



**FLAME**  
MAGAZINE

**2016 MEDIA KIT**

# FLAME



FLAME Magazine is Michigan's Premier LGBT Lifestyle & Entertainment Magazine. Appealing to the LGBT community, at large, FLAME Magazine allows advertisers to effectively reach a highly desirable and loyal market.

## EDITORIAL

Our unique columns ("FLAME Fitness," "At the Movies with Dorothy," "Sound Check," "I'm JUST(say)IN'," "The World According to Joan," "Become Who You Are," "Straight Girl, Gay World," and "Eating Out") cover the most relevant topics in LGBT lifestyle and entertainment, including health and fitness, movie reviews, music reviews, celebrity interviews, restaurant reviews, lifestyle opinions and more. FLAME Magazine also enhances its reach by using its cover and feature article to spotlight local LGBT community members and their endeavors.

## DEMOGRAPHICS

Gay men and lesbians own more homes and cars, travel more, spend more on electronics, and have the largest amount of disposable income of any niche market. In fact, lesbian and gay shoppers had an average household income of \$120,641, according a survey of 200,000 consumers purchasing 2011 and 2012 model-year vehicles.

Buying Power: LGBT consumers represent a powerful buying community that marketers cannot afford to ignore - a significant number across all age groups made major purchases last year and even more are planning to buy big ticket items in the next 12 months.

## LESBIAN, GAY, BISEXUAL & TRANSGENDER CONSUMERS

- 71% are college grads
- 84% are currently employed
- 72% have a household income >\$50K 60% own a home
- 88% own a car
- 65% own a smart phone
- 40% drink wine at home weekly
- 69% enjoy drinks at bars and restaurants 37% make purchasing decisions at work 67% are on facebook
- 12% blog daily

## PLANNED PURCHASES IN THE COMING YEAR :

- 37% - Major Vacation
- 21% - Smart Phone
- 20% - Furniture
- 17% - Car
- 13% - Laptop
- 15% - Tablet
- 14% - HDT V
- 10% - Major Appliance 11% - Remodel
- 8% - Desktop Computer 7% - Primary Home
- 4% - Home Theater
- 3% - Vacation Home

## CIRCULATION

5,000+ using two major distribution channels:

### MAIL SUBSCRIPTIONS:

On average, FLAME Magazine is delivered to the homes and offices of 2,500+ subscribers.

### FREE NEWSSTAND AND ONLINE EDITION:

On average, 2,500 copies of FLAME Magazine are distributed to LGBT-friendly locations across Michigan, including bars, bookstores, cafes, restaurants and health clubs. The digital version of this edition is also emailed to thousands of subscribers who have opted to receive it, and is promoted by FLAME Magazine on Issuu, Calameo, Facebook, and our online portal, [www.flame-Mag.com](http://www.flame-Mag.com)

## PUBLISHING SCHEDULE

| MONTHLY DEADLINES | PUBLICATION DATE | SUBMISSION DEADLINE |
|-------------------|------------------|---------------------|
| January 2016      | January 6th      | December 29th       |
| February 2016     | February 3rd     | January 26th        |
| March 2016        | March 2nd        | February 23rd       |
| April 2016        | April 6th        | March 29th          |
| May 2016          | May 4th          | April 26th          |
| June 2016         | June 1st         | May 24th            |
| July 2016         | July 6th         | June 28th           |
| August 2016       | August 3rd       | July 26th           |
| September 2016    | September 7th    | August 30th         |
| October 2016      | October 5th      | September 27th      |
| November 2016     | November 2nd     | October 25th        |
| December 2016     | December 7th     | November 29th       |

## AD RESERVATION DEADLINES

Space reservation: 8 days preceding publication day  
Camera-ready art: 5pm, 8 days preceding publication date.

## PAYMENT

Advance payment is due with insertion order.

Payment may be in the form of check, money order, cashier's check, cash or credit card.

All pre-payments must be received by FM Media Group no later than 12pm on the Friday prior to publication. At the publisher's sole discretion, ads submitted without payment will not be printed.

Gay men, particularly, depend on regional gay print publications like FLAME magazine as a primary media resource, and have special appreciation for advertisers who support our publication with ads.

| FLAME Magazine   | 4X      | 1X          |
|--|---------|-------------|
| CENTER SPREAD<br>17.25 W X 11.25 H<br>includes bleed     | \$1,180 | \$1,270/mo. |
| BACK COVER<br>8.75 W X 11.25 H<br>includes bleed         | \$740   | \$785/mo.   |
| INSIDE FRONT COVER<br>8.75 W X 11.25 H<br>includes bleed | \$590   | \$635/mo.   |
| INSIDE BACK COVER<br>8.75 W X 11.25 H<br>includes bleed  | \$590   | \$635/mo.   |
| FULL PAGE<br>8.75 W X 11.25 H<br>includes bleed          | \$440   | \$485/mo.   |
| 1/2 PAGE<br>7.6 W X 4.8 H                                | \$290   | \$335/mo.   |
| 1/4 PAGE<br>3.7 W X 4.8 H                                | \$140   | \$185/mo.   |

## flame-mag.com

Leaderboard (728x90) - \$295  
Full Banner (468x90) - \$235  
Home Sidebar Premium (300x250) - \$200  
Home Sidebar Bottom (300x250) - \$170

## @flame-mag.com E-Blasts:

Total Emails Sent per month: 15,000+  
Leaderboard (535px width) - \$150  
Sidebar (240px width) - \$100

## ADVERTISING SPECIFICATIONS

Trim Size: 8.5" x 11"  
Bleed Size: 8.75" x 11.25"  
Live Area: 7.75" x 10.25"  
Color / Resolution: 4-color (CMYK) 300dpi  
\*Bleeds accepted for premium ad positions only.

## AD FORMAT REQUIREMENTS

Allow 1/8" or more bleed.  
Text should be kept at least 1/8" from edge of page to avoid cropping during final book trimming.

Electronic (Digital) Ad Submission Only: All ads must be submitted at minimum, as 300dpi, all fonts embedded, PDF or TIFF CMYK or Grayscale files. For your convenience, templates are available from your Account Executive upon request.

Only Camera-Ready Ads are accepted for publication. Contact your Account Executive for additional design/production rates if these services are required.

## DISCLAIMER

All advertisements are accepted from the advertiser or its agent and published by FM MEDIA GROUP LLC on the representation that the advertiser or agent are authorized to publish the entire contents and subject matter of all advertising submitted for publication.

When advertisements containing the name, likeness and/or testimonial of any living person are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the advertiser and/or its agent that they have obtained legal written consent for the use of the name, likeness, and/or testimonial of each and every living person which is contained therein.

In consideration of publication of an advertisement, the advertiser and agent, jointly and severally, agree to indemnify and hold harmless FM MEDIA GROUP LLC, its officers, agents and employees from and against any loss, expense, or other liability resulting from any claims or suits filed for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.

All advertisements and their content are subject to FM MEDIA GROUP LLC's approval. FM MEDIA GROUP LLC reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

The presence of the name, likeness, photograph, or other representation of an organization, business, or person in FLAME Magazine is not an indication of sexual orientation.

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