

Fashion Kit 2019.

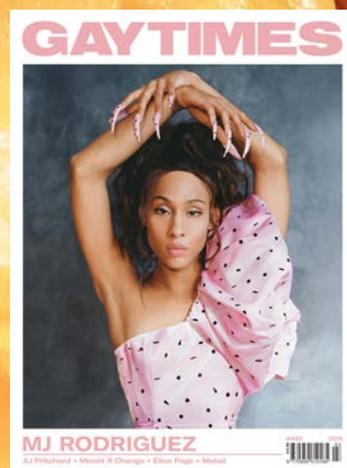
Mj Rodriguez for Gay Times

We update our Fashion Kit on a monthly basis.
You can always request our latest Media Kit at
fashion@gaytimes.co.uk

Last updated: March 2019

GAYTIMES

AMPLIFYING QUEER VOICES



Gay Times has been a vital resource for the LGBTQ community from its genesis in 1974.

We are a media brand with international reach and integrated ways of communicating with a global queer audience.

Whether spreading crucial awareness on societal changes, our global LGBTQ siblings' ongoing fight for liberation, to the latest in celebrity, TV, film and music: Gay Times is the respected voice to the truly multifaceted nature of the queer community.

Overview.



54% / 46%

Gender balance scale (M - F)

33%

18-24 years old

£37k

Average household income

42%

AB Social Grade

69%

ABC1 Social Grade

A global, multicultural, forward-thinking and highly engaged community encompassing tens of millions of consumers per month.

Audience!

verified by:

**KANTAR
MEDIA**



Our world: a closer look

Ezra Miller for Gay Times

From its origin 45 years ago, Gay Times Magazine has been a vital source of information. In 2019, we're approaching our 500th issue of continuous publication, a feat reached by only a small percentage of titles around the world.

Although only one of our content channels, the flagship and respect of being featured in our publication has only increased in recent years.

World renowned stars we've featured include: Laverne Cox, Antoni Prowoski, Grace Jones, Princess Diana of Wales, Sir Ian McKellen, David Bowie, Chloe Grace Moretz, Ezra Miller, Jeremy Scott, Hayley Kiyoko, Gus Kenworthy, Karamo Brown, Lady Phyll and Freddie Mercury.

80+

Countries distributed + subscribed

138k

Readership

51k

Circulation

Loyal, engaged and highly adoptive global audience.

Magazine.



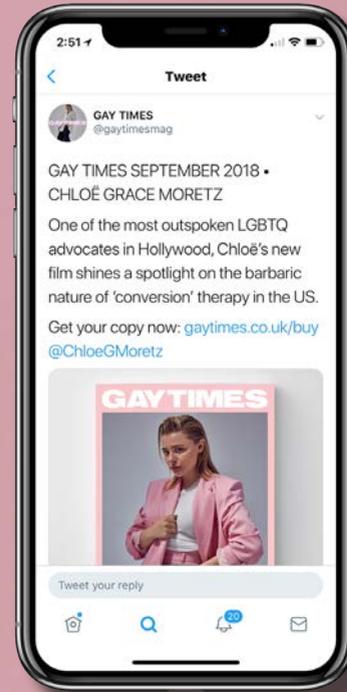
Our world: a closer look

The historic, and highly coveted Gay Times Magazine cover has become an anticipated monthly social event. In the last 12 months Gay Times has transformed the traditional cover to a 360 degree, multi-channelled pop culture opportunity.

Global Press

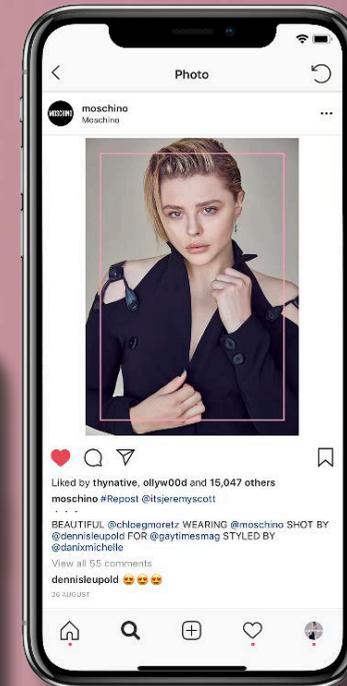
Magazine articles can be digitalised in full with bespoke layouts to encourage sharing and social engagement. Links to cover star promotions can be included.

