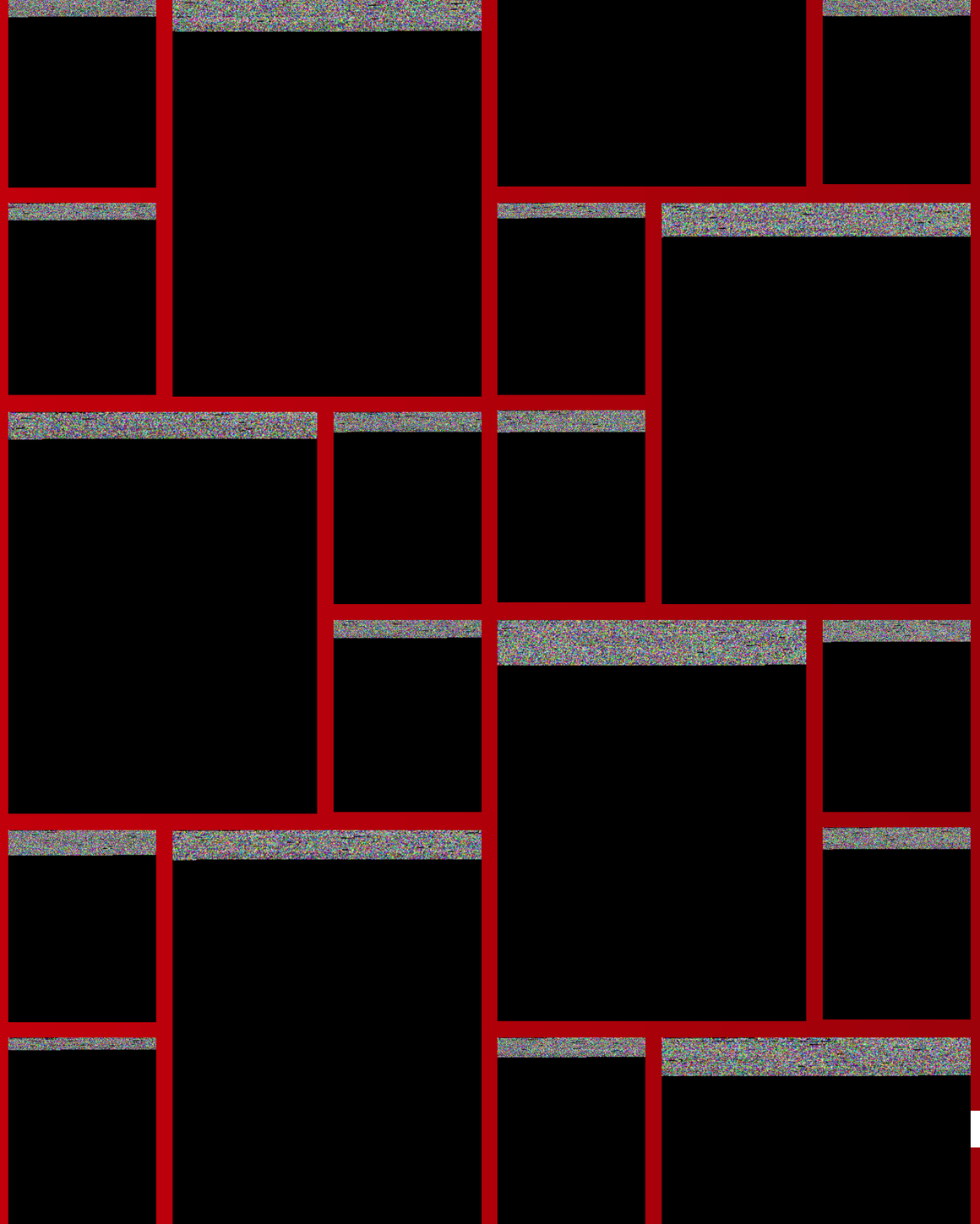


# 2027-28 MEDIA IMPACT KIT

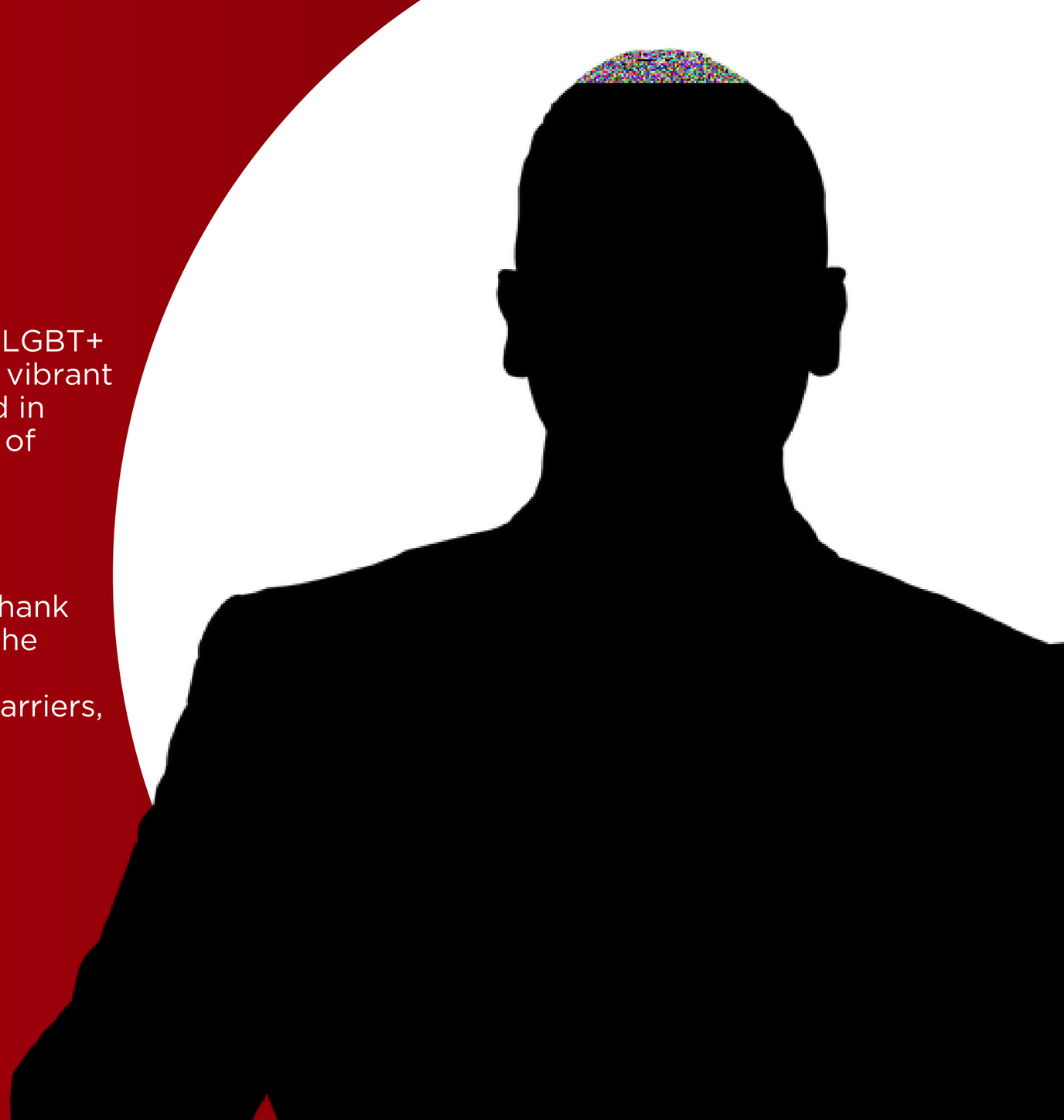
FOCUSLGBT.COM

# PUBLISHER'S MESSAGE

As we enter 2027, 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 print and digital issues to bonus content, we span many mediums so