

# 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 key to building a lean, muscular physique is to lift weights. This is the only way to build muscle, which is the key to a healthy, strong body. Focus on compound movements like squats, deadlifts, and bench presses. These exercises work multiple muscle groups at once, making them more efficient. Aim for 3-4 sessions per week, with 1-2 rest days in between.

**#2 CARDIO**  
 Cardio is essential for burning calories and improving your cardiovascular health. Choose high-intensity interval training (HIIT) or circuit training, which combines cardio with strength exercises. Aim for 3-4 sessions per week, with 1-2 rest days in between.

**#3 HOW YOUR DIET AFFECTS YOU**  
 Your diet plays a huge role in your overall health and fitness. Focus on eating a balanced diet with plenty of lean protein, healthy fats, and complex carbohydrates. Avoid processed foods, sugary drinks, and excessive alcohol. Stay hydrated and get enough sleep.

**#4 SLEEP YOURSELF LEAN**  
 Sleep is often overlooked but is crucial for muscle recovery and growth. Aim for 7-9 hours of quality sleep per night. Establish a consistent sleep schedule and create a relaxing bedtime routine.

**#5 MANAGE YOUR STRESS**  
 Chronic stress can lead to weight gain and poor health. Find ways to manage your stress, such as meditation, yoga, or spending time in nature. Regular exercise can also help reduce stress levels.

**#6 DRINK WATER**  
 Staying hydrated is essential for maintaining energy and focus. Aim to drink at least 8 glasses of water per day. Carry a water bottle with you and take sips throughout the day.

**#7 CONSISTENCY**  
 Building a summer body is a long-term goal. Consistency is key. Stick to your workout routine and healthy eating habits, even when you're busy or tired. Small, consistent changes lead to big results over time.