



# 2026 MEDIA IMPACT KIT

FOCUSLGBT.COM



# PUBLISHER'S MESSAGE

As we enter 2026, 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





# 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.



Mid-South Pride parade.

photo by Kevin Reed.



# 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.”

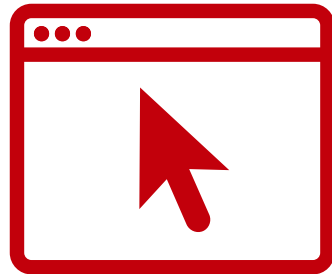
**Shahin Samiei**, Shelby County Committee Chair  
of the Tennessee Equality Project





# 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.





# 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.



Queer Movers+Shakers.

Find the story in the  
Jan+Feb 2019 issue  
on page 24.



# OUR MISSION

## 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.



Noah Nordstrom (front).

Find the story in the  
May+Jun 2024 issue  
on page 20.



# 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.



Lady A (Vincent Astor) and the queers do Radio City.

Find the story in the  
Sept+Oct 2019 issue  
on page 16.





PRINT

31,890

Combined Reach  
Per Issue

October 15, 2023 - October 15, 2024



4,781

Virtual Issue Views  
Per Month

August 28, 2024 - September 2, 2025



2,250

Monthly Print  
Circulation

October 15, 2023 - Oct 15, 2024







# WEBSITE

## FOCUSLGBT.COM



**348k**

Traffic



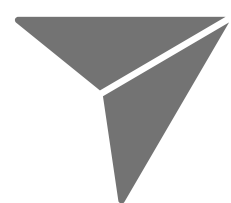
**848k**

Impressions



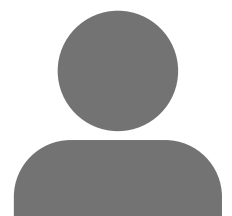
**1.7%**

Average CTR



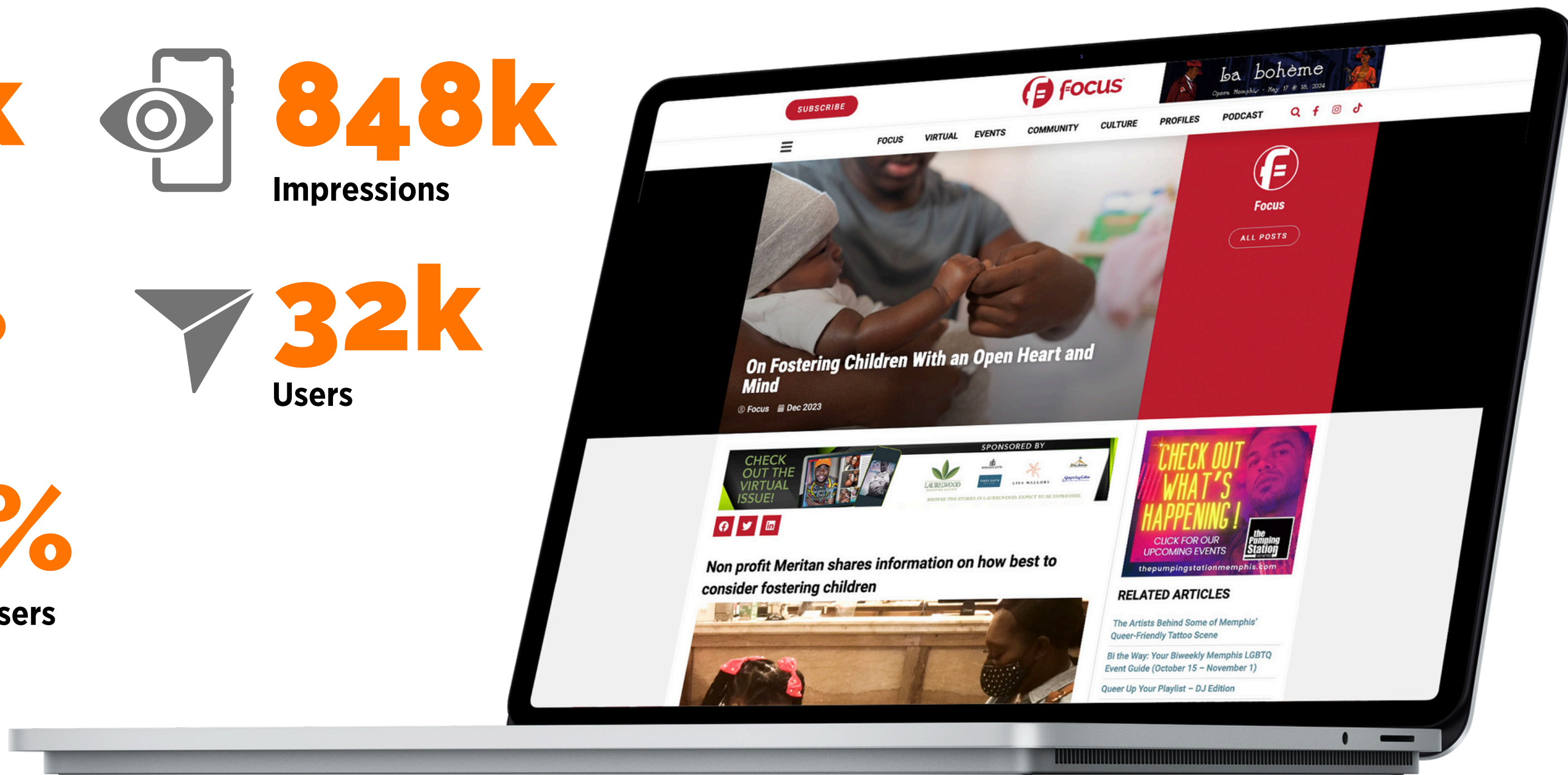
**32k**

Users



