



2025 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

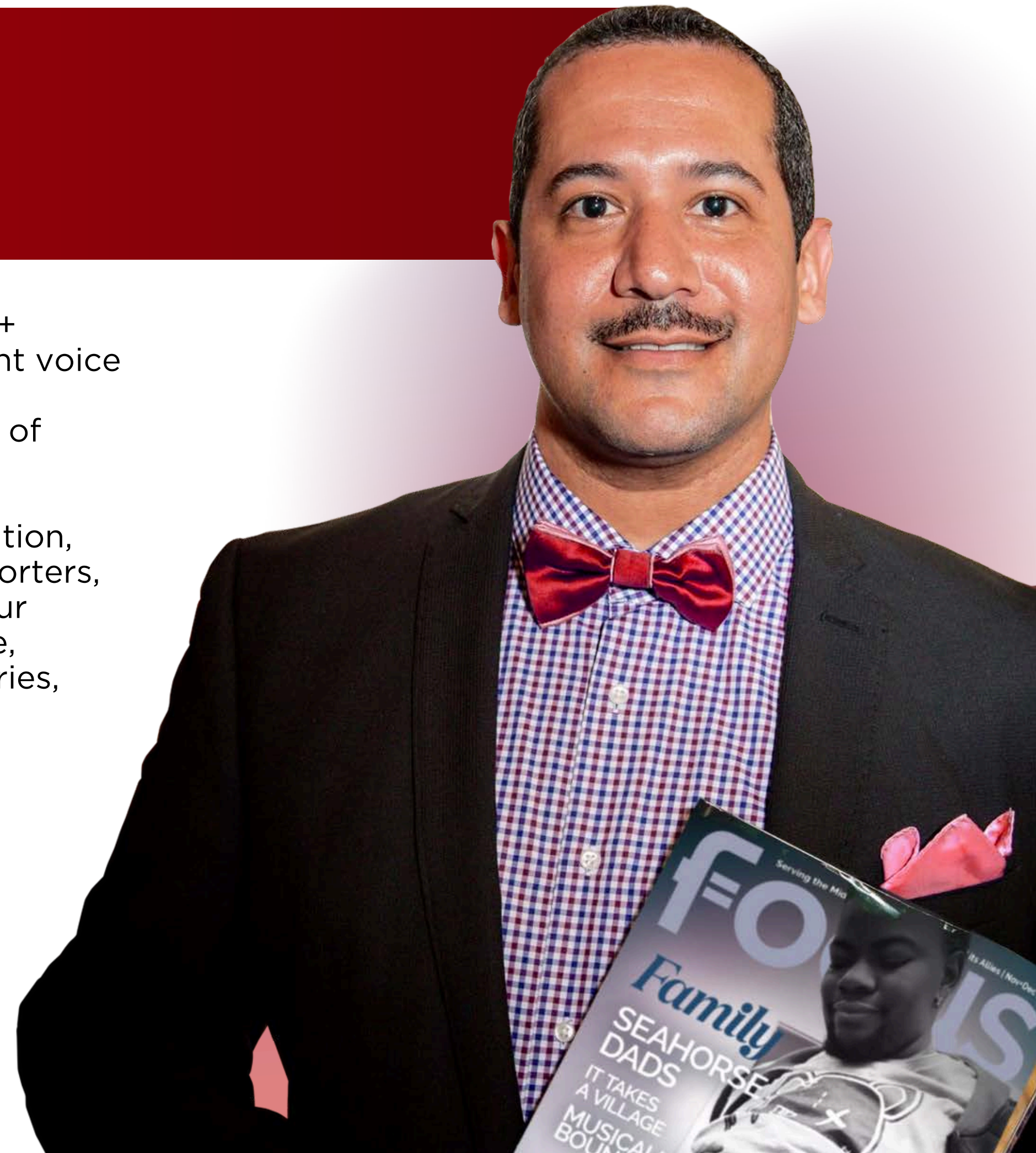


PUBLISHER'S MESSAGE

As we enter 2025, I want to encourage our Mid-South LGBT+ 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.

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
Publisher, Focus LGBT+ Magazine



OUR VALUES

EMPOWER . . .

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

ADVOCATE . . .

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

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.



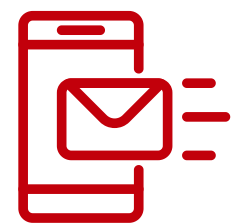
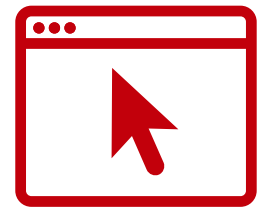
UNVEILING OUR REACH: IMPACT IN NUMBERS

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 span various mediums** to ensure our message reaches far and wide. Dive into our active social media presence on Facebook, Instagram, and TikTok, and explore the rich content within our email newsletters and interactive website.





