

Is your business LGBT Friendly? Get The Word OUT!

Pride Guide® New Mexico is your bridge to the LGBT Market



Now more than ever, it is so important to share that you are an open-minded business.

Statistics show that our community is more likely to support those businesses who openly support them.

Visit our advertising page get started today!
www.GoGayNewMexico.com/Advertise

AS SEEN ON THE TRAVEL CHANNEL



2017 New Mexico Media Kit



www.GoGayNewMexico.com

**New Mexico's Statewide Online Travel,
Wedding and Business Resource Guide**

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NewMexico@ThePrideGuides.com • GoGayNewMexico.com

602-466-2501

READERSHIP AND DEMOGRAPHICS

READERSHIP

- Readership is at over 300,000.
- Over 120,000 hits a month. 40,000 of which are unique visitors making it one of the largest gay websites in New Mexico.

RECOMMENDATIONS

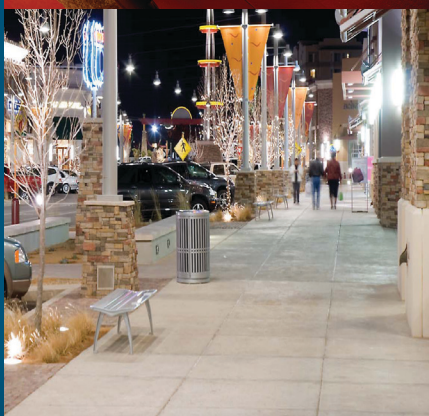
“We love that the Pride Guide® promotes New Mexico as a travel destination.”
- Las Cruces Convention & Visitors Bureau, Las Cruces NM
“This was a great resource when my partner and I were planning our trip. It was so useful on where to visit, dine and stay that was gay-friendly.”- Brian – Boston, MA

LGBT NEW MEXICO

- New Mexico has one of the highest number of LGBT couples per capita in the U.S.
- Santa Fe has been rated as one of the gayest cities in the U.S. year after year.

LGBT NATIONAL POPULATION and BUYING POWER

- The adult LGBT population at 19-23 million.
- \$800 Billion in purchasing power.
- The LGBT community has the highest disposable income.
- 74% are brand loyal.
- 77% switched to brand companies with a positive LGBT stance.
- Median household income is \$89,000.
- 91% said purchasing decisions are favorably influenced by companies that advertise in LGBT media.
- Spend \$80 billion in travel.
- Eat out and go for entertainment three times more likely than the mainstream.



WEBSITE RATES AND SPECIFICATIONS

BUSINESS LISTINGS

- Business Listings (includes, contact info, promo line & web link)
- \$195 for one year, additional listings \$125
- Add picture or logo online for additional \$85

BANNER RATES

- **Premium Featured Banner:** \$1,750 per quarter
- **Top Banner:** \$1,000 per quarter
- **Featured Partner Banner:** \$800 per quarter
- **Category Banner:** \$500 per quarter
- **Email Newsletter Sponsor:** \$199 per Month
- **Solo Email Blast** \$399 per Month

ELECTRONIC FILES

We accept appropriately formatted PDF, JPG or TIF files. JPG files must be converted to CMYK. Minimum resolution of 300 ppi, otherwise, your ad may appear blurry or pixilated. All color MUST be converted to CMYK. RGB colors (monitor colors) will change in printing. DO NOT submit Microsoft Word, Publisher or Powerpoint Files.

WEBSITE DISPLAY AD SPECIFICATIONS

Picture/Logo

Next to listings max 220 x 220 pixels, 160 dpi in JPEG or PNG

Banners

JPEG or Animated GIF

Premium Featured Banner

970 x 344 pixels

Top Banner & Category Banner

468 x 60 pixels

Featured Partner Banner

190 x 340 pixels

Submit your artwork to: Ads@ThePrideGuides.com

New Mexico Pride Guide® | MC Publishing Inc.

5229 N. 7th Avenue • Suite 107B • Phoenix, AZ 85013

Phone: 602.466.2501 • Fax: 602.283.4140

Email: NewMexico@ThePrideGuides.com

www.GoGayNewMexico.com

All rates are net. 7% Advertising tax is NOT INCLUDED in these rates.
DESIGN FEES ARE NOT INCLUDED IN THESE RATES.

Top Banner - \$1000 / quarter
10 Second Rotation

NOR

SANTA FE

ALBUQUERQUE

SOUTHERN

Welcome to Gay Friendly New Mexico
Everything you need to know about the great state of New Mexico

Premium Featured Banner
\$1750 / quarter
5 Second Rotation

Advertise With Us

Reach out to hundreds of thousands of potential new gay tourism & wedding customers with New Mexico Pride Guide and GayNewMexico.com.



What's Happening?

Southwest Gay and Lesbian Film Festival October 7-16

Posted on Wednesday,
October 5th, 2016

The Southwest Gay and Lesbian Film Festival returns for its 14th year, programming some of the best in lesbian, gay, bisexual, transgender, queer/questioning (LGBTQ) films. Running October 7-16, this year's film festival offers audiences a wide cinematic range including everything ... [\(more\)](#)

Wedding & Honeymoon Expo

Pride Guide
WEDDING & Honeymoon
OUR 2017 EXPO DATES!

