

DNA

MAGAZINE'S
ANNUAL
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

#1 WEIGHT TRAINING
 The best way to build muscle is through resistance training. Focus on compound movements like squats, deadlifts, and bench press. Aim for 3-4 sessions per week.

#2 CARDIO
 Cardio is essential for burning calories and improving cardiovascular health. Incorporate both steady-state cardio and high-intensity interval training (HIIT).

#3 CLEAN EATING
 Nutrition is key. Focus on lean proteins, complex carbohydrates, and healthy fats. Avoid processed foods and sugary drinks.

#4 SLEEP YOURSELF CLEAN
 Sleep is crucial for muscle recovery and growth. Aim for 7-9 hours of quality sleep per night.

#5 MANAGE YOUR STRESS
 High stress levels can lead to increased cortisol, which can hinder muscle growth and overall health.

#6 DRINK WATER
 Staying hydrated is essential for maintaining energy and preventing dehydration.

#7 CONSISTENCY
 Results don't come overnight. Stay consistent with your routine and track your progress over time.