PRINT

31,890

**Combined Reach
Per Issue**

October 15, 2023 - October 15, 2024

3,826

**Virtual Issue Views
Per Month**

December 15, 2023 - Oct 15, 2024

3,750

**Monthly Print
Circulation**

October 15, 2023 - Oct 15, 2024





WEBSITE

FOCUSLGBT.COM



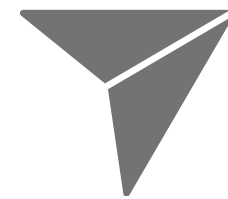
348k
Traffic



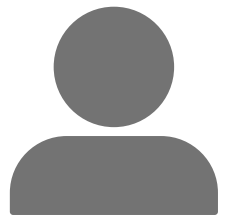
848k
Impressions



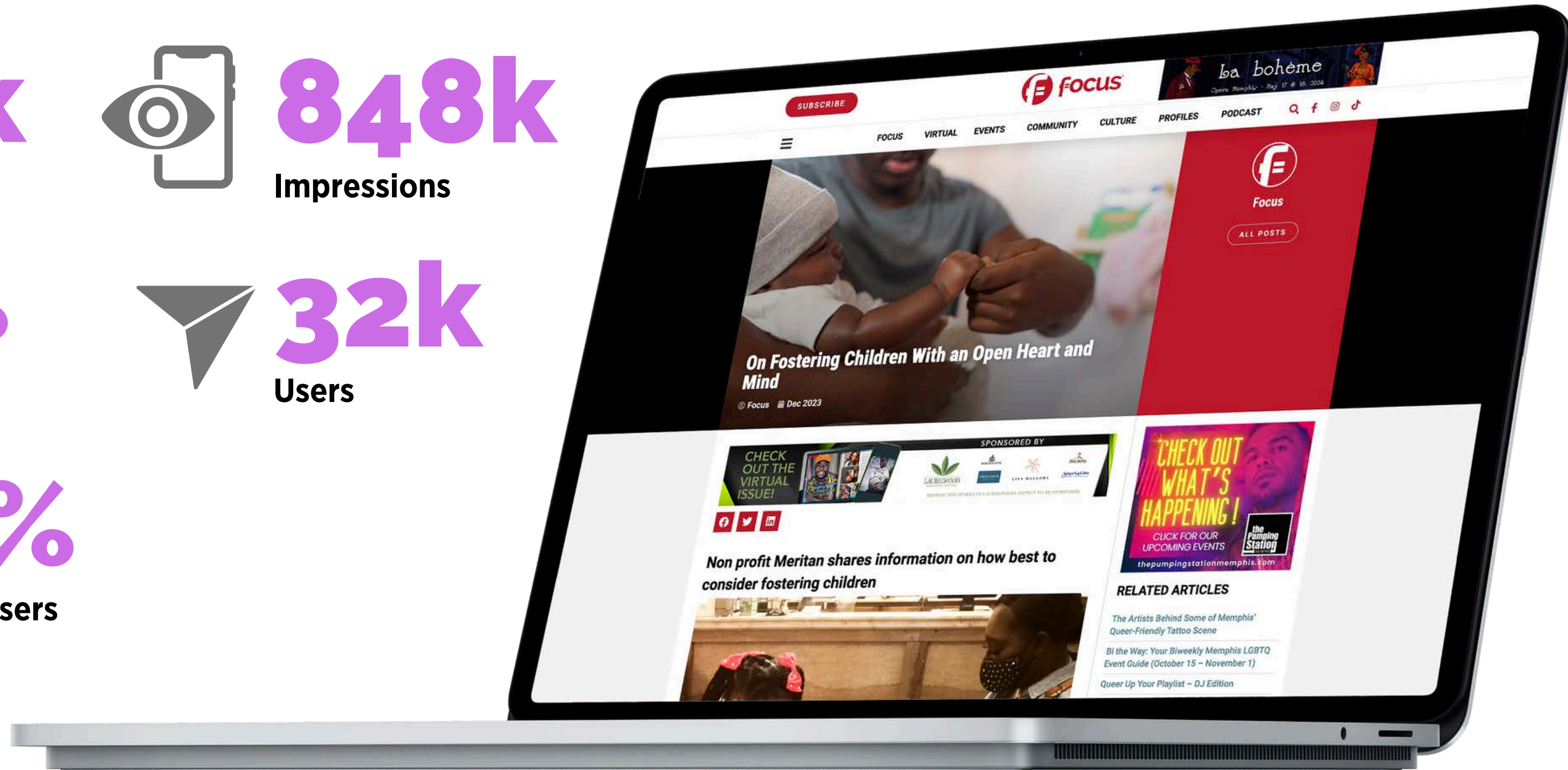
1.7%
Average CTR



32k
Users



54.1%
Increase in new users





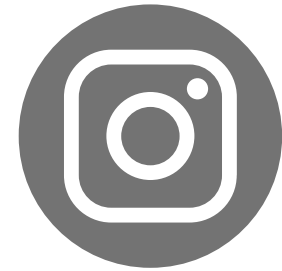
SOCIAL MEDIA

FACEBOOK & INSTAGRAM



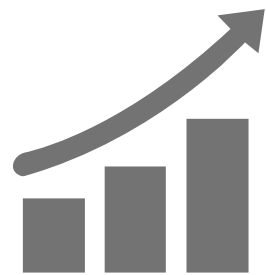