Featured Partner Banner - \$800 / quarter
10 Second Rotation

Our Featured Partners

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off car rentals
with the
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discount code!

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Pride Guide NEW MEXICO

AVIS

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The Pride Guides® discount code!

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**Top Banner - \$1000 / quarter
10 Second Rotation**



Albuquerque Real Estate Services

MADDOX life's sunny here
REAL ESTATE find your spot

Category Banner - \$500 / quarter

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- [REALTORS](#)

MORTGAGES

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www.KEHoover.com

New Mexico's best home mortgages!

Business Listing - \$195 / year

REALTORS

Chris Lucas Realtor

Chris
1717 Carlisle Blvd. NE
Albuquerque, NM 87110
505-331-3317
ChrisLucasABQ.com



Chris Lucas

Your seven-days-a-week real estate pro

As one of top Century 21 agents in New Mexico, I am a dedicated seven-days-a-week real estate professional who knows and loves the MetroABQ area.

**Business Listing w/ Logo -
\$280 / year**

Pride Guides New Mexico

November, 2018



Pride Guides®

CELEBRATING 11 YEARS



New Mexico
Celebrating 11 Years

click here

View Our Flagbook!



tempe
center for the arts

EXHIBITING
PERFORMING
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EWEEK sponsor

Mark your calendars for these exciting upcoming events in Tempe. Plan on extending your visit to Tempe and stay at one of our hospitable hotels. For more information on Tempe visit www.LGBTTempe.com.

Tempe Festival of the Arts, December 2-4, 2018
 More than 300 artists and exhibitors set up hand-made items of art in a multitude of media, including photography, sculpture, jewelry, ceramics and much more. The Tempe Festival of the Arts, December 2-4, 2018. You're sure to find a few of your favorite things and unlock holiday gifts for others on your shopping list. This outdoor festival takes place in Downtown Tempe and also features live music, street performers, food and beverage vendors, sponsored exhibits, entertainment booths and three beer & wine gardens. Kids can see works by their peers and create their own works of art on the new Kids Book, Admission is free.

Pride Guides®

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NewMexico@ThePrideGuides.com
www.theprideguides.com

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 other guides!

Forward to a
 friend

Stray Cat Theatre presents Anything You Hear and Only Half of What You See, November 26-December 10, 2018
 Stray Cat Theatre presents the world premiere of *Anything You Hear and Only Half of What You See*, a comedy, cabaret, and queer musical. "This is the story of David, a young man who meets the dark undercurrents of Martin McDonagh's messy, hilarious tale of David's father and you have some idea of what to expect from this hilarious, raunchy new work. Performances take place at the Tempe Center for the Arts.



Stray Cat Theatre

Save the Date!

www.straycattheatre.org

Rufus Wainwright Benefit Concert & VIP Reception

Nature Connects®: Art with LEGOS® Bricks at the Phoenix Zoo, through January 2, 2017
 LEGOS® bricks have been masterfully transformed into animal and forest sculptures in the award-winning, traveling exhibit *Nature Connects®: Art with LEGOS® Bricks* on display at the Phoenix Zoo. This colorful exhibition consists of 27 breathtaking animal and forest sculptures created by internationally-based artist Sean Kenney using millions of LEGOS® bricks. Sculptures include a sea turtle, rhinoceros, a cheetah and a hummingbird. These solar bear mother and her cubs combined with more than 133,000 bricks and weighing over 425 pounds.

E-News Sponsor Area

Pride Guide®

CELEBRATING 11 YEARS

**\$199 / month
(or more months!)**




E-News Sponsor

Mark your calendars for these exciting upcoming events in Tempe. Plan on extending your visit to Tempe and stay at one of our hospitable hotels. For more information on Tempe visit www.LGBTinTempe.com.

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 More than 300 artisans exhibit and sell hand-made works of art in a multitude of media, including photography, sculpture, jewelry, ceramics and lots more at the **Tempe Festival of the Arts**, December 2-4, 2016. You're sure to find a few of your favorite things and unique holiday gifts for others on your shopping list. This popular outdoor festival takes place in Downtown Tempe and also features live music, street performers, food and beverage vendors, sponsor exhibits, entertainment booths and three beer & wine gardens. Kids can see works by their peers and create their own works of art on the new Kidz Block. Admission is free.




View Our Flipbook!



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Stay in Touch:





Stray Cat Theatre presents *Anything You Hear and Only Half of What You See*, November 25- December 10, 2016
 Stray Cat Theatre presents the world premiere of *Anything You*

****A word limit may be enforced at the publisher's discretion.**

SOLO EMAIL BLAST EXAMPLE



Solo Email Blast \$399 / each

- This is a standalone email, separate from our monthly newsletters, that has only the information for your company or event.
- Solo Email Blasts are a great way to promote your business or event to the LGBT community and its allies.



Ask about this logo for your website!

CALL OUR OFFICE TO CHECK AVAILABILITY 602-466-2501

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