

DNA[®]

MADE THAT WAY

2023

YOUR COMPLETE GUIDE TO
ADVERTISING WITH DNA MAGAZINE
PRINT AND DIGITAL

PARTNERSHIPS & CAMPAIGNS STRATEGIST
ADVERTISING@DNAMAGAZINE.COM



PLATFORMS AND REACH



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



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+



IPAD & APP

App Downloads: 134,000+

DNA Digital Edition: 12,000+



SOCIAL MEDIA

Facebook: 604k+ likes

Twitter: 38k+ followers

Instagram: 181k+ followers

THE DNA READER



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

SOURCES:

Pink Media 2014 Research – AU respondents, DNA Readers survey 2012 – All respondents



PRINT EDITORIAL CALENDAR



**#277 Feb /
WorldPride**
On Sale: Jan 23

#278 March /
On Sale: Feb 27

**#279 April /
Pet Care**
On sale: March 27

#280 May /
On Sale: April 24

#281 June /
On Sale: May 22

#282 July / On sale: June 19

#283 August
On sale: July 17

#284 / Sept
On sale: August 21



DNA Pool Party.

MAGAZINE SPECS & RATES



FULL PAGE DPS



FULL PAGE



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**

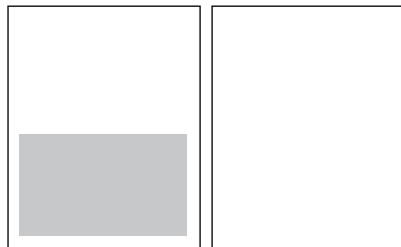
TERMS AND CONDITIONS

- Advertising cannot be confirmed by telephone.
- An Advertising Confirmation sheet must be signed and returned to DNA.
- Payment in full required with booking for all new clients
- Credit application must be completed for all new clients.
- All prices exclude GST and agency commissions.
- Specified positions may attract a 10 percent surcharge.
- Discounts on multiple bookings: 3 months: 5% | 6 months: 10% | 2 months: 20% | 24 months: 30%

PROVIDING ARTWORK

All measurements are WIDTH BY HEIGHT and in MILLIMETRES (mm). All rates are EX-GST. All artwork is to be supplied to your account manager in PDF FORMAT at a MINIMUM OF 300dpi. Placement of advertising is at the discretion of the publisher unless a preferred position has been negotiated. The publisher reserves the right to decline poor quality, offensive or inappropriate advertising artwork in which case any fees paid will be refunded, minus a 10 percent service fee. Digital artwork must be supplied as either PDF or high quality CMYK TIFF at 300dpi. Files can be emailed, supplied on disc or uploaded to DNA's FTP server. Colour proof preferred. If advertising files are larger than 10MB, please contact us for information about uploading your files to our FTP server. All rates apply to print-ready digital artwork. If in-house artwork is required an additional charge of \$250 per hour plus GST will apply.

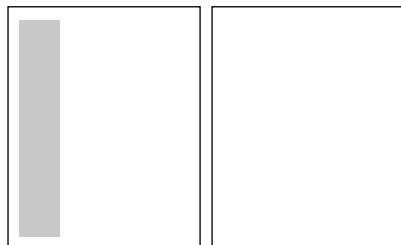
HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



THIRD PAGE VERTICAL



QUARTER PAGE



DNA FOR TABLETS



266,000+
DNA APPS
DOWNLOADED
WORLDWIDE.



DNA is available on tablet and mobile devices. Advertisers can create custom, interactive artwork for maximum cut-through. Contact us and ask about the options for interactive features that can be applied to your advertising, including the features below:

LINKS

Hyperlinks, page jumps, email available.

Benefit: drive traffic straight to your website.

Galleries

Additional photographs can be added within ads with 6 gallery settings to choose from.

Benefit: showcase more products and services to your potential customers.

MULTI-MEDIA

Video, audio and youtube elements can be added.

Benefit: give readers a 360 experience of your brand to drive action and engagement.