2,754

Facebook
Likes



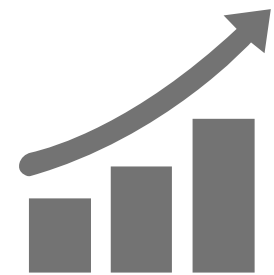
2,627

Instagram
Followers



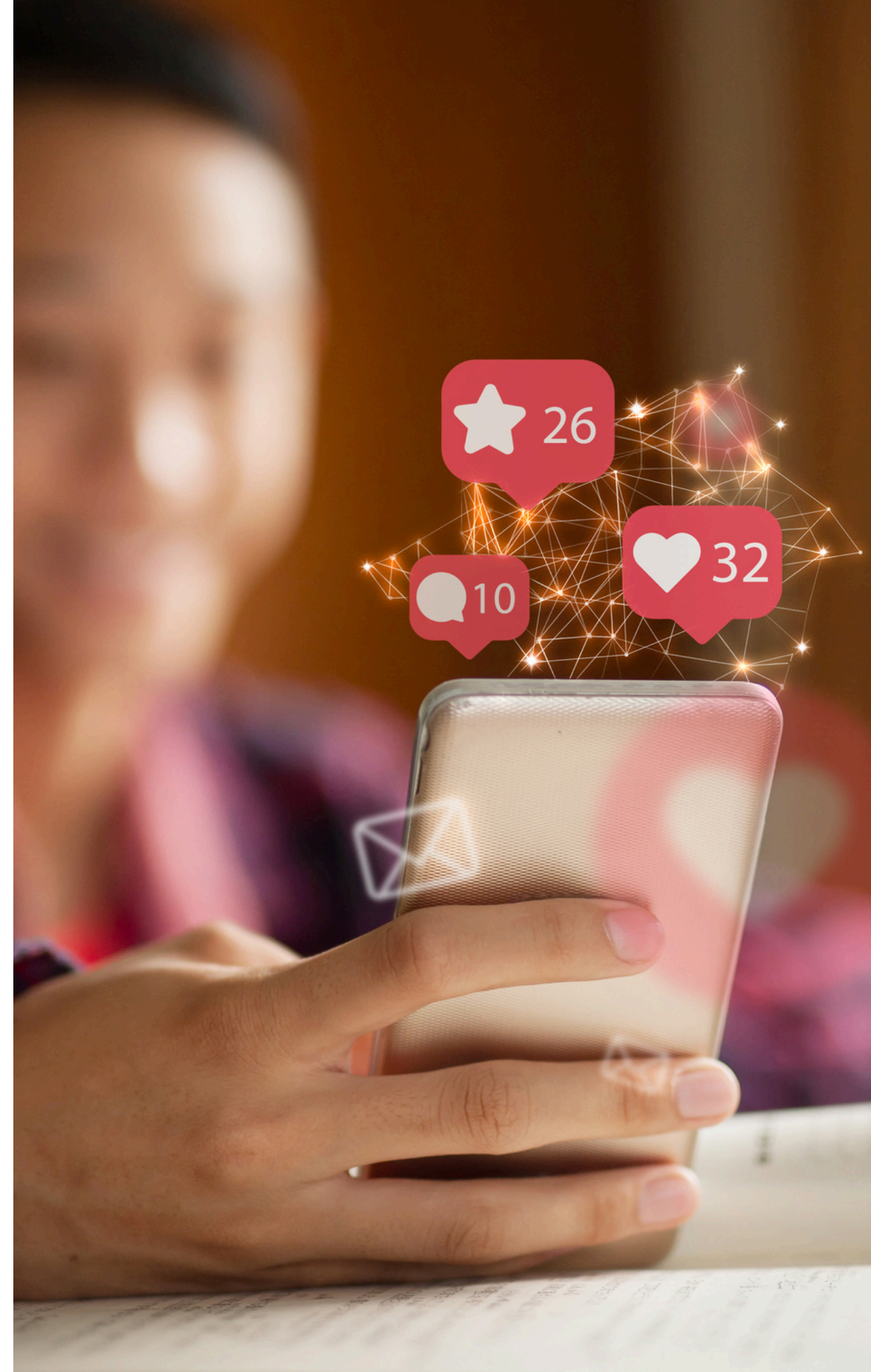
61.4k

Facebook
Reach



37.2k

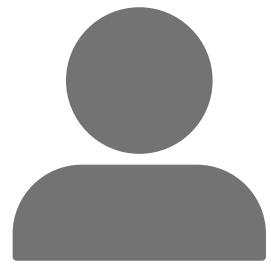
Instagram
Reach



Stats as of Nov 3, 2024. Reach from Nov 3, 2023 - Nov 3, 2024.



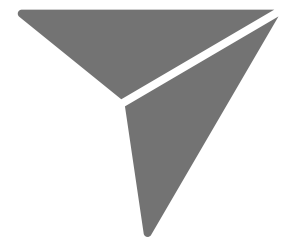
NEWSLETTER



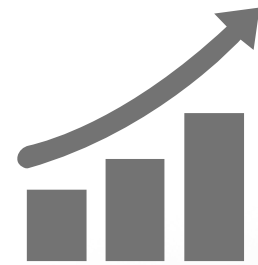
1,043
Recipients



45.1%
Open Rate



3.8%
Average CTR



+10
Growth
Year-Over-Year

Stats as of Nov 3, 2024. Numbers based on a clean list.

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.