**54.1%**

Increase in new users







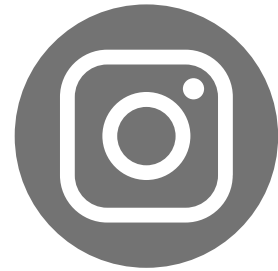
# SOCIAL MEDIA

## FACEBOOK, TIKTOK & INSTAGRAM



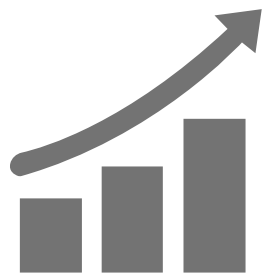
**2,941**

Facebook  
Likes



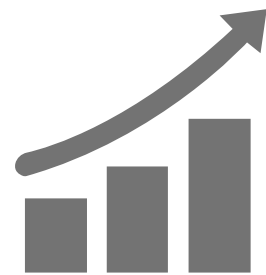
**2,962**

Instagram  
Followers



**157k**

Facebook  
Reach

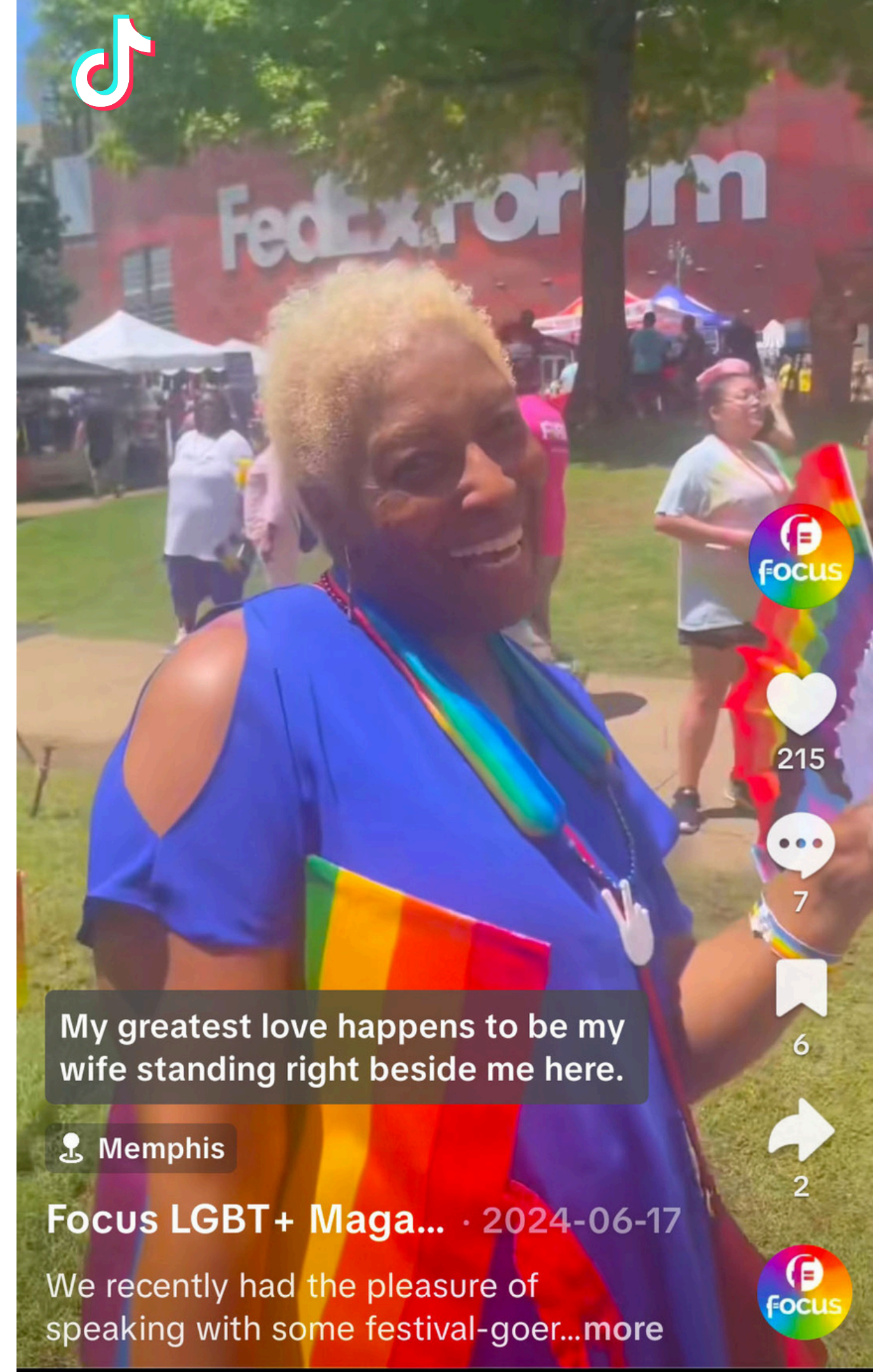


**163k**

Instagram  
Reach

1

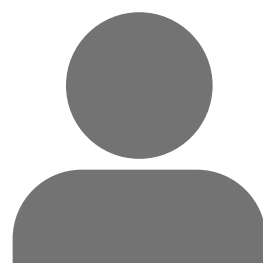
Stats as of Sept 30, 2025. Reach averages from Sept 30, 2024 - Sept 30, 2025.







# NEWSLETTER



**1,142**

**Recipients**



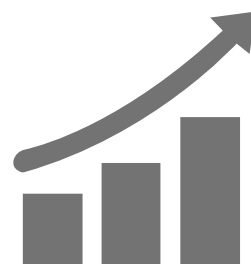
**21.3%**

**Open Rate**



**0.9%**

**Average CTR**



**+101**

**Growth  
Year-Over-Year**



Stats as of Sept 30, 2025. Numbers based on a clean list.