our message reaches far and wide. Find us on Facebook, Instagram, TikTok, YouTube Shorts and our new Threads and Bluesky accounts, plus 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.**

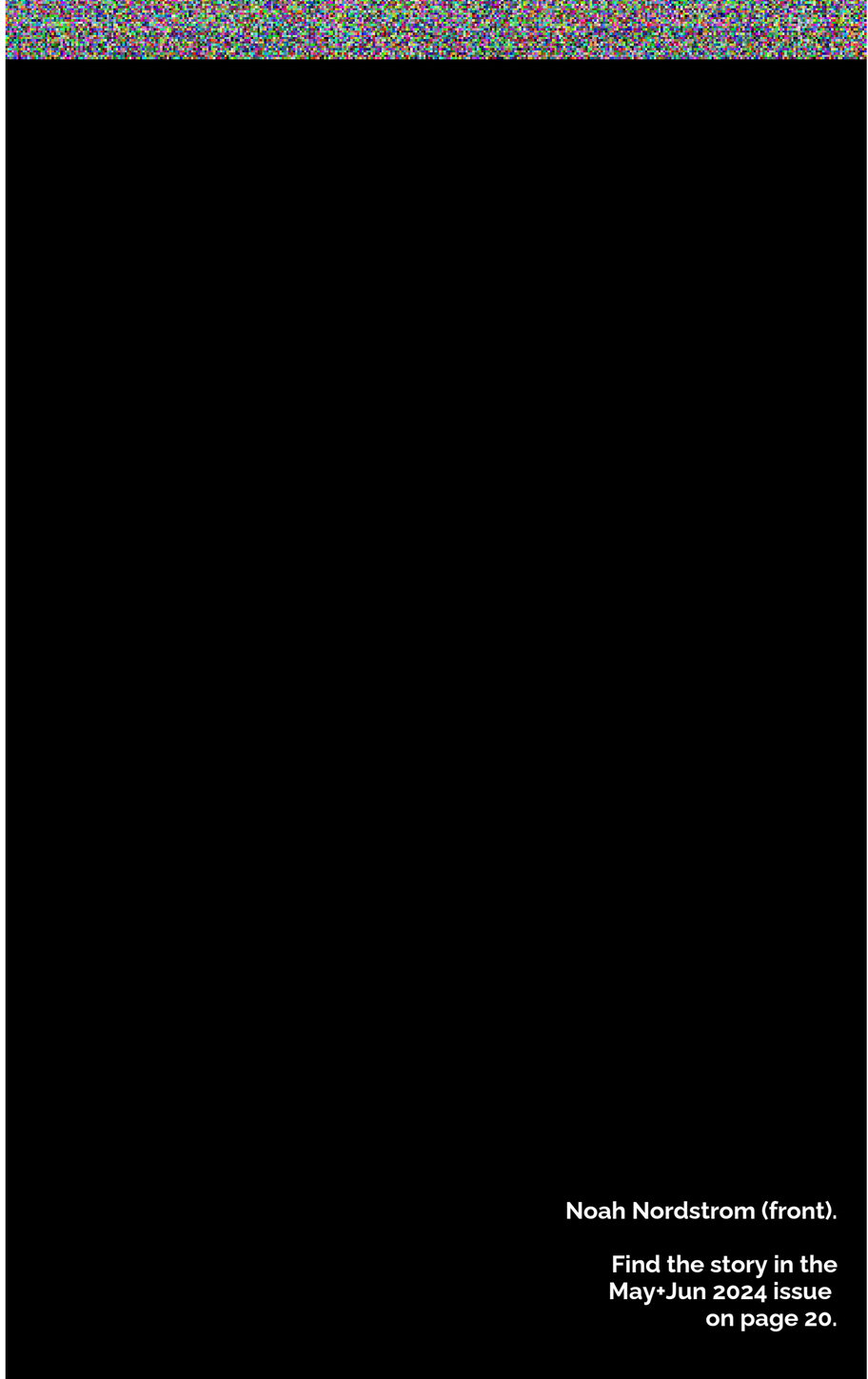
**Find the story in the Jan+Feb 2019 issue on page 24.**