2024 Recipients



TRAILBLAZER OF THE YEAR
Blue Suede Sisters



HEART OF GOLD AWARD
Krista Wright-Thayer



ENTERTAINER OF THE YEAR
Will Ryder



CHAMPION OF THE YEAR
Dr. Rosamund Garrett



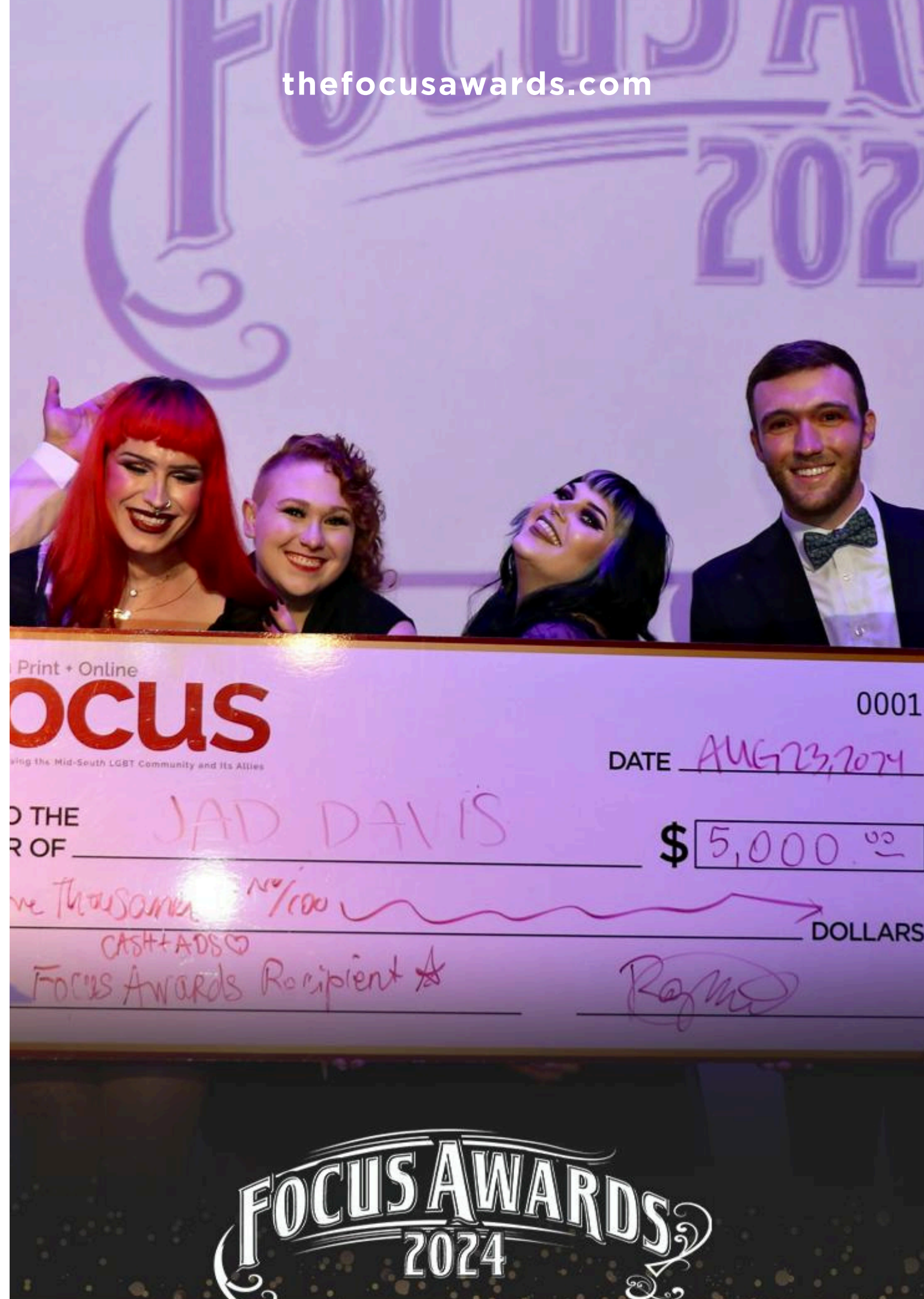
LEGACY AWARD
CHOICES



PUBLISHER AWARD
Daphne Butler



PEOPLE'S CHOICE WINNER
Jad Davis



thefocusawards.com



FOCUS CENTER FOUNDATION

POSITIVELY IMPACTS OUR COMMUNITY

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

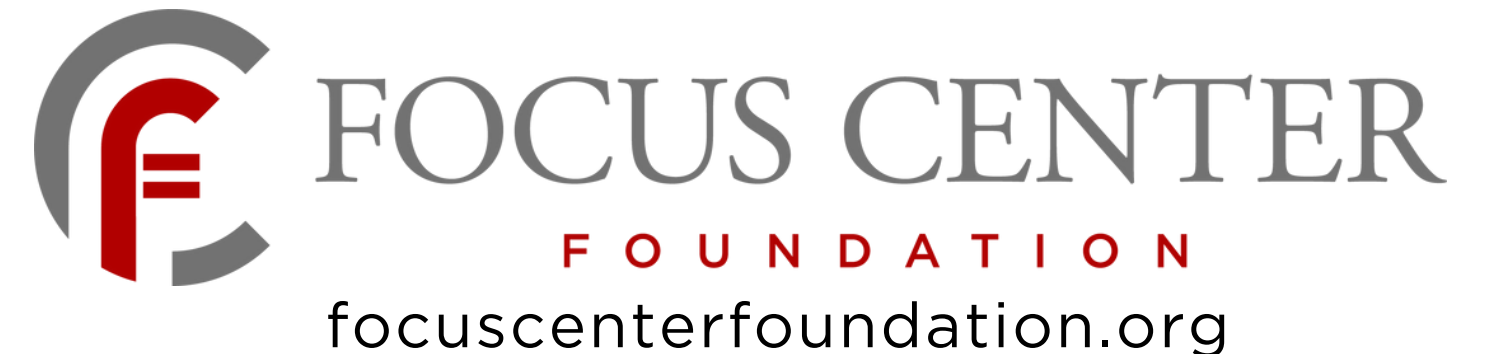
With a history of dedicated support, Focus and the Foundation have contributed

\$194,000

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.



COMMUNITY COLLABORATION: BUILDING BRIDGES

Our partnerships with esteemed organizations, we 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 Ray Rico and all of those who work selflessly to provide through their loving acts of service for our community.”



2025-26 ISSUE TIMELINE

ISSUE	THEME	AD/CONTENT SPACE DEADLINE	AD/CONTENT DEADLINE	IN STANDS
Jan+Feb	Home	Nov 28	Dec 5	Jan 8
Mar+Apr	Business	Feb 3	Feb 13	March 5
May+June	Pride	Apr 3	Apr 14	May 8
Jul+Aug	Music	June 2	Jun 12	July 3
Sept+Oct	Queer Voices	July 28	Aug 7	Sept 5
Nov+Dec	Health+Wellness	Oct 2	Oct 16	Nov 4
Jan+Feb '26	Community Issue	Dec 2	Dec 9	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

2-Page Spread	\$2,850	Page 3	\$1,850
Center Spread	\$2,850	Full-Page	\$1,100
Inside Front Cover	\$1,850	Half-Page (Horiz or Vert)	\$950
Inside Back Cover	\$1,850	Quarter-Page	\$650
Back Cover	\$1,850	Sixth-Page	\$475



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.

ONLINE WEB ADS

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

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.

RATES

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.

\$1,500
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



SOCIAL MEDIA

Social Media Post Promos

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

\$400
per promo

EMAIL NEWSLETTER

Dedicated Email Newsletter

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

\$1,000

Static Email Ad

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

\$250

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.