# 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.







# 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.

### Previous Sponsors Include

— PRESENTING SPONSOR —  
**DR. THOMAS  
RATLIFF**

**MIDSOUTH  
LGBT** CHAMBER of  
COMMERCE

**Fish+Associates**  
Inspired Financial Planning

**TEP**  
TENNESSEE EQUALITY PROJECT

**RAY RICO**  
FREELANCE

**Planned  
Parenthood**  
Tennessee and North Mississippi

**CHOICES.**  
Center for Reproductive Health

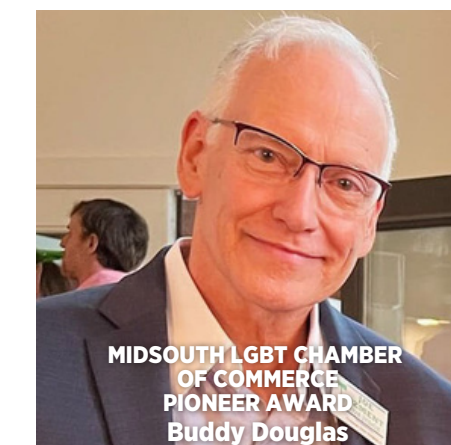
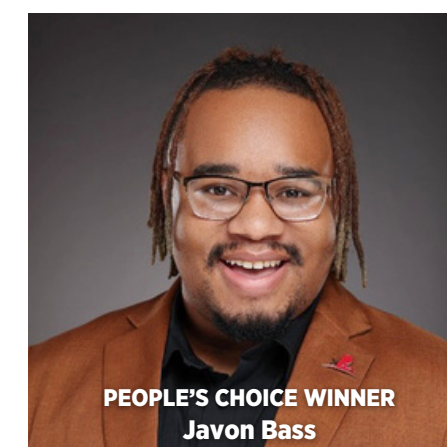
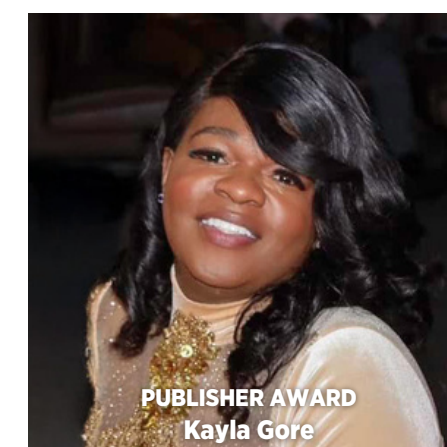
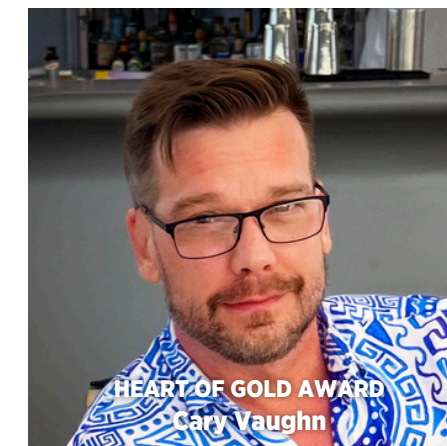
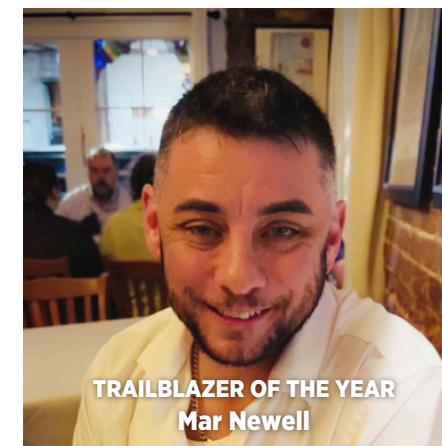
**OPERA  
MEMPHIS**

**UTOPIA**  
ANIMAL HOSPITAL

**OUT  
MEMPHIS**

Find out more at [thefocusawards.com](https://thefocusawards.com)

### 2025 Recipients





# 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.



Headliners Memphis.

Find the story in the  
Jan+Feb 2022 issue  
on page 10.



# 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."



"Tennessee Mama Bears" in action at local pride events.

Find the story in the Sept+Oct issue on page 8.