SPLASH PAGE

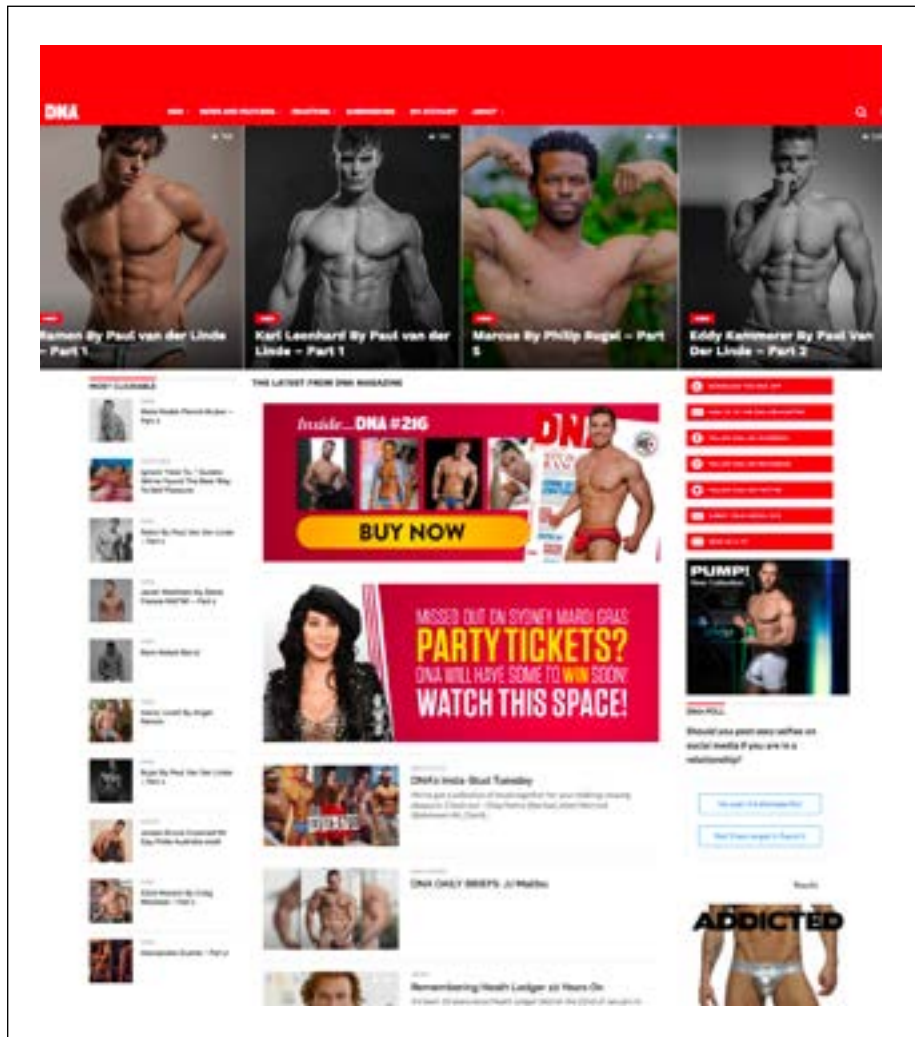
The splash page is a cut-through way to promote your brand to over 130,000 readers who have the DNA app.

Benefit: shows up every time the app is opened.

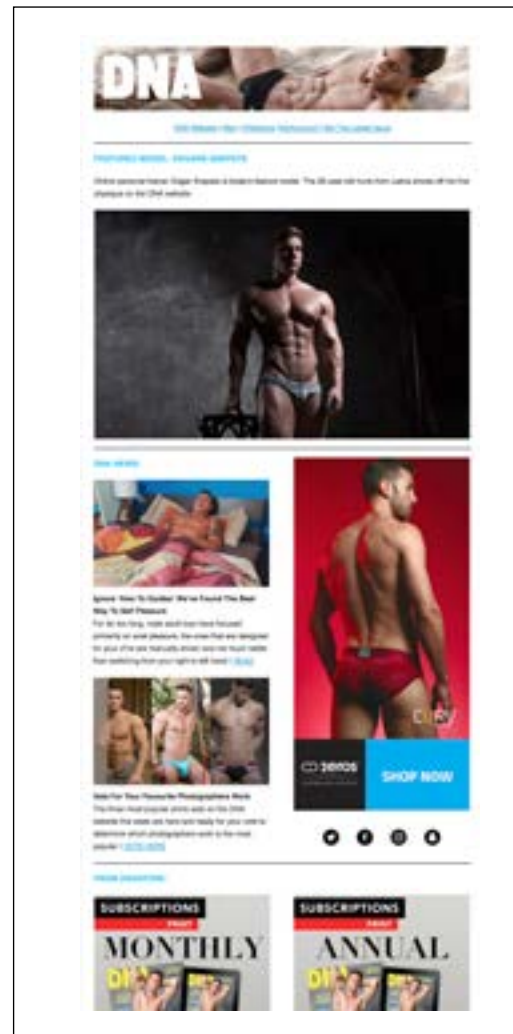
DNA ONLINE AND SOCIAL MEDIA



WEBSITE



DIGITAL (EDM) NEWSLETTER



WEBSITE

Leaderboard

Price \$25 cpm
728 Pixels Wide x 90 Pixels High
40-80Kbs JPEG

Tower

Price \$25 cpm
300 Pixels Wide x 600 Pixels High
40-80Kbs JPEG

MREC

Price \$25 cpm
300 Pixels Wide x 250 Pixels High
40-80Kbs JPEG

Mobile Leaderboard

Price \$25 cpm
320 Pixels Wide x 50 Pixels High
40-80Kbs JPEG

CPM (cost per thousand impressions)