PRINT AD SIZES

MAGAZINE TRIM SIZE: 8.375" x 10.875"

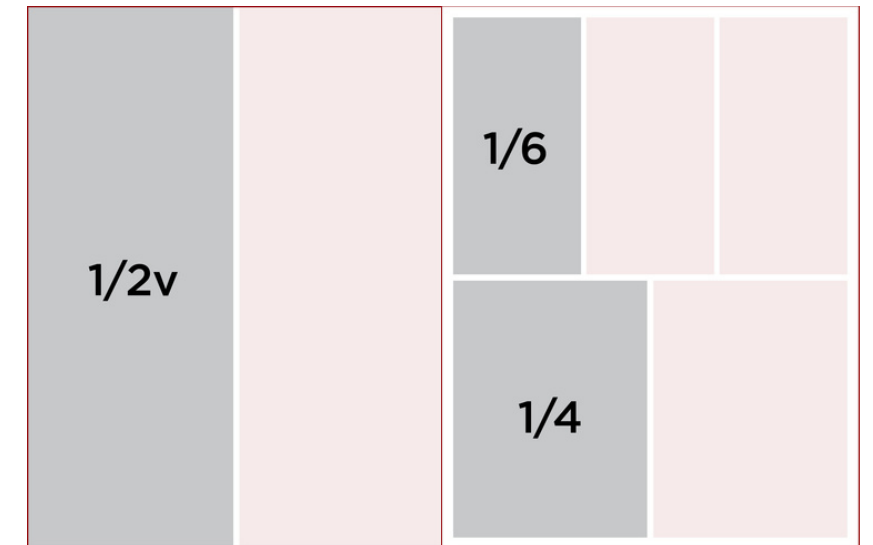
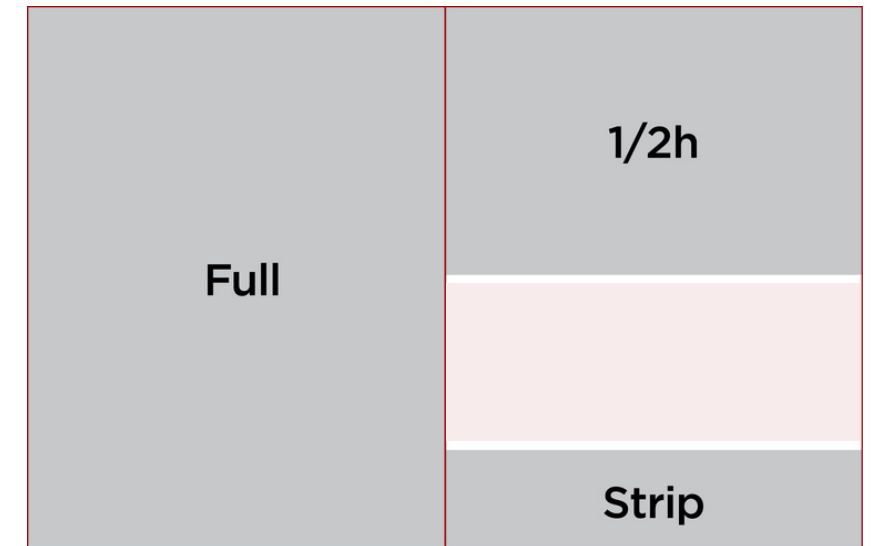
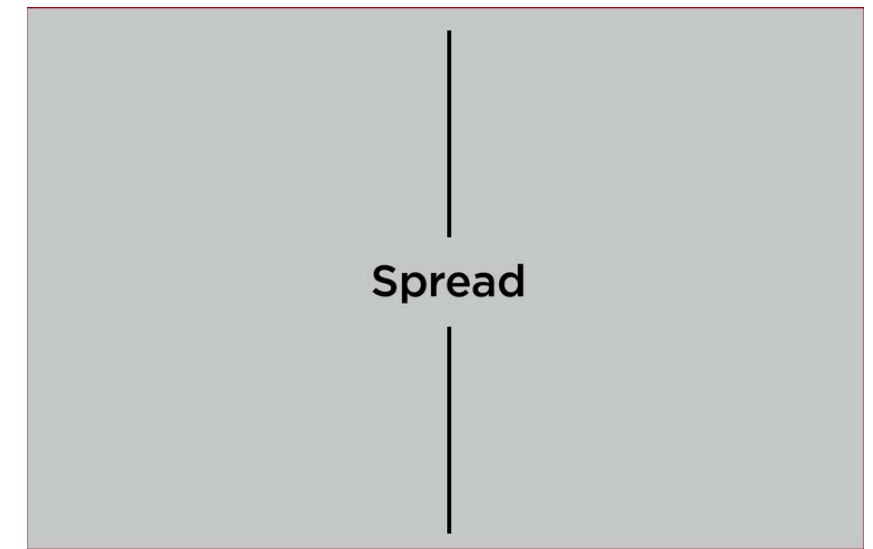
AD SIZE	BLEED SIZE	FINAL PRINT
Center Spread	16.75" x 10.875"	17.25" x 11.375"
Full	8.875" x 11.375"	8.375" x 10.875"
1/2	8.375" x 5.375"	8.875" x 5.875"
1/2 Vertical	4.625" x 11.375"	4.235" x 10.875"
1/4	---	3.875" x 5.125"
1/6	---	2.553" x 5.125"
Strip	8.375" x 2.5"	8.375" x 2"

