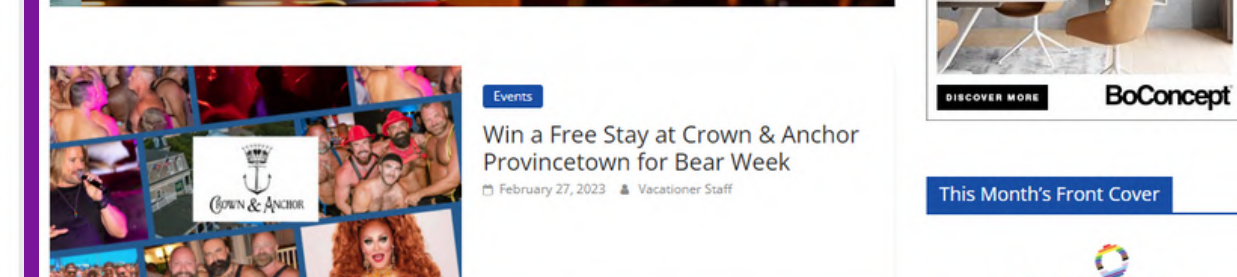
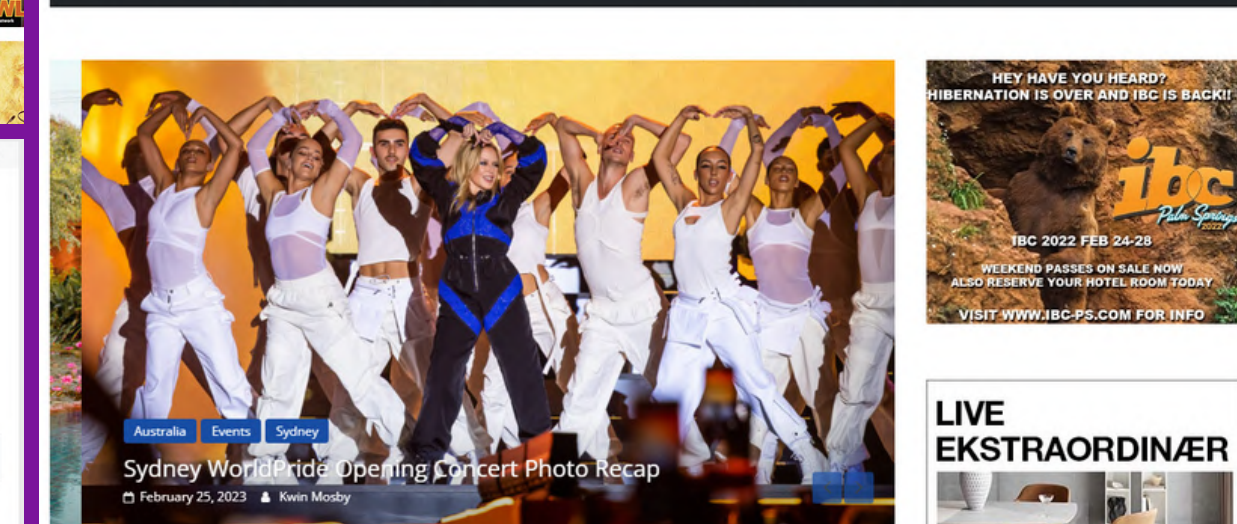
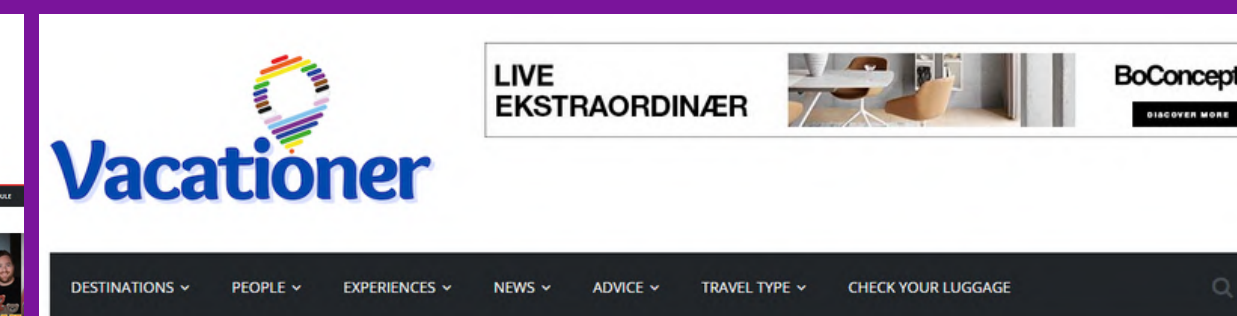
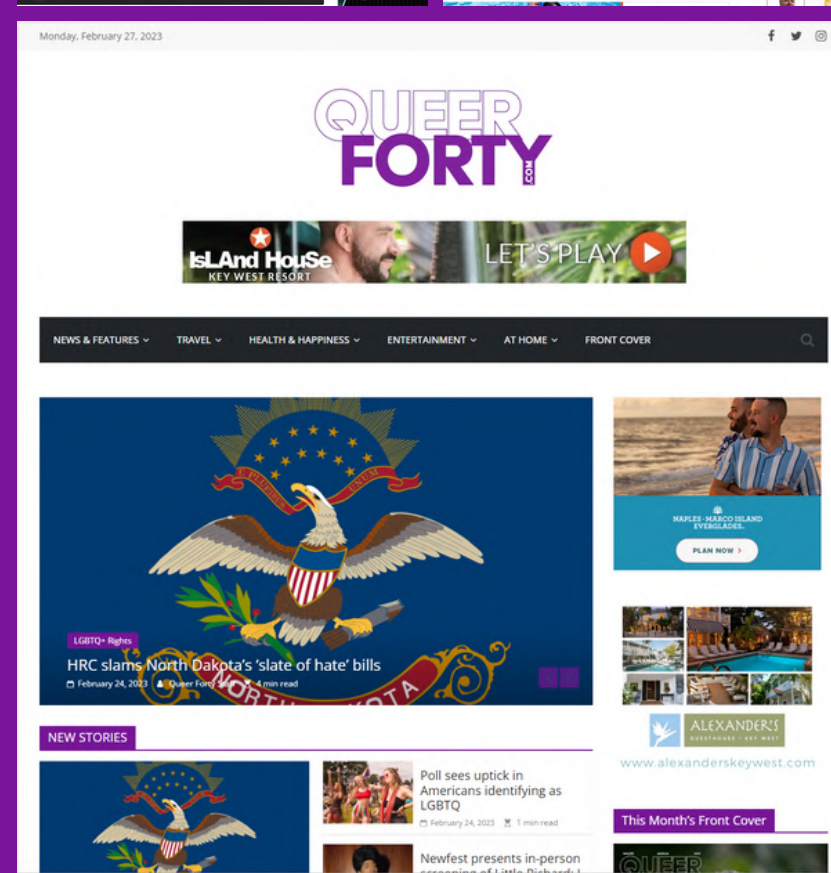
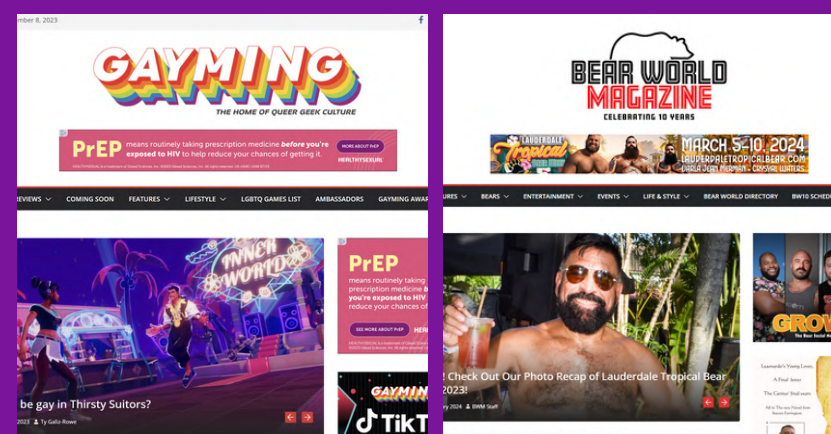


# GRAY JONES MEDIA



Digital-first, niche-focused  
LGBTQ media company with a  
rapidly growing audience

[www.grayjonesmedia.com](http://www.grayjonesmedia.com)



# About

- The world's fastest growing LGBTQ media company
- Gray Jones Media owns four digital media magazines that reach nearly 6 million people a month.
- We also produce live & virtual events, video content, streams and podcasts.
- Our editors and producers are part of the communities their outlets speak to, and we work hard to make sure we entertain and inform with authentic content which drives brand loyalty.



# Verticals

- Our online magazines each focus on a key niche, building authentic interaction with loyal audiences. Each magazine is a leader in its field and produces excellent results, with our total reach figure doubling across 2023.
- Our video, podcast and event (virtual and live) output add extra viewership and listenership opportunities too.
- It's why our 360-degree approach can be highly impactful as we are constantly cross promoting across our verticals to reinforce brand messaging, awareness and engagement.



# Brand Safety

Gray Jones Media has a company-wide editorial policy of remaining brand safe at all times while maintaining our insightful and cutting edge journalism. Our policy ensures that our articles will be entertaining, informative and cheeky without including nudity, gambling, violence, significant profanity or any other red flag.



All of our verticals are staffed and led by people who are active members of the niche community the vertical represents. This authenticity ensures accurate and passionate content is delivered with minimal risk. Gray Jones Media has been nominated for, and won, several awards for positive representation of diverse communities.



Gray Jones Media has experience in delivering brand-safe campaigns for large, multi-national companies who have been highly focused on brand safety, including PlayStation, Xbox, Ally Financial and more.





# Gray Jones Media *Plus+*

## New for 2024!

Sponsored content can now be presented to **thousands of additional LGBTQ+ readers a month** through our partnership with a network of **over 3,500 national and international media outlets**, extending our reach and increasing your impact!

Our technology can record all impressions for full reporting and metrics so you see all the value.

Multiples of 250,000 impressions available for low extra cost.

TRAVEL+  
LEISURE

Newsweek

People

 REUTERS

Los  
Angeles  
Times

The  
Weather  
Channel

RollingStone

THE  
Hollywood  
REPORTER



**GAYMING**



# Gayming

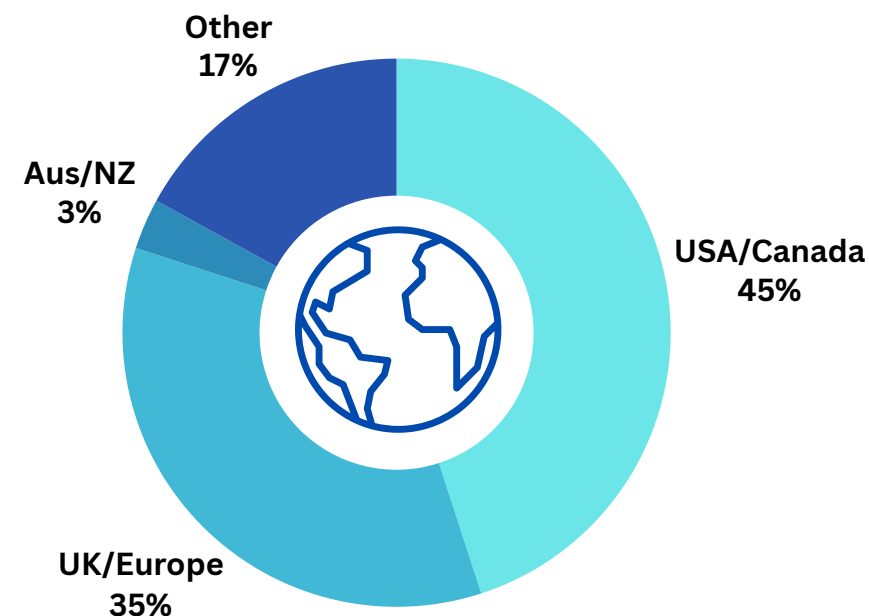
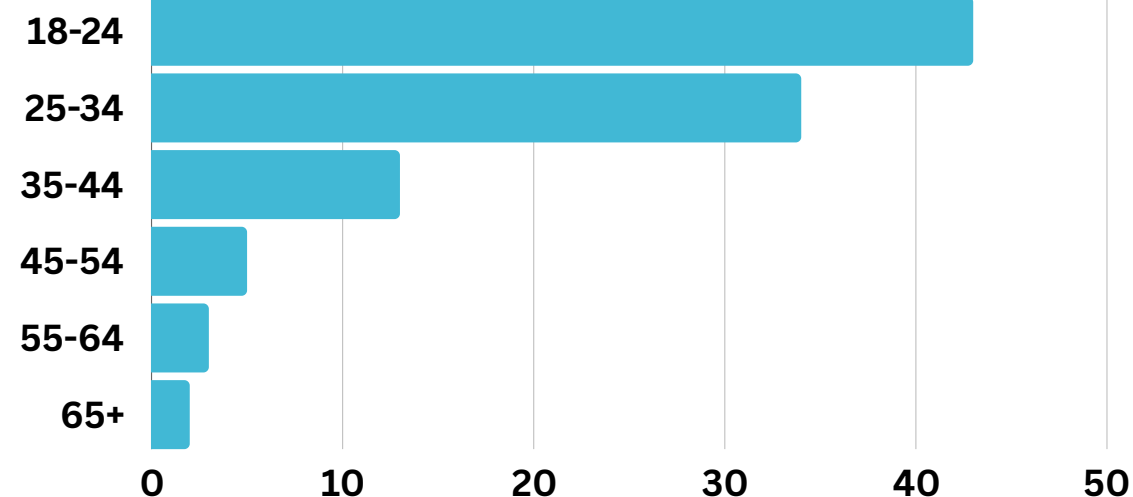
*Gayming Magazine is the world's only LGBTQ video game magazine. It is the go-to resource for the LGBTQ gamer community, providing news, reviews and stories about the video games world.*



