

FLAME

MAGAZINE



MEDIA KIT

2018

A black and white photograph of a man with short hair and a beard, wearing a striped sweater. He is sitting at a wooden table, holding a white coffee cup with both hands and looking down at a newspaper or magazine spread out on the table. The background is slightly blurred, showing what appears to be a window or a wall with a grid pattern.

Welcome to FLAME!

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

Our unique content covers 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.



CIRCULATION

FREE DISTRIBUTION

On average, 2,500 copies of FLAME Magazine are distributed to LGBT-friendly locations across Louisiana & Mississippi, including bars, bookstores, cafes, restaurants and health clubs. The digital version of this edition is also emailed to FLAME's subscribers, and is promoted by FLAME Magazine on Issuu, Calameo, Facebook, Twitter, and our online portal, www.flamenola.com

BULK DROPS

ZIP Code	Distribution %
39501	5%
39530	5%
70002	5%
70112	14%
70116	43%
70117	28%



Advertising Deadlines

Space Reservation

14 days preceding publication

Camera Ready Art

5pm, 10 days preceding publication date.

Account Payment

Advance payment is due with insertion order.

Payment may be in the form of check, cash, or credit card.

At the publisher's sole discretion, advertisements submitted on an account with an outstanding balance will not be printed.

Publishing Schedule

Monthly Deadlines	Publication Date	Submission Deadline
JANUARY 2018	N/A	N/A
FEBRUARY 2018	FEBRUARY 2 ND	JANUARY 23 RD
MARCH 2018	MARCH 2 ND	FEBRUARY 20 TH
APRIL 2018	APRIL 6 TH	MARCH 27 TH
MAY 2018	MAY 4 TH	APRIL 24 TH
JUNE 2018	JUNE 1 ST	MAY 22 ND
JULY 2018	JULY 6 TH	JUNE 26 TH
AUGUST 2018	AUGUST 3 RD	JULY 24 TH
SEPTEMBER 2018	SEPTEMBER 7 TH	AUGUST 28 TH
OCTOBER 2018	OCTOBER 5 TH	SEPTEMBER 25 TH
NOVEMBER 2018	NOVEMBER 2 ND	OCTOBER 23 RD
DECEMBER 2018	DECEMBER 7 TH	NOVEMBER 27 TH

Ad Specifications

Trim Size: 6" x 9"
 Bleed Size: 6.25" x 9.25"
 Live Area: 5.25" x 8.25"
 Color / Resolution: 4-color (CMYK) 300dpi

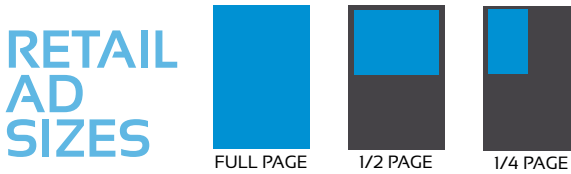
*Bleeds accepted for premium ad positions only.

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 JPEG 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.



RETAIL AD SIZES

PREMIUM POSITIONS	4X	1X
CENTER SPREAD 12.25" W X 9.25" H includes bleed	\$1160	\$1450/mo.
BACK COVER 6.25" W X 9.25" H includes bleed	\$740	\$925/mo.
INSIDE FRONT/BACK COVER 6.25" W X 9.25" H includes bleed	\$580	\$725/mo.
FULL PAGE 6.25" W X 9.25" H includes bleed	\$425	\$530/mo.
FRACTIONAL AD SIZES	4X	1X
1/2 PAGE 5.25" W X 4" H	\$275	\$345/mo.
1/4 PAGE 2.5" W X 4" H	\$165	\$210/mo.

Advertising rates are agency discountable. 4X rates require 4 consecutive insertions.

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.

Disclaimer

All advertisements are accepted from the advertiser or its agent and published by FM MEDIA GROUP 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, 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.



FM MEDIA GROUP

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