# 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

**342.5K**

## Lifetime Flipbook Views

98 issues on Yumpu

**4,781**

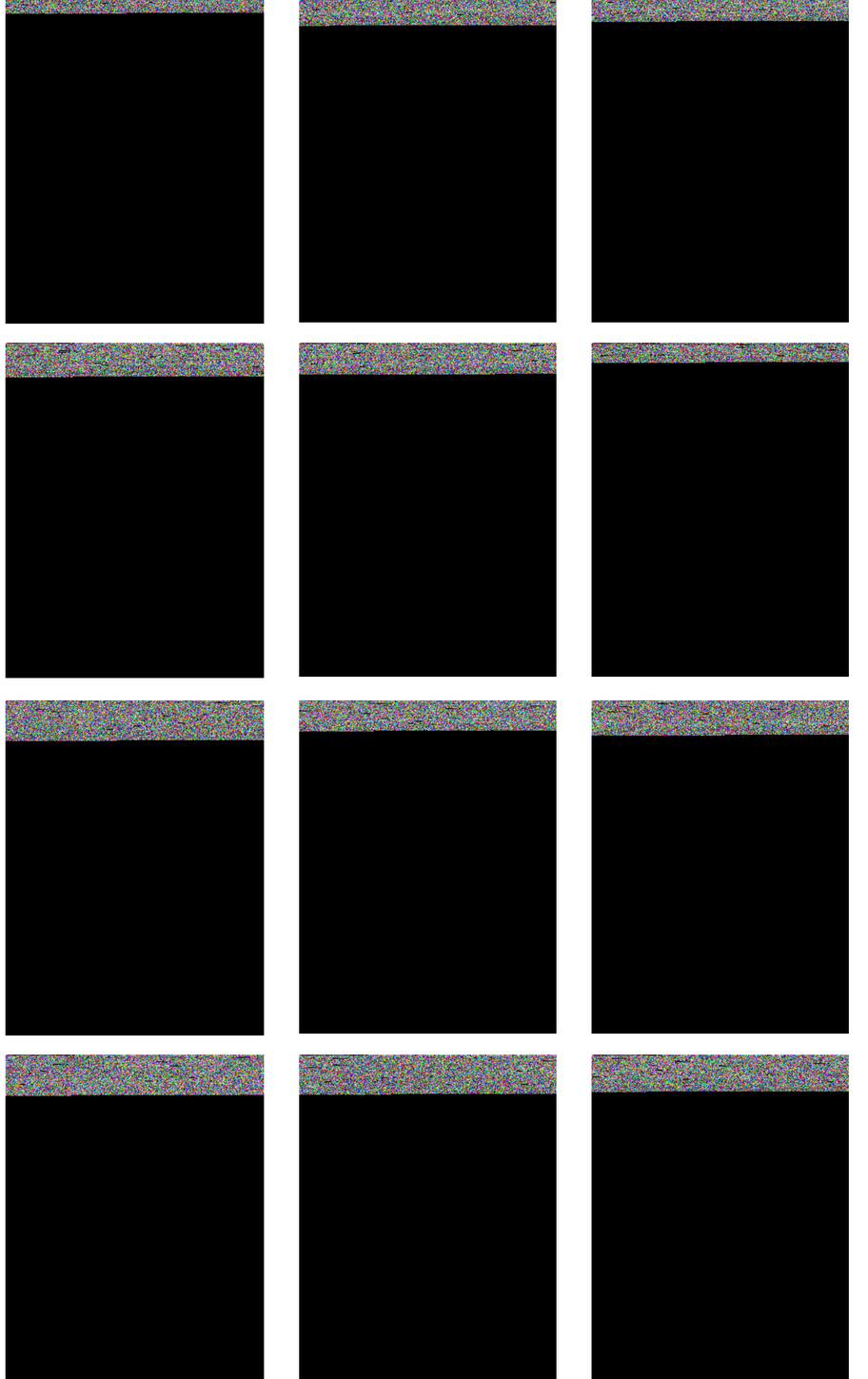
## Virtual Issue Views Per Month

August 28, 2024 - September 2, 2025

**2,250**

## Monthly Print Circulation

Mailed to 350+ subscribers nationwide



# WEBSITE

## FOCUSLGBT.COM

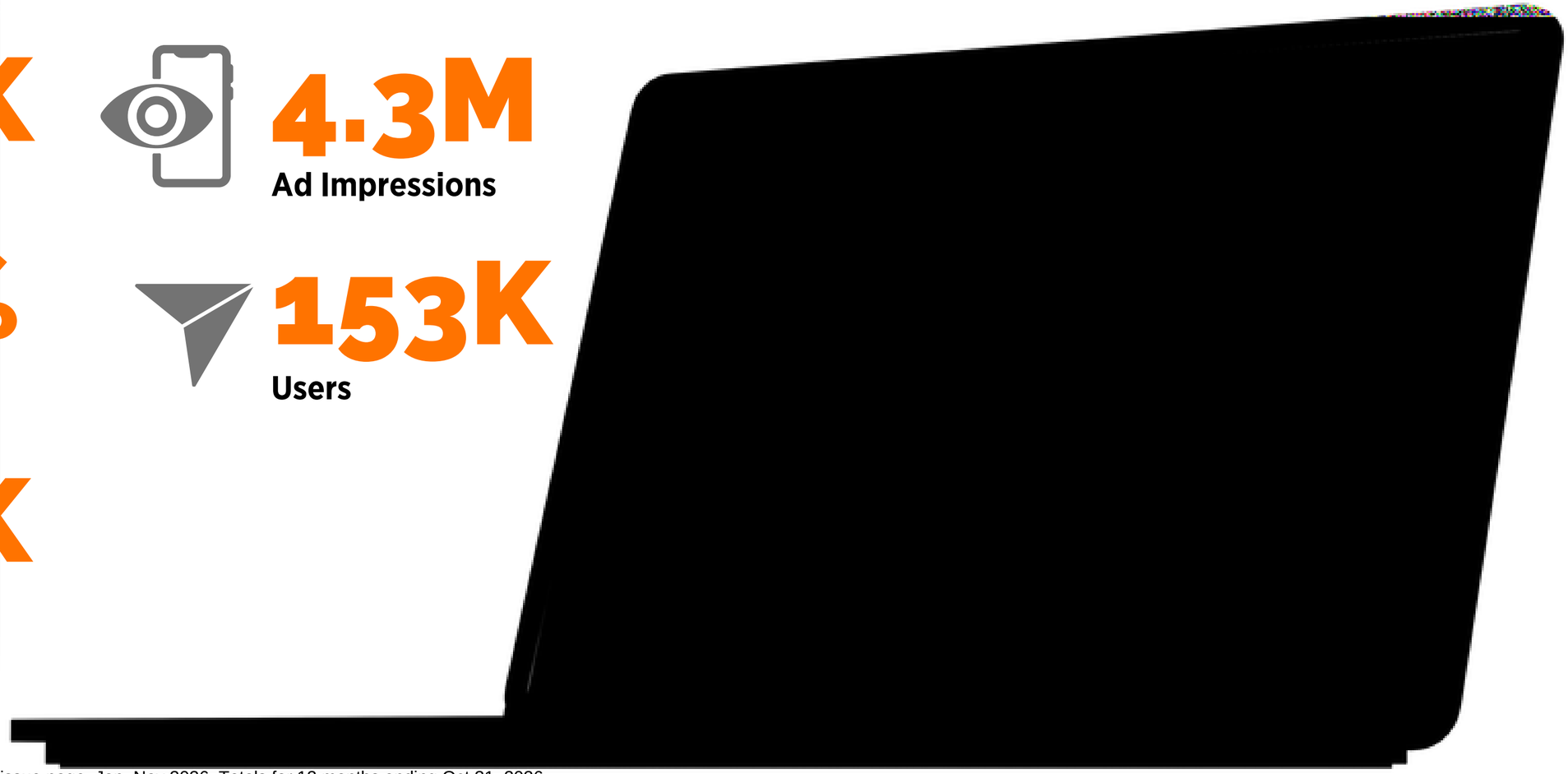
**172K**
Page Views

**4.3M**
Ad Impressions

**8.8%**
Stellar Ad CTR

**153K**
Users

**150K**
New Users



Stellar ad example: Laurelwood banner on our virtual issue page, Jan–Nov 2026. Totals for 12 months ending Oct 31, 2026.

# SOCIAL MEDIA

## FACEBOOK, INSTAGRAM & TIKTOK

**3.2K**
Facebook Followers

**3,309**
Instagram Followers

**242K**
Facebook Views

**185K**
Instagram Views

**1k**
TikTok Followers

1

Followers as of Nov 23, 2026; views for 12 months ending Oct 31, 2026. TikTok: 945 followers, 436.1k views, 12,971 interactions. New in November 2026: Bluesky, Threads and YouTube Shorts.

