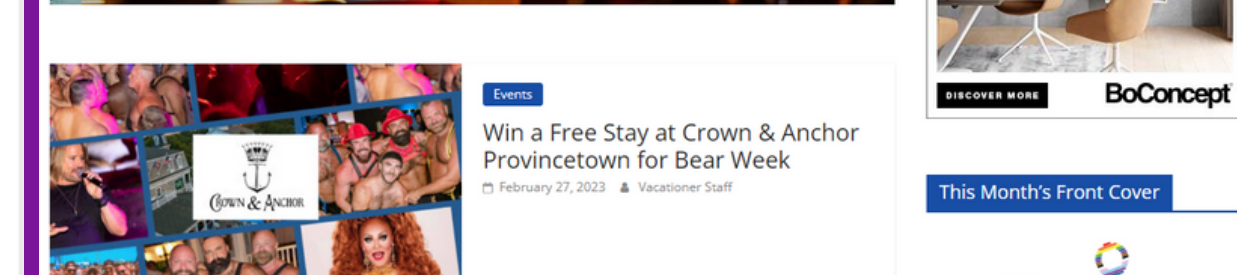
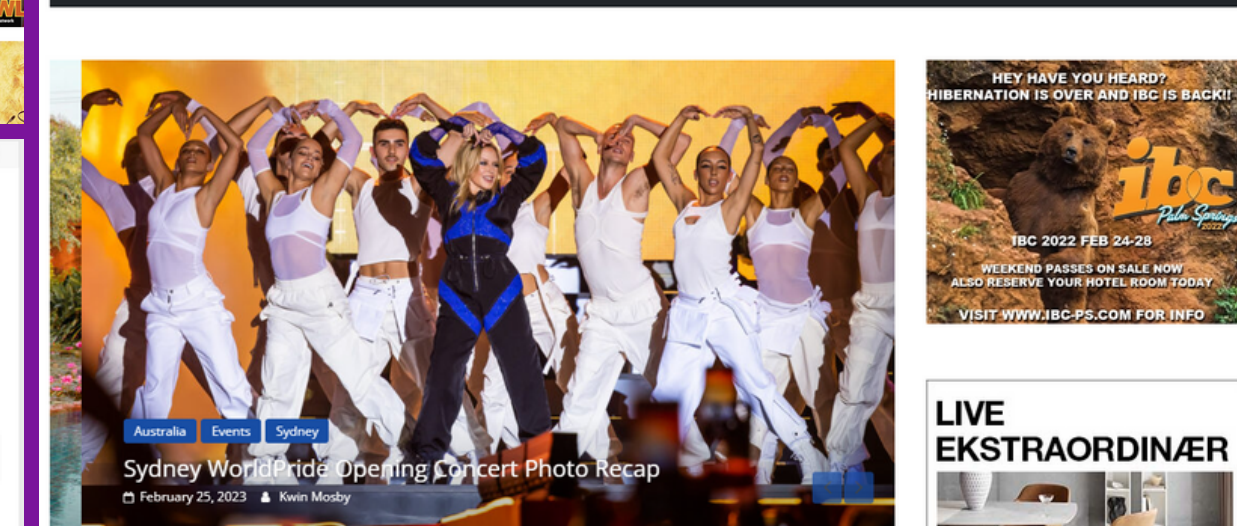
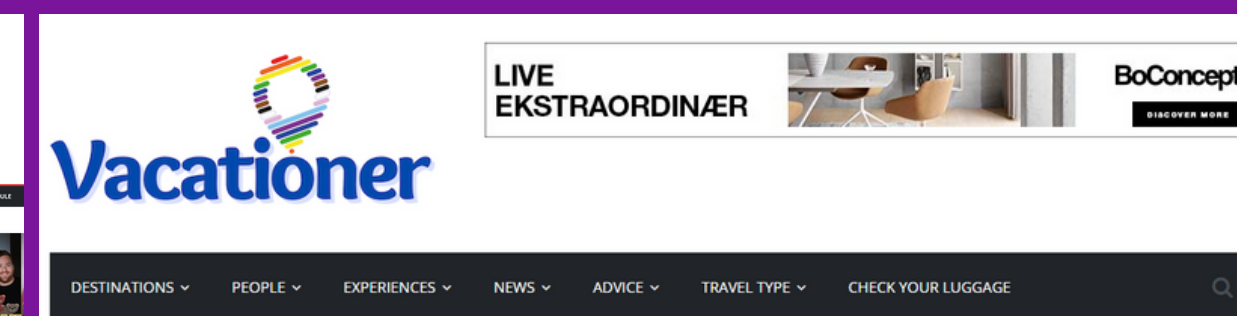