# 2026-27 PUBLISHING SCHEDULE

Issue	Theme	Editorial+Ad Reservation Deadline
Jan+Feb	Renew, Refocus, Recenter	Dec 5, 2025
Mar+Apr	Safe Spaces	Feb 13, 2026
May+June	Discovery	Apr 14, 2026
Jul+Aug	Express Yourself	Jun 12, 2026
Sept+Oct	HERStory	Aug 7, 2026
Nov+Dec	TCB Issue	Oct 16, 2026
Jan+Feb '27	Queer Sphere	Dec 9, 2026

*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

## ONLINE WEB ADS

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

-  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 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

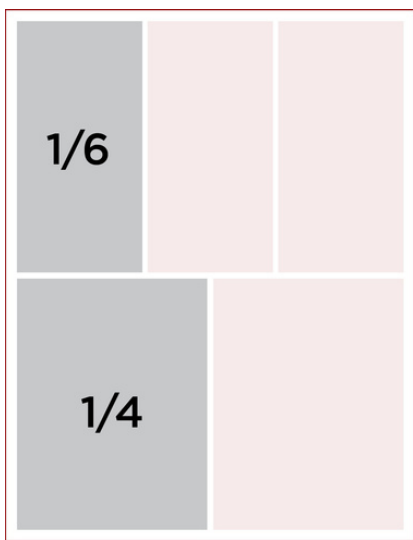
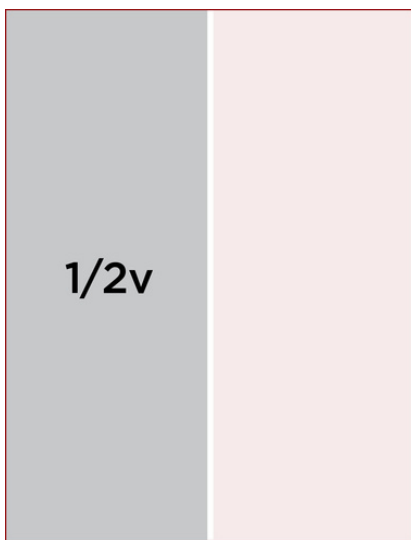
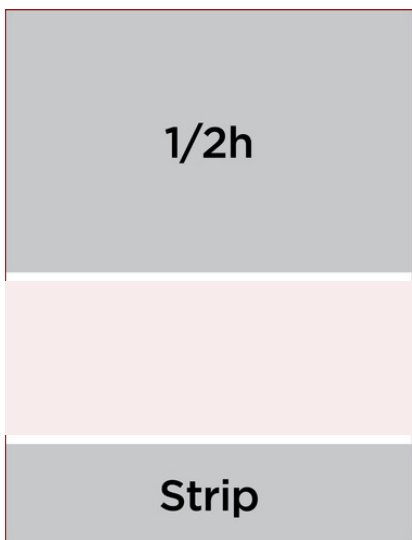
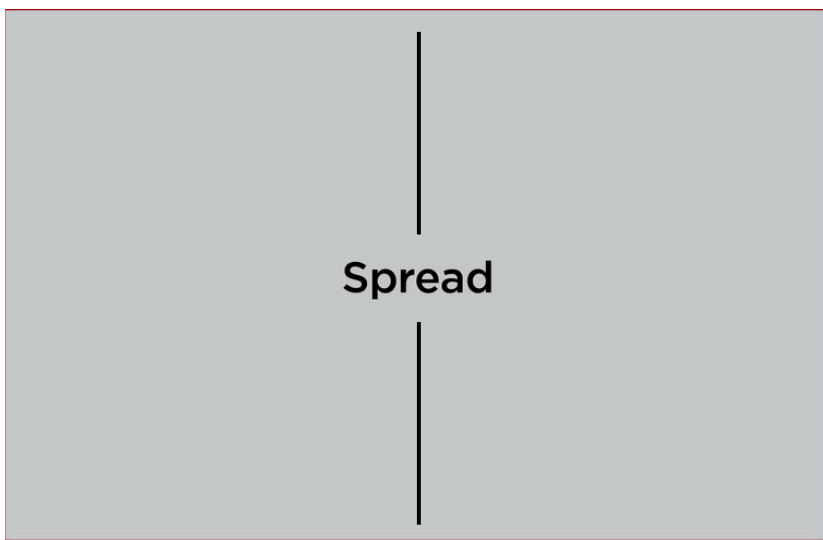
Monthly Email Newsletters sent to all recipients, Includes a 600x300 static ad with an outbound link.