Our in-house PR team ensure that our cover stars are regularly featured in mainstream press outlets.



Gay Times Socials

The largest social following of any LGBTQ publication. 230K Instagram with high engagement (regularly c.10%) 1.5M Facebook.



Fashion Houses (PR Impact)

Gay Times covers aren't just re-posted by fans. We frequently reach millions more LGBTQ allies through fashion and style brands.



Influencer + Celeb Experiential

Advance Screenings, Intimate Gigs, Launch Parties, Exhibition Openings. We execute compelling and timely cover activities.



Magazine Cover

Significant 'money-can't-buy' PR value to be immortalised in print. Opportunity to connect with new and existing fans around the world.



15m+
Cover Star endorsement

7m+
Gay Times socials

2.1m+
Fashion Houses (PR Impact)

1m+
Influencer/Celeb Experiential



cover star.

Our world: a closer look

2m

impressions per week

430k

unique accounts reached per week

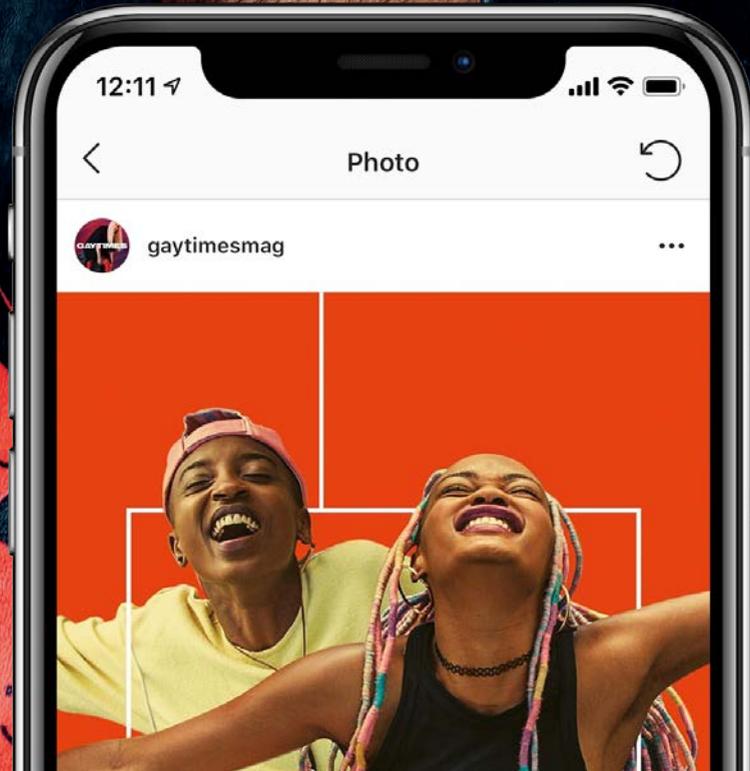
260k+

followers

Nyle Dimarco for Gay Times

Gay Times' Instagram has experienced double digit growth in recent months. Our engagement is industry leading and our social team create bespoke content daily for our channel and brand partners.

Instagram



Moschino.

BRIEF

Celebrate the launch of Moschino X Ciroc with an integrated solution featuring Creative Director, Jeremy Scott as cover star, extended editorial from Moschino and integrated advertising from Diageo.

RESULT

Bespoke cover, viral social content, 85M+ impressions, 12 pieces of strategically targeted PR coverage, 10M+ engagement, branded CIROC event.



!y p n s e a c



SS19 Collection Story

Gay Times continues to form strong relationships with top tier luxury brands, displayed beautifully in our latest collection story. With support from Tom Ford, Versace, Moschino and more luxury names; we continue to strive towards achieving constant and effective luxury content and brand coverage.



Fashion Coverage.

Laverne Cox for Gay Times

Print.

File types accepted are **PDF / JPEG / PSD**
Image files must be **CMYK**
Resolution **300DPI** minimum

FULL PAGE

Trim **210mm x 285mm**
Size of printed and trimmed magazine

Bleed **216mm x 291mm**
Size your advert should be - Includes 3mm bleed on all edges

Type **183mm x 255mm**
Keep text and important images within these dimensions

DOUBLE PAGE SPREAD

Trim **420mm x 285mm**
Size of printed and trimmed magazine

Bleed **426mm x 291mm**
Size your advert should be - includes 3mm bleed on all edges

Type **396mm x 255mm**
Keep text and important images within these dimensions

Digital.