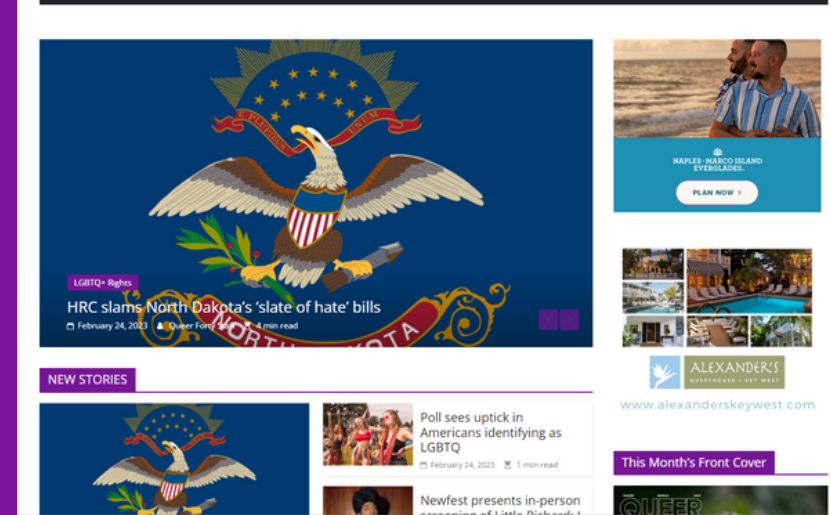
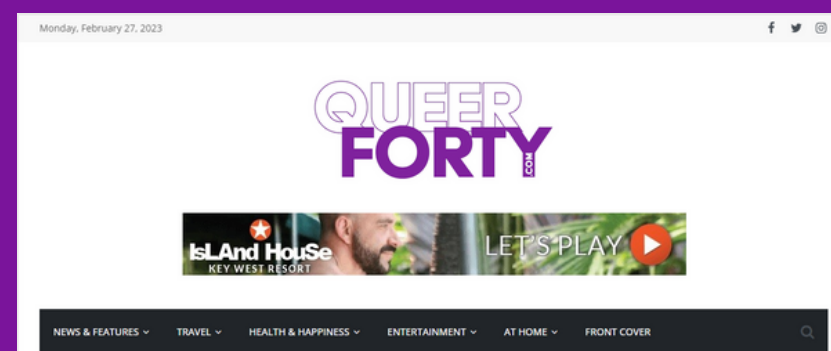
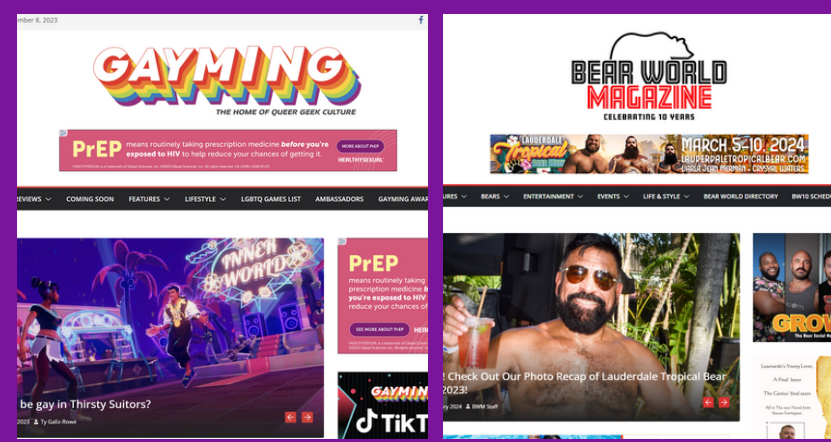