**\$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 (.0125” added to final print 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”

## CREATIVE SERVICES

Focus® Mid-South magazine’s art department will provide professional and creative ad design to advertisers at no cost. Provide all ad images, graphics, and logos digitally at 300 dpi at 100%. Acceptable file formats are EPS, TIF, PSD, PNG, or JPEG. We reserve the right to substitute fonts if none are provided and reject graphics if not of acceptable quality. We will provide you with one proof of your ad, one round of revisions, and a final proof for approval.

## REQUIREMENTS

**All important information (i.e. text) must be kept within the live area.** If text or other important information is in the bleed area, we are not responsible if it is left out.

For high-quality printing, save the final artwork as high-resolution PDF or JPEG 300 DPI. Microsoft PowerPoint and Publisher files will not be accepted.

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.

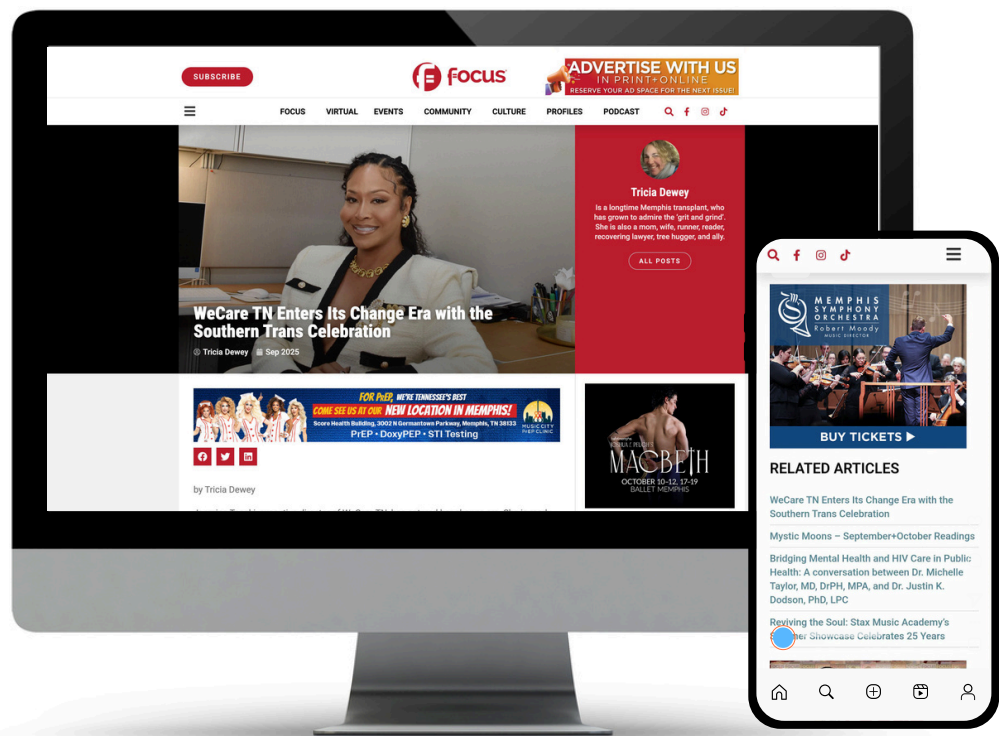
Although we do our best to ensure color accuracy, Focus® Mid-South magazine is not responsible for incorrect output of color or the color correcting of ads.