46% Male, 31% Female, 22% Non-Binary



40% not the gender they were assigned at birth



## Key Stats

Combined Total Monthly Reach

**3,600,000**

Avg Monthly Website Visitors

**163,000**

Avg Month Social Reach

**3,437,000**

Monthly Gayming E-Blast Reach

**4,400**

All GJM E-Blast Monthly Reach

**76,000**



143% growth in overall audience over last year



# Rate Card

## Display Advertising

300x250 mobile & desktop | 728x90 desktop

1 Position  
100,000  
Impressions

\$1800

2 Positions  
100,000  
Impressions

\$3000

## Sponsored Content

800-900 words, links & images.  
Client or GJM created (-\$150 if client created).

Gayming &  
GJM sites

\$1500

GJM *Plus+*

\$5000

## Social Media

Choice between 24 hour story or story + permanent post on the timeline - link, 10 hashtags and 1-4 photos. All GJM social accounts, where suitable. Client or GJM created (-\$250 if client created).

Story

\$750

Story + Post

\$1000

## E-Blast Newsletters

Dedicated e-blast (500 words, 4 photos + link) or inclusion in regular e-blasts (250 words, 1 photos + link). All GJM newsletters, where suitable.

Regular

\$500

Dedicated

\$1500

Discounts for multi-inventory  
and multi-month packages

**GAYMING**

**AWARDS 2024**

**GAYMING**  
**AWARDS 2022**



# Gayming Awards

- Launched in 2021 to a huge reception, the Gayming Awards are the world's only LGBTQ video game awards
- The Awards set out to celebrate the achievements of the global gaming industry in representing and championing the LGBTQ world through video games
- Live viewership numbers have rapidly grown from 150,000 in year one to over half a million in year 3
- Six month campaign of press and social media, with coverage in major press outlets
- Total reach of Gayming Awards = 4.25 million people

## Sponsorship Opportunities

|                    |           |
|--------------------|-----------|
| Presenting Partner | \$125,000 |
| Event Sponsor      | \$80,000  |
| Category Sponsor   | \$45,000  |
| Drink Sponsor      | \$45,000  |
| Supporter          | \$20,000  |

Other sponsorship options are available including bespoke builds. Prices based on 2024 activation.



# GAYMING

**LIVE** ▶



# Gayming LIVE

- Gayming LIVE is a three day virtual convention of queer geekery held from Friday October 18th to Sunday October 20th, 2024
- From AAA games to indies, anime to animation, and drag to celebrity appearances, there's truly something for everyone
- The predominantly virtual nature of the convention removes barriers around accessibility and makes sure that it is fully inclusive to everyone around the world
- New for 2024, Gayming LIVE will see the launch of the Gayming Game Jam and the hunt for Drag Nerd USA with a live final in NYC
- Total reach for Gayming LIVE: 5 million people

## Sponsorship Opportunities

|                       |           |
|-----------------------|-----------|
| Presenting Partner    | \$150,000 |
| Event Sponsor         | \$90,000  |
| Zone Sponsor          | \$50,000  |
| Drag Nerd USA Sponsor | \$45,000  |
| Gayming Jam Sponsor   | \$35,000  |

*Other sponsorship options are available including bespoke builds. Prices based on 2024 activation.*