Requirements

- For high quality printing, save final artwork as PDF or JPEG 300 DPI
- Final print color mode is CMYK; RGB and spot color graphics will not print true to color
- It's best to use graphics that are at least 300 DPI for best results
- Ads are accepted via email or file transfer to a Focus® rep



Digital Advertising:
Advertising opportunities are available on our e-newsletter, websites, and select social media channels.



 **Download templates at focusgbt.com/focus-mid-south/advertise or request from a Focus® rep**

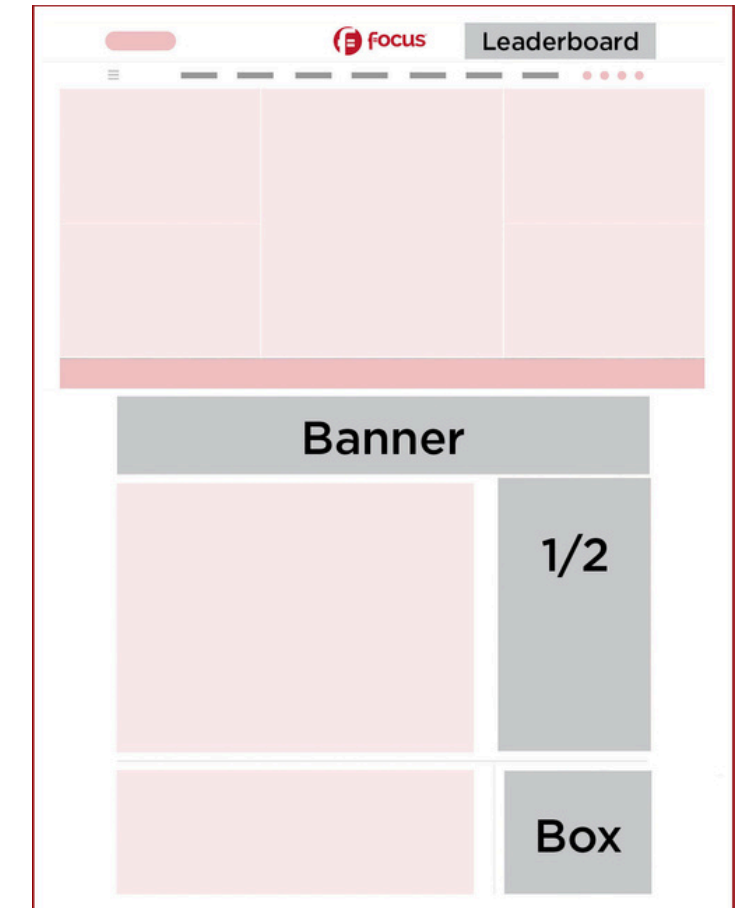
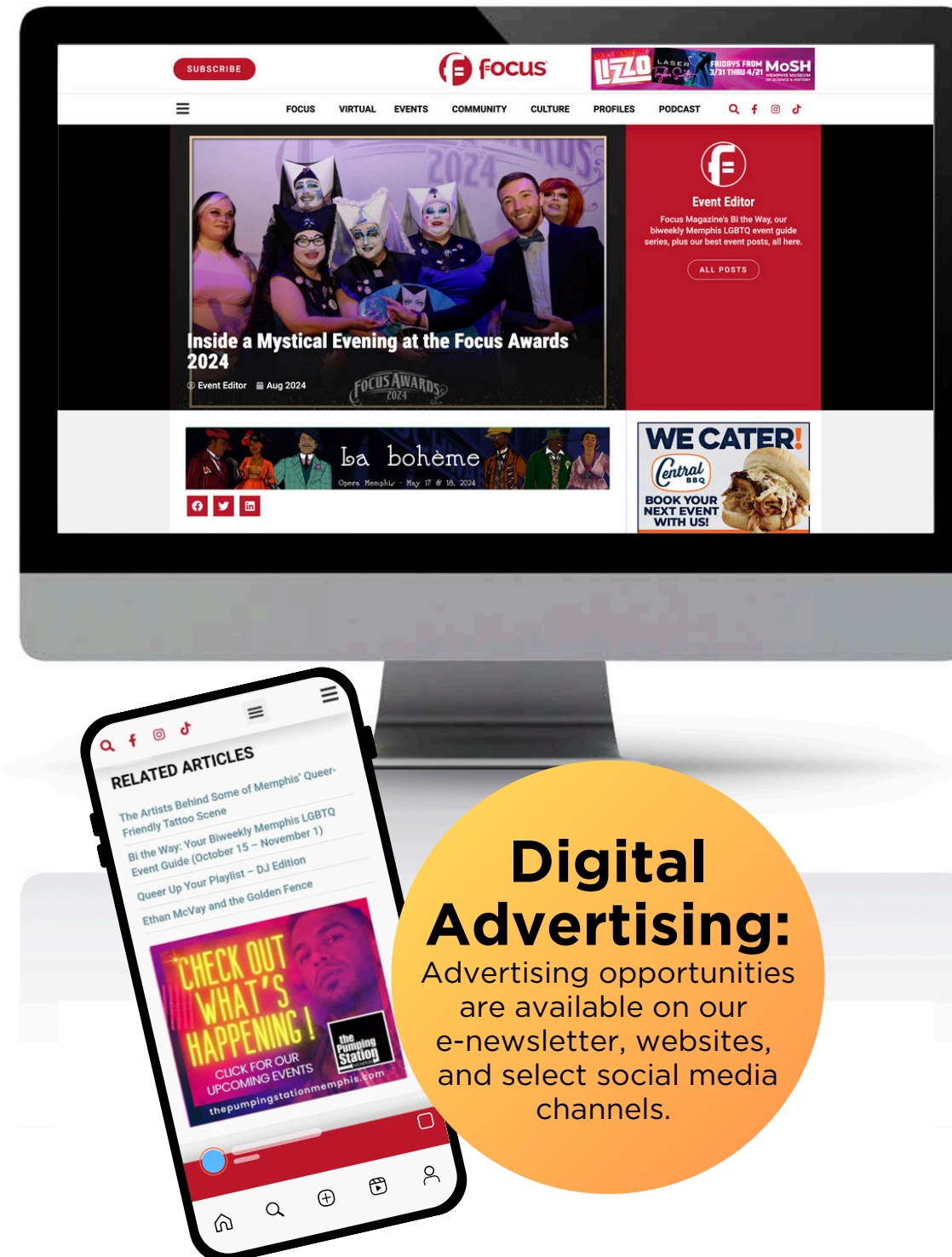