Download templates at [focuslgbt.com/focus-mid-south/advertise](https://focuslgbt.com/focus-mid-south/advertise) or request from a Focus® rep

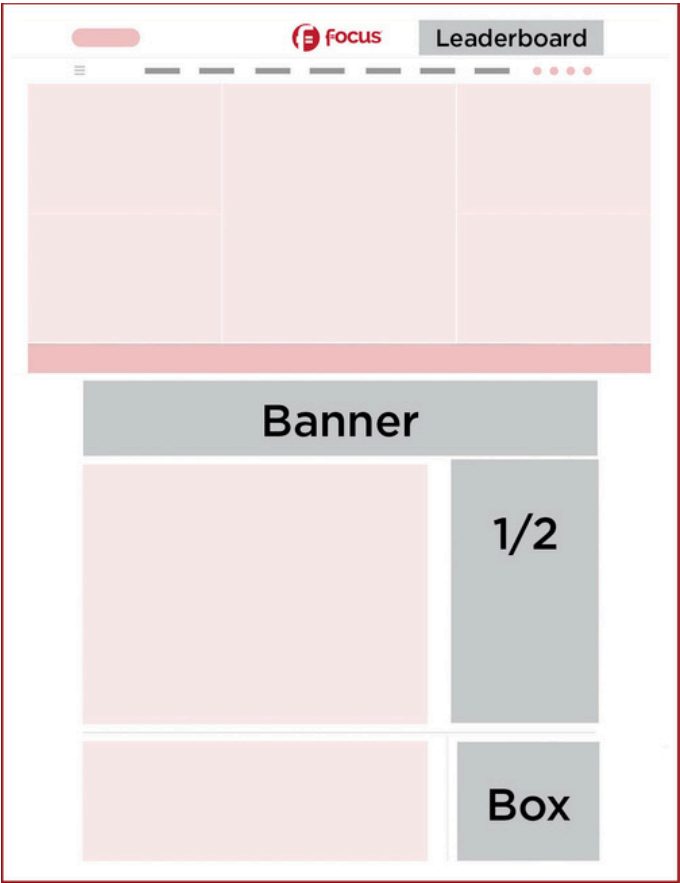




# DIGITAL AD SIZES



AD SIZE	BUILD SIZE	FINAL DISPLAY
Leaderboard	1524px x 290px (21.1667" x 4.0278")	762px x 145px
1/2 Page	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



## CREATIVE SERVICES

Focus® Mid-South magazine's art department will provide professional and creative ad design to advertisers at no cost. Provide all ad images, graphics, and logos digitally at 300 dpi at 100%. Acceptable file formats are EPS, TIF, PSD, PNG, or JPEG. We reserve the right to substitute fonts if none are provided and reject graphics if not of acceptable quality. We will provide you with one proof of your digital ad, one round of revisions, and a final proof for approval.

## REQUIREMENTS

For best results, use graphics that are at least 300 DPI

Save final ad with the pixel dimension, 72dpi. Acceptable formats include .jpg, .png, and .gif.

Files submitted at 2x resolution will render best results. Flash files will not be accepted.

Ads are accepted via email or file transfer to a Focus® rep

## DIGITAL ADVERTISING:

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

➤➤➤ Download templates at [focuslgbt.com/focus-mid-south/advertise](https://focuslgbt.com/focus-mid-south/advertise) or request from a Focus® rep





# PICKUP LOCATIONS

You can find Focus® Mid-South magazine titles at various locations, including libraries, cafés, grocers, galleries, social venues, newsstands, and other retail locations around Memphis and the Mid-South.

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 Café  
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  
Boscós  
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](mailto:info@focuslgbt.com)**



# SUBSCRIBE TO FOCUS

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

Supporter	Advocate	Trailblazer	Hero
<div>\$35 yearly</div> <div><ul style="list-style-type: none"><li>• Magazine subscription</li><li>• Listed supporter</li></ul></div>	<div>\$50 yearly</div> <div><ul style="list-style-type: none"><li>• Sticker pack</li><li>• Magazine subscription</li><li>• Listed supporter</li></ul></div>	<div>\$100 yearly</div> <div><ul style="list-style-type: none"><li>• Focus® T-shirt</li><li>• Sticker pack</li><li>• Magazine subscription</li><li>• Listed supporter</li></ul></div>	<div>\$250 yearly</div> <div><ul style="list-style-type: none"><li>• One (1) Focus Award ticket</li><li>• Focus® T-shirt</li><li>• Sticker pack</li><li>• Magazine subscription</li><li>• Listed supporter</li></ul></div>



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

