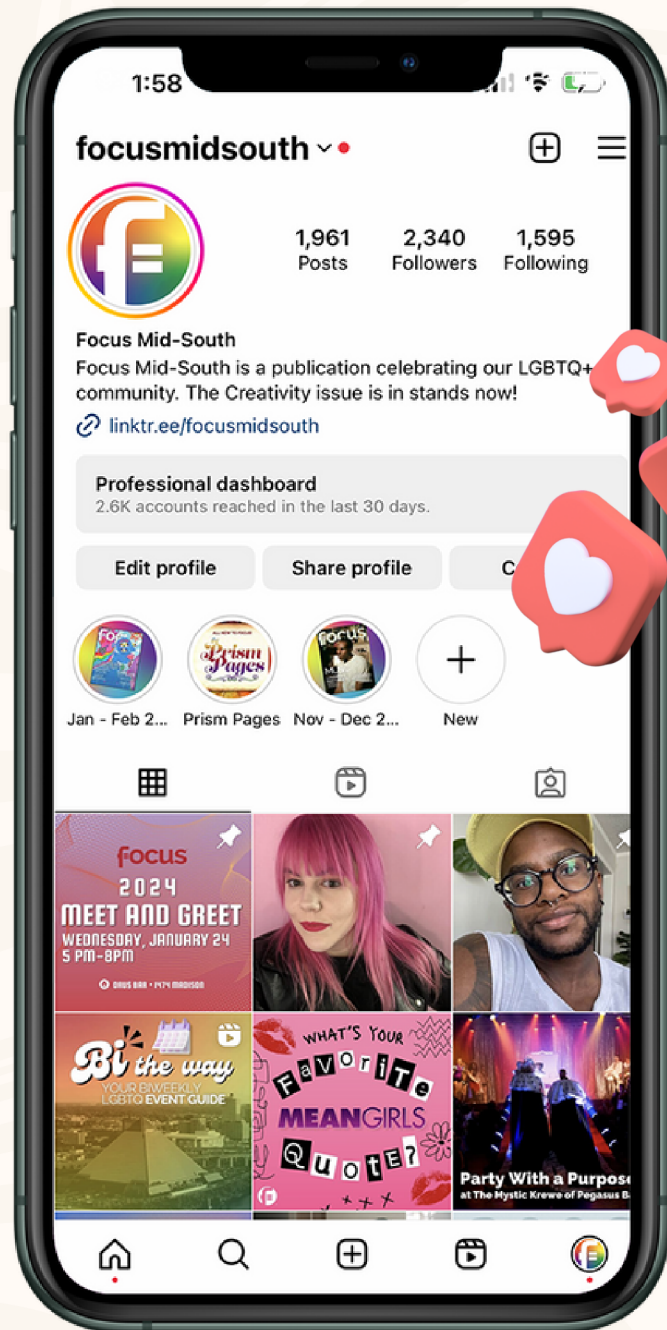
Users



2,045.6%

Increase in new users





SOCIAL MEDIA FACEBOOK & INSTAGRAM



2,677

**Facebook
Likes**



2,341

**Instagram
Followers**



4.8%

**Facebook
Reach Growth**

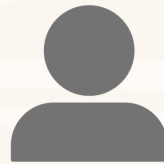
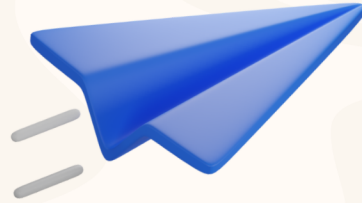


55.6%

**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
AWARDS 2023

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.



 Haven



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.

PARTNER STATEMENT



"I am so pleased to work, collaborate and partner with Focus Mid-South. Through video, social media and our podcast we reach so many, not just in the South, but nationally with education and real stories of HIV prevention and overall wellness that leads to a healthier community. The guests on our podcast are given a platform to talk about their work in the field and observations of what is needed to help our listeners on their journey to their best selves. We could not reach as many people as we do without the help of Focus. Together we are helping a vulnerable population not just survive, but thrive. I look forward to working more with Focus Mid-South."

- **Krista Wright Thayer**, Director
of Outreach and Prevention at
The Haven – Friends For All



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.

FROM THE PARENT OF A QUEER YOUTH:

"Every child deserves representation and a sense of community. As a parent of a trans child, I can tell you this is especially true for the LGBTQ youth and their families.

Focus has given a safe place for resources, expression and education. The publication is more than a magazine but a bridge of connection for all of those looking for their place in this world.

I am so thankful to Rico and all of those who work selflessly to provide through their loving acts of service for our community."



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.

EDITOR@FOCUSLGBT.COM

INFO@FOCUSLGBT.COM

901.800.1172

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.**