WEB AD SIZES

AD SIZE	BUILD SIZE	FINAL DISPLAY
Leaderboard	1524px x 290px (21.1667" x 4.0278")	762px x 145px
1/2	730px x 1300px (10.1389" x 18.0556")	365px x 650px
Box	600px x 500px (8.3333" x 6.9444")	300px x 250px
Banner	2320px X 340px (32.2222" x 4.7222")	1160px X 170px

Requirements

- For best results, use graphics that are at least 300 DPI
- Save final ad with the pixel dimension, 72dpi
- Ads are accepted via email or file transfer to a Focus® rep



 Download templates at focuslgbt.com/focus-mid-south/advertise or request from a Focus® rep



PICKUP LOCATIONS

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 Pink Palace
Lulu's Cafe
Benjamin Hooks Library
Urban Earth
Hollywood Feed - Union
The Corner Clinic

Art Center
Inz & Outz
Dru's Place
Cash Saver Midtown
Joe's Wine
Overton Park Shell
BoscOs
Bayou Bar and Grille
Finos
Blue Monkey Midtown
Whatever
Memphis Pizza Cafe
Grind City Brewery
IBIS
Lamplighter
The Pumping Station



➤➤➤ **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

337

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 production team 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.**





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® Mid-South 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® Mid-South 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® Mid-South's option, the word "Advertisement" may be inserted above or below any advertisement. All instructions to Focus® Mid-South 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® Mid-South 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® Mid-South publisher within ten days of ad publication. Focus® Mid-South 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® Mid-South. 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® Mid-South 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® Mid-South 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® Mid-South, Client shall immediately return any and all drafts, completed work and related material and all copies thereof to Focus® Mid-South which Client agrees is and shall remain the intellectual property of Focus® Mid-South. In this event Focus® Mid-South 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® Mid-South and shall subject Client to all rights and remedies available to Focus® Mid-South in law and in equity, including, but not limited to, a restraining order by a court of competent jurisdiction.



 901.800.1172

 info@focuslgbt.com

 focuslgbt.com