ARTICLE

File type for header image **JPEG**
Header image size **784x489 pixels**
Title **25-60 Characters**
Subtitle **45-90 Characters**
Word count advised at **150-400**

Please provide links to website landing pages and social media handles.

COMPETITION

Details above apply
Additional terms and conditions

ONLINE ADVERTISING

Must be **72 DPI**, **RGB Colour**, **JPEG** or **GIF**

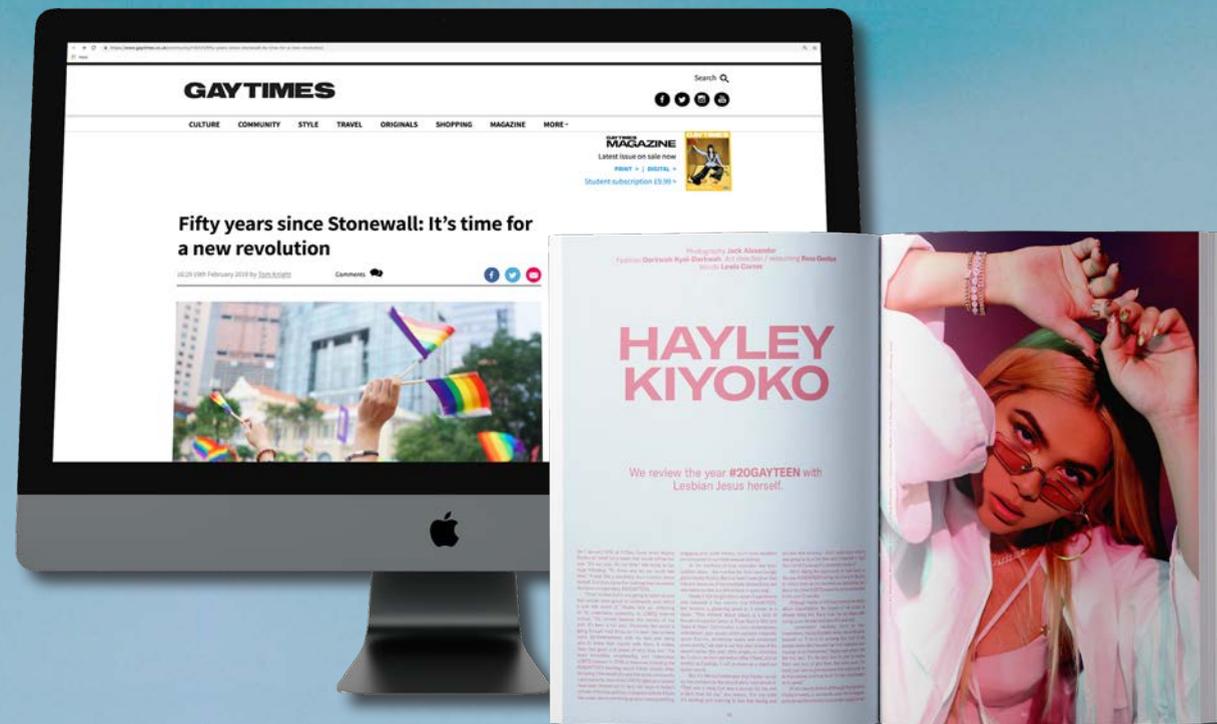
Leaderboard **728 x 90 pixels**

Billboard **970 x 250 pixels**

MPU **300 x 250 pixels**

Skins **1600 x 1000 pixels**

JPEG maximum file size **150KB.**



Specifications.

Mj Rodriguez for Gay Times

Karamo Brown for Gay Times

Umar Sarwar

Fashion | umar@gaytimes.co.uk

Lewis Corner

Chief Content Officer | lewis@gaytimes.co.uk

Partnerships:

partnerships@gaytimes.co.uk

Advertising:

advertising@gaytimes.co.uk

Style + Fashion:

fashion@gaytimes.co.uk

contact:

