

DNA

MAGAZINE'S
ANNUAL APRIL
WEDDINGS
EDITION

PARTNERSHIPS & CAMPAIGNS STRATEGIST

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BOOKING DEADLINE: MARCH 2 | MATERIAL DEADLINE: MARCH 6 | ON SALE: MARCH 26



PRINT

Global Distribution: **45,700+**
 Global Readership: **135,000**
 Australia: **14,000**
 US & Canada: **15,000**
 UK: **2,000**
 NZ: **500**
 Rest of World: **1,200**



IPAD & APP

App Downloads: **134,000+**
 DNA Digital Edition: **12,000+**



ONLINE

Page Views: **1.5 million per month**
 Time One Site: **2:12**
 Average Page Views: **3.87**
 Registered DNA members: **100k+**
 E-Newsletter Subscribers: **58k+**



SOCIAL MEDIA

Facebook: **604k+ likes**
 Twitter: **38k+ followers**
 Instagram: **181k+ followers**

DEMOGRAPHIC

94% are males who identify as same-sex attracted
 67% aged between 18-35
 33% aged between 36+
 67% live in the inner-city
 63% are tertiary educated
 57% live in double-income households with average HHI \$121,000

BEHAVIOURS

86% act after seeing ads in LGBT media
 67% research product further online
 43% discuss, recommend and purchase

WHY LGBT MEDIA?

60% read LGBT media that most straight people have never heard of
 82% attend LGBT events
 76% visit LGBT websites
 69% read LGBT magazines
 86% of LGBT people engaged with some form of LGBT-oriented media in the past week

CONTENT MARKETING

Our custom content is designed solely to plant a seed and draw our audience's attention to your brand, product or service.

MARKET BASED ACTIVITY

Geo-targeted activity can be arranged with both website and DNA E-Newsletters (EDMs) offering regionally based campaigns within our loyal global audience.

SPONSORED CONTENT

Rates vary from \$2,000 - \$10,000 per online post or printed magazine article.



STANDARD POSITIONS

Double Page Spread: \$6,890
 Type Size: 414mm Wide X 241mm High
 Trim Size: 440mm Wide X 275mm High
 Bleed Size: 450mm Wide X 285mm High
 *5mm Bleed All Around

Full Page: \$3,890
 Type Size: 190mm Wide X 241mm High
 Trim Size: 220mm Wide X 275mm High
 Bleed Size: 230mm Wide X 285mm High
 *5mm Bleed All Around

Half Page: \$2,250
 Horizontal: 190mm Wide X 118mm High
 Vertical: 92.5mm Wide X 241mm High
 (No Bleed Required As Within Type Area)

Third Page Vertical: \$1,700
 60mm Wide X 241mm High
 (No Bleed Required As Within Type Area)

Quarter Page: \$1,320
 92.5mm wide x 118mm high
 (No bleed required as within type area)

PREMIUM POSITIONS

Full Page Outside Back Cover: **\$5,900**
 Full Page Inside Back Cover: **\$4,500**
 Double Page Inside Front: **\$7,380**
 Double Page Inside Back: **\$7,380**



10 WAYS TO BUILD A SUMMER BODY

EVERY MAN WANTS THE SUMMER SUMMER BODY BUT EVERY MAN DOESN'T KNOW HOW TO GET IT. FALL ASHORE! PERSONAL TRAINER JUSTIN OLIVANTI SHOWS YOU THE TOP 10 TIPS TO ACHIEVING THE SUMMER BODY.

1. GET AHEAD AND PLAN AHEAD
 GET THE WEIGHT LOSS TIP SHEETS FREE TODAY!

10 WEIGHT TRAINING
 The key to building a lean physique is to lift weights. A full-body workout 3-4 times per week is the most effective way to build muscle and burn fat. Focus on compound movements like squats, deadlifts, and bench press. These exercises work multiple muscle groups and burn a lot of calories. Don't forget to include core work in your routine.

2. CARDIO
 Cardio is essential for burning calories and improving your metabolism. Aim for at least 150 minutes of moderate-intensity cardio per week. Interval training can be particularly effective for burning fat.

3. HOW YOUR BELTLINE
 Your beltline is the line that runs from your shoulders down to your hips. A well-defined beltline is a key indicator of a lean physique. To improve your beltline, focus on core strengthening exercises and overall body fat reduction.

4. SLEEP YOURSELF LEAN
 Sleep is crucial for muscle recovery and growth. Aim for 7-9 hours of quality sleep per night. Lack of sleep can lead to increased cortisol levels, which can hinder your progress.

5. SMOOTHIE
 Smoothies can be a convenient and healthy way to get your daily nutrients. Focus on protein, healthy fats, and fruits. Avoid sugary smoothies.