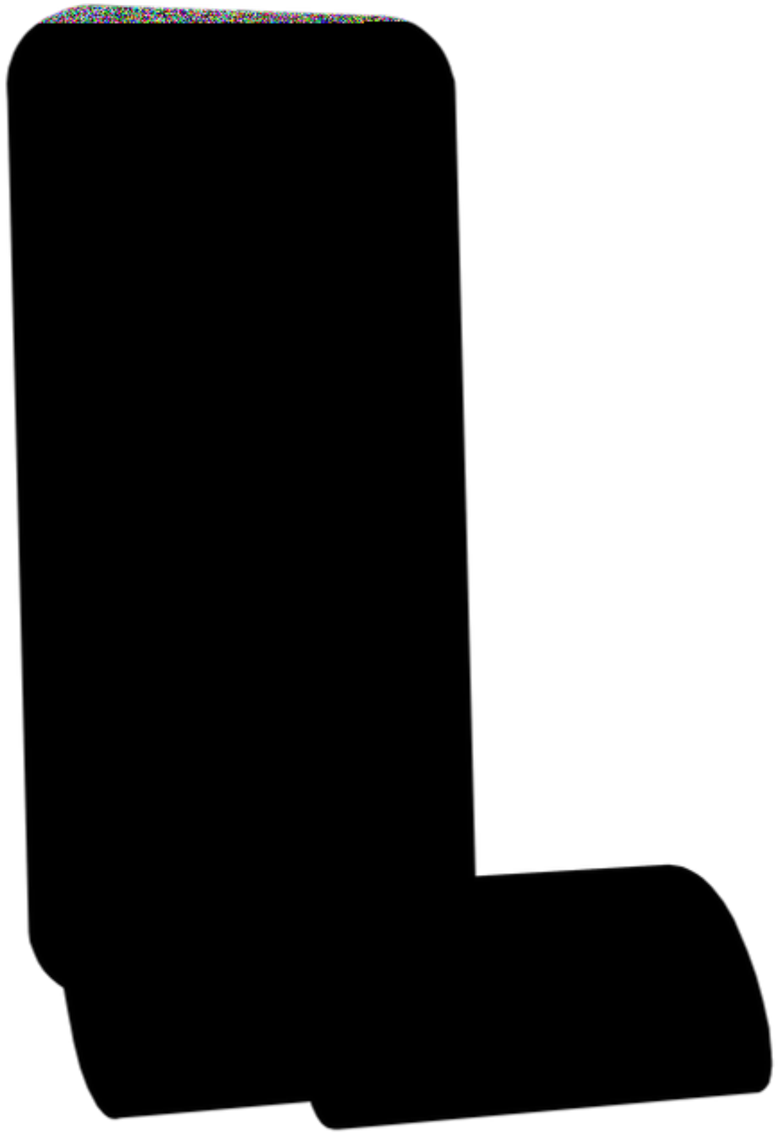
# NEWSLETTER

**919**
**Subscribers**

**19.8%**
**Open Rate**

**1.65%**
**Average Click Rate**

**10,336**
**Emails Delivered (11 campaigns)**



Stats from Jan 1–Oct 31, 2026. Numbers based on a clean list after removing spam sign-ups.

# 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**

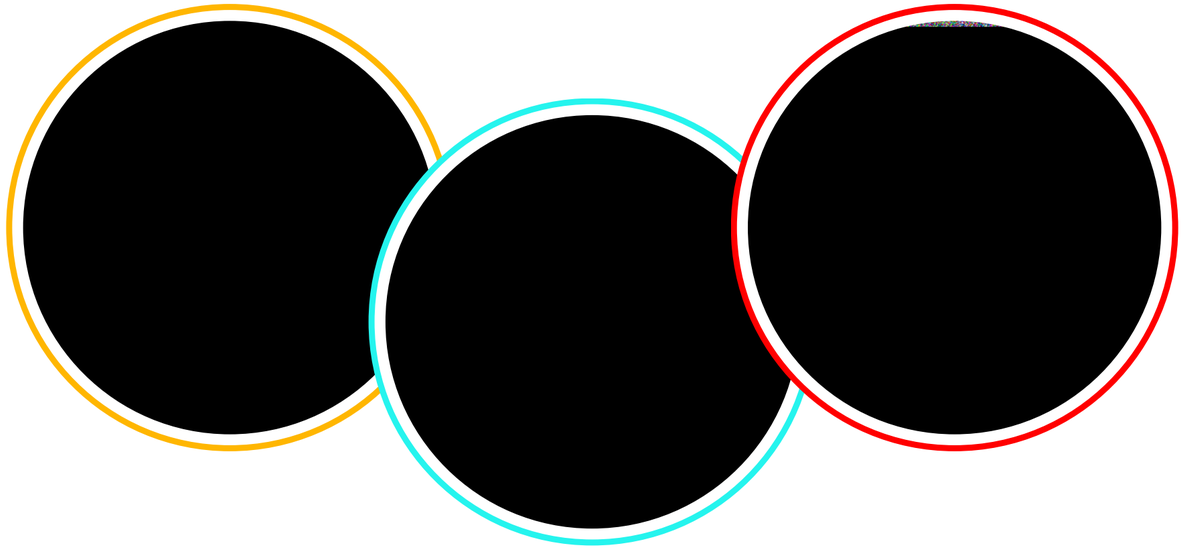
# $205,000

**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 CENTER
FOUNDATION
focuscenterfoundation.org



# 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

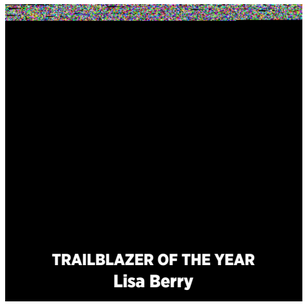
OPERA MEMPHIS

UTOPIA
ANIMAL HOSPITAL

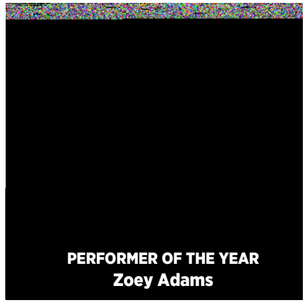
OUT MEMPHIS

**Find out more at thefocusawards.com**

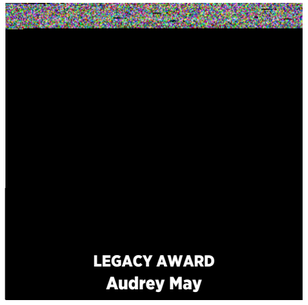
## 2026 Recipients

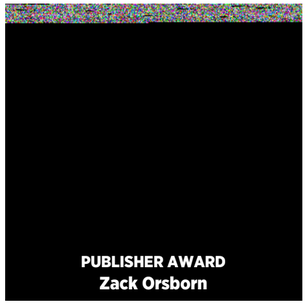

TRAILBLAZER OF THE YEAR
Lisa Berry

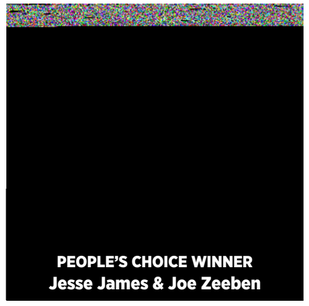

HEART OF GOLD AWARD
Anthony "Ladybug" Hardaway


PERFORMER OF THE YEAR
Zoey Adams

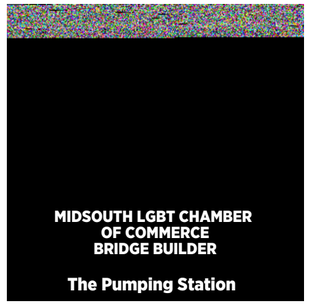

CHAMPION OF THE YEAR
Dr. Latrice Pichon


LEGACY AWARD
Audrey May


PUBLISHER AWARD
Zack Orsborn


PEOPLE'S CHOICE WINNER
Jesse James & Joe Zeeben


MIDSOUTH LGBT CHAMBER
OF COMMERCE
ADVOCACY IN BUSINESS
Jasmine Tasaki, WeCareTN


MIDSOUTH LGBT CHAMBER
OF COMMERCE
BRIDGE BUILDER
The Pumping Station


MIDSOUTH LGBT CHAMBER
OF COMMERCE
BUDDY DOUGLAS PIONEER AWARD
Rev. Edith "Edie" Love

# 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.**

# 2027-28 PUBLISHING SCHEDULE

| Issue | Theme | Editorial+Ad Reservation Deadline |
|---|---|---|
| Jan+Feb | Queer Sphere | Dec 9, 2026 |
| Mar+Apr | Living Well | Feb 10, 2027 |
| May+Jun | Out & About | Apr 14, 2027 |
| Jul+Aug | Culture Makers | Jun 9, 2027 |
| Sep+Oct | Our Stories, Our Legacy | Aug 11, 2027 |
| Nov+Dec | The Good Life | Oct 13, 2027 |
| Jan+Feb ’28 | Money, Mind & Body | Dec 8, 2027 |

*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 | $1,000/mo | ROS Box Ad | $250/mo |
| Half Page Ad | $250/mo | Strip Ad | $250/mo |

Rates are per issue. Focus prints 6 times 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.

- Local businesses save 15% on 6- and 12-issue partnership packages.
- Registered local nonprofits get 10% off all prices.
- Book 6 issues and get a bonus ad of the same size free.
- Discounts are for local businesses only. National rates are 2.5x.

# 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 times 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.

# NATIONAL RATES

National ad insertion rates are exclusive through Rivendell. National rates don't qualify for any discounts, including packages.

## PRINT (PER ISSUE)

| | |
|---|---|
| **2-Page Spread** | $7,125 |
| **Center Spread** | $7,125 |
| **Inside Front Cover** | $4,625 |
| **Inside Back Cover** | $4,625 |
| **Back Cover** | $4,625 |
| **Page 3** | $4,625 |
| **Full Page** | $2,750 |
| **Half Page (Horiz or Vert)** | $2,375 |
| **Quarter Page** | $1,625 |
| **Sixth Page** | $1,187.50 |

## DIGITAL

| | |
|---|---|
| **Leaderboard Web Ad** | $2,500/mo |
| **Half Page, ROS Box or Strip Ad** | $625/mo |
| **Dedicated Email Newsletter** | $2,500 each |
| **Static Email Ad** | $625 each |
| **Social Media Promo** | $1,000 per promo |
| **Virtual Website Takeover** | $3,750/mo |
| **Sponsored Online Article** | $625 each |

## NATIONAL PACKAGES

Single Issue: $5,625 total, paid in advance
Seasonal (3 issues): $16,875 total, $2,812.50/mo for 6 months
Annual Partnership (6 issues): $34,375 total, $2,864.58/mo for 12 months




National advertising is represented by Rivendell Media, our national partner.
Todd Evans, President & CEO | todd@rivendellmedia.com | 908-232-2021 ext. 210
sales@rivendellmedia.com | rivendellmedia.com

# PARTNERSHIP PACKAGES

Local businesses save 15% off the rate card. Every price shows whether it's a total, per issue or per month.

## SINGLE ISSUE

# $1,920

**Total, paid in advance**
**$1,920 per issue**

Full-page print ad
2 months of ROS box web ads
1 static email ad
1 social promo
Save $330

## SEASONAL (3 ISSUES)

# $960/mo

**For 6 months, $5,760 total**
**$1,920 per issue**

3 full-page print ads
6 months of ROS box web ads
3 static email ads
3 social promos
Save $990

## ANNUAL (6 ISSUES)

# $980/mo

**For 12 months, $11,760 total**
**$1,960 per issue**

6 full-page print ads
12 months of ROS box web ads
6 static email ads
6 social promos
1 sponsored online article
Save $1,990

Existing offers apply to local rates: 10% nonprofit discount, a bonus ad of the same size with six issues, and a 25% position upcharge. Value-added items are subject to approval. Discounts are for local businesses only. National rates don't qualify for any discount.

# SPECIAL SECTIONS

Sponsor our yearly guides. Local offers are 15% off the rate card. National offers are 2.5x with no discount.

## Focus Local Shopping Guide

Runs in the Nov+Dec issue, in print and online.
Ads are clearly labeled, with optional social packages.

## LGBT+ Health & Wellness Directory

Updated yearly. Basic listings are free, and a listing never requires buying an ad.

## Mid-South LGBT+ Business Guide

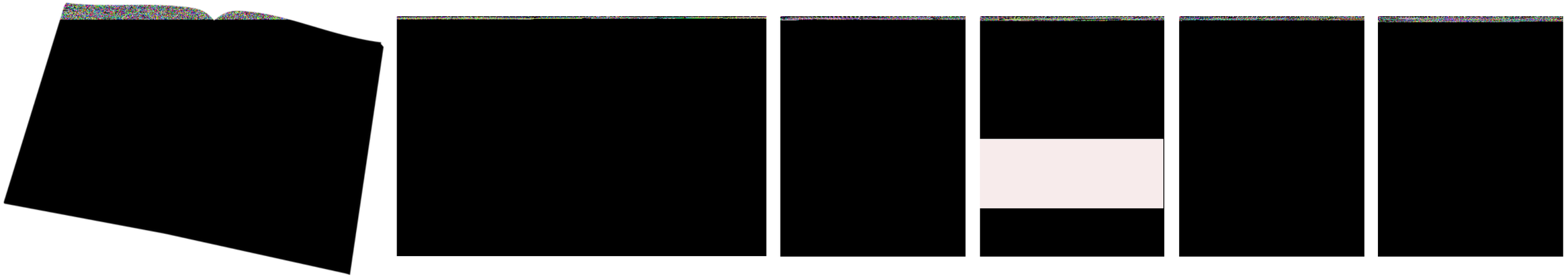
Digital first, with a print companion.

**MidSouth LGBT Chamber partner offer: Focus advertisers get a $50 credit toward Chamber membership with standard-tier benefits.**

| OFFER | LOCAL | NATIONAL |
|---|---|---|
| Shopping Guide Feature: quarter page, 1 social promo | **$900 total** | **$2,625** |
| Health Directory Featured Listing: sixth page, 1 static email ad | **$620 total** | **$1,812.50** |
| Business Guide Enhanced Listing: 3 months of ROS box ads, 1 email ad | **$860 total** | **$2,500** |
| Shopping Guide Presenting Sponsor: full page, 2 months of leaderboard ads, 1 email ad, 2 social promos | **$1,760/mo for 2 mos** | **$10,375** |
| Health Directory Annual Sponsor: full page, 12 months of ROS box ads, 2 email ads, 2 social promos | **$380/mo for 12 mos** | **$13,500** |
| Business Guide Annual Sponsor: full page, 12 months of ROS box ads, 2 email ads, 2 social promos | **$380/mo for 12 mos** | **$13,500** |

Local prices are paid in advance unless a monthly amount is shown. Sponsor packages include a "presented by" logo, subject to approval. Advertisers can align with an issue theme, but advertising never guarantees editorial coverage. Sponsorship never affects directory or guide listings. All sponsored content is clearly labeled.

# 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.

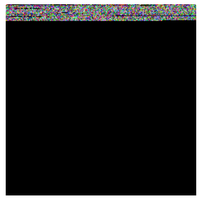
For high-quality printing, save the final artwork as high-resolution PDF or JPEG 300 DPI. Microsoft PowerPoint and Publisher files will not be accepted.

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.

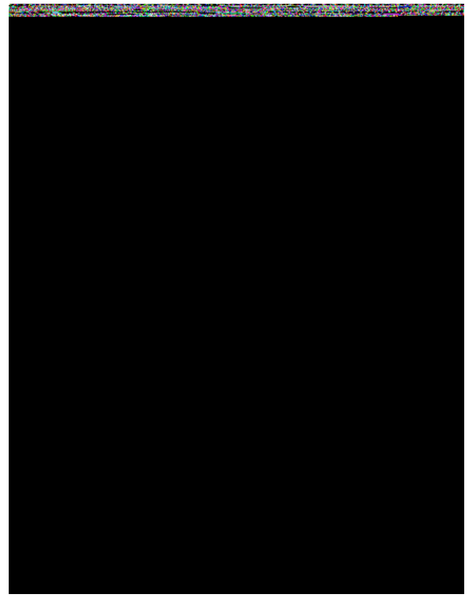


**Download templates at focuslgbt.com/focus-mid-south/advertise or request from a Focus® rep**

# DIGITAL AD SIZES



| AD SIZE | BUILD SIZE | FINAL DISPLAY |
|---|---|---|
| **Leaderb** | | 2px 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

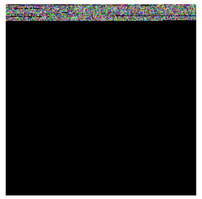
Save final ad with the pixel dimension, 72dpi. Acceptable formats include .jpg, .png, and .gif.

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 or request from a Focus® rep**

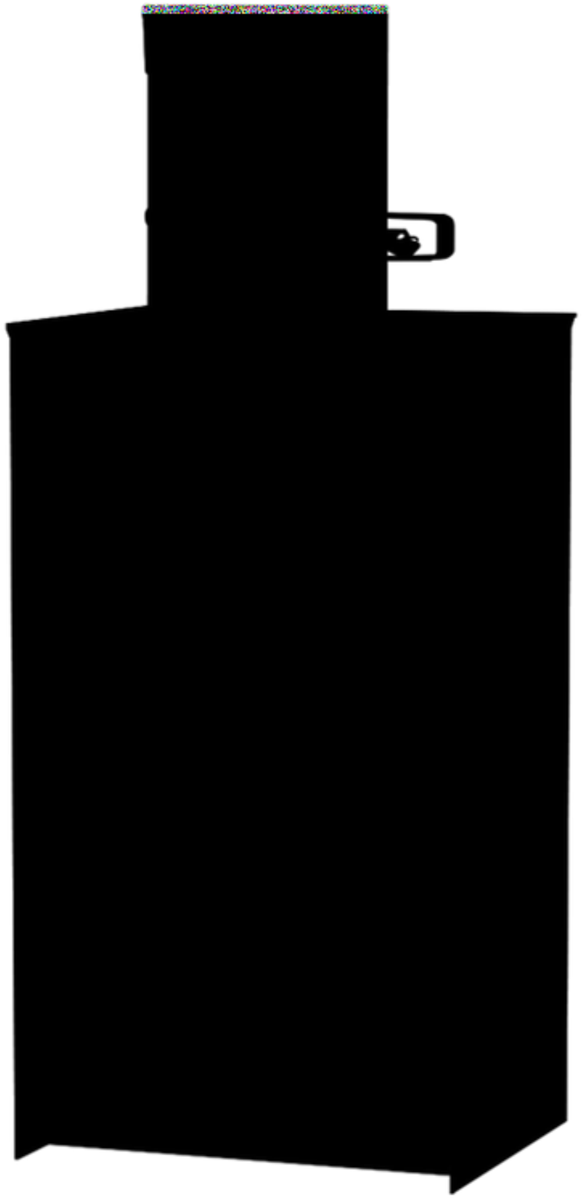
# PICKUP LOCATIONS

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
OUTMemphis
Burkes Books
Underground Art
Java Cabana
Goner Records
Youth Emergency Center
Church of the River
S. Main Nutrition
The Arcade
GE Patterson and Main - Metal Box
Civil Rights Museum
Peabody and Main - Metal Box

CHOICES
Cafe Eclectic
Hollywood Feed - Broad Ave
City & State
Cheffie's
VooDoo Café
Memphis Pizza Cafe G'town
Novel at Laurelwood
RP Tracks
Benjamin Hooks Library
Hollywood Feed - Union

Art Center
Inz & Outz
Dru's Place
Cash Saver Midtown
Joe's Wine
Overton Park Shell
Boscos
Bayou Bar and Grille
Whatever
Memphis Pizza Cafe
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 | Advocate | Trailblazer | Hero |
|---|---|---|---|
| $35 yearly<br>• Magazine subscription<br>• Listed supporter | $50 yearly<br>• Sticker pack<br>• Magazine subscription<br>• Listed supporter | $100 yearly<br>• Focus® T-shirt<br>• Sticker pack<br>• Magazine subscription<br>• Listed supporter | $250 yearly<br>• One (1) Focus Award ticket<br>• Focus® T-shirt<br>• Sticker pack<br>• Magazine subscription<br>• Listed supporter |

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

**Join our other**

**350+**

**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.



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