# GRAY JONES MEDIA



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**





# QUEER FORTY

.COM



# Queer Forty

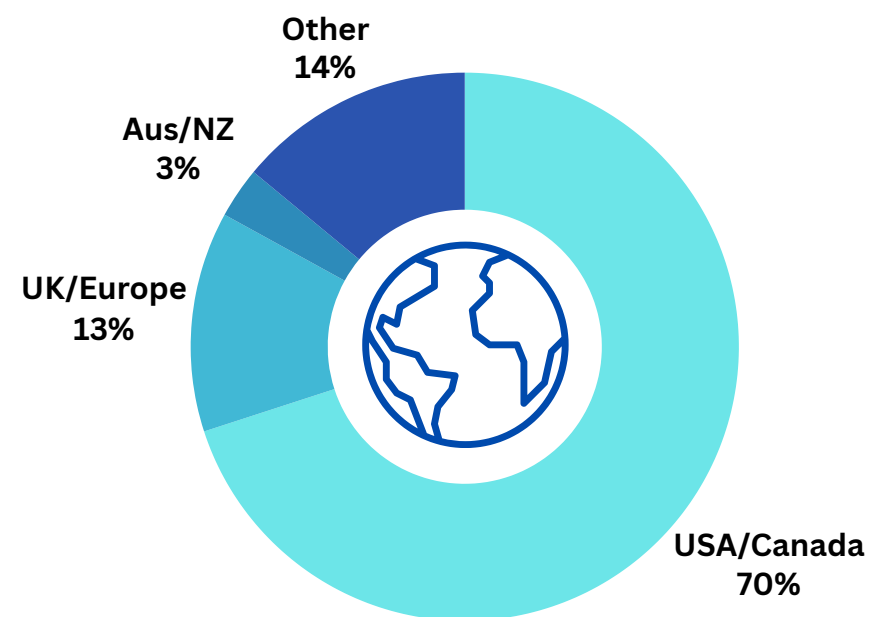
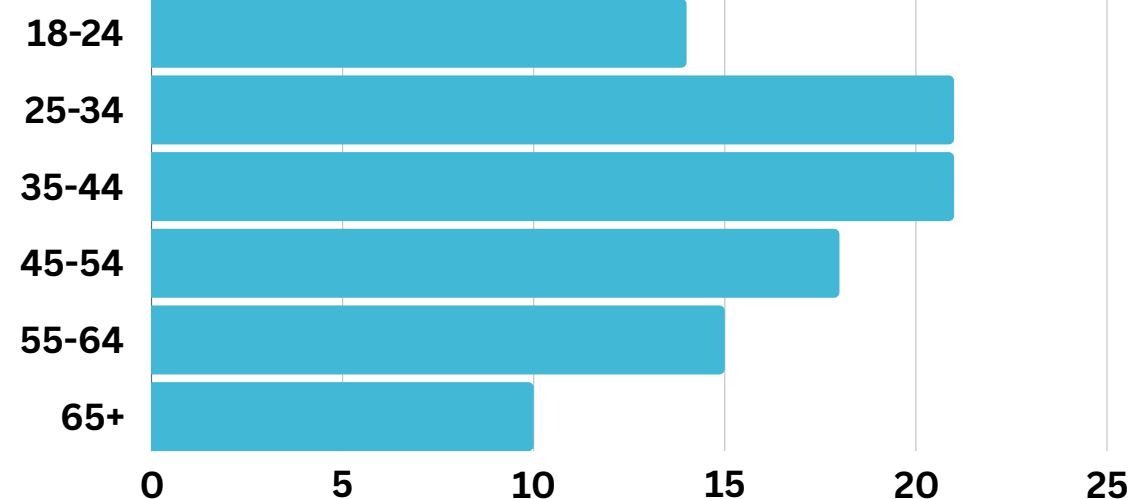
*Queer Forty is the world's ONLY online magazine dedicated to the over-40 LGBTQ+ community - an affluent, yet regularly overlooked demographic.*



49% Male, 51% Female



10% not the gender they were assigned at birth



## Key Stats

Combined Total Monthly Reach

290,000

Avg Monthly Website Visitors

25,000

Avg Monthly Social Reach

265,000

Monthly Q40 E-Blast Reach

4,000

All GJM E-Blast Monthly Reach

76,000



10% growth in overall audience over last year





# Rate Card

## Display Advertising

300x250 mobile & desktop | 728x90 desktop

1 Position  
100,000  
Impressions

\$1200

2 Positions  
100,000  
Impressions

\$2000

## Sponsored Content

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

Queer Forty  
& GJM sites

\$1000

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**