DIGITAL NEWSLETTER

Tile

Price \$1,250 per week
1200 pixels wide x 800 pixels high
40-80Kb JPEG or 50-150Kb GIF

#1 ONLINE FOR AUDIENCE ENGAGEMENT

FACEBOOK

| Page | Total Page Likes | From last week | Posts This Week | Engagement This Week |
|--------------------------|------------------|----------------|-----------------|----------------------|
| 1 Gay Times Magazine | 1.0M | +0.1% | 126 | 75.4K |
| 2 Attitude Magazine | 811.2K | +0.1% | 125 | 28.3K |
| 3 Gay Star News | 752.2K | 0% | 309 | 21.1K |
| 4 OUT Out Magazine | 742.2K | 0% | 36 | 15.2K |
| 5 GAYTY Gayety | 719.2K | +0.1% | 5 | 7.9K |
| 6 Logo | 625.4K | +0.1% | 117 | 60.9K |
| YOU | | | | |
| 7 DNA Magazine Australia | 602.2K | 0% | 124 | 122.2K |
| 8 Instinct Magazine | 528.2K | +0.1% | 122 | 25.7K |

DNA Magazine Australia with Jeffrey Michael Williams and 9 others
Published by Tony Reardon on 01 December at 08:02

Adonis Dancer - Part 2
MORE PHOTOS - [https://pbit.gaymagazine.com.au](#)



| | | | | |
|---------------|--------|--------|-------|-------|
| 100,576 | 12,691 | 16,447 | 4,876 | 8,475 |
| 1,288 | 622 | 408 | 408 | 408 |
| 21 | 7 | 14 | 14 | 14 |
| 191 | 121 | 76 | 76 | 76 |
| 4 | 2 | 1 | 1 | 1 |
| 8 | 1 | 1 | 1 | 1 |
| 418 | 171 | 340 | 340 | 340 |
| 599 | 182 | 8 | 8 | 8 |
| 13,789 | | | | |
| 5,287 | 2,794 | 5,705 | 5,705 | 5,705 |

INSTAGRAM



DNA @dnamagazine Follow

dnamagazine DNA Pool Party 2017

Share the love Australia at this year's DNA Christmas Pool Party! Grab your ticket online www.DNAmagazine.com.au/poolparty

countshavel_new Enjoy
gonzalez_jordan urghhh its raining
mooooom
kevin_joab True love
sk_felysti Me
martinkhem How to get there
ricardo_mondenezzii sodoma e gomorra!
berthogem e putaria!
juninho1466 Wow

7,361 views



DNA @dnamagazine Follow

dnamagazine Would you believe us if we told you he is only 24! MORE PICS - www.DNAmagazine.com.au

Model: @gentimauro
Photographer: @gatothnphotographer

Load more comments

kevin_joab Sexy Men
eduardleij
seller_instagram leão
phoock06 Amazing
danielromp47 Come to mama
emersonmarques4228 Delicious
kurfelpechagart1 SHOW
IsraelHemandantz67 Papasito bello
bullo mmm

7,181 likes

PARTNER WITH US



CONTENT MARKETING

By matching the form and function of the platform upon which it appears, we seamlessly bring our advertising partners into our print pages and online platforms by creating unique content that delivers your marketing message and matches our DNA. 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

10 WAYS TO BUILD A SUMMER BODY

#1 WEIGHT TRAINING
Weight training is considered the heart of the physical component to your summer body, but there are a few things to get the best results. A well-structured program will target multiple muscle building and fat burning hormones as well as density (a great way) the metabolism. • Perform compound lifts such as squats, deadlifts, bench press and pull ups. • Use a smart rest protocol between sets. • Monitor your form and technique, as this will ensure the metabolism is adequately stimulated and generate maximum of growth hormone and testosterone for fat loss. • Use a smart rest training system, alternating upper and lower body exercises.

#2 CARDIO
Use a steady state form of cardio. Pick a stationary bike, treadmill or power walk outdoors, preferably up and down hills. For even better fat metabolism do them first thing in the morning on an empty stomach.

#3 KNOW YOUR CALORIES
When it comes to burning, weight or increasing lean muscle mass, calories (energy) are the number of all factors. Record everything in a different energy requirement. This is based on the amount of lean muscle you have, the physical nature of your work/lifestyle, and how often you train. It is highly recommended that you identify your starting calorie requirement as no less than 1,600 for the fat that you prevent you from burning body fat and too many calories will make you fat on body fat. The best place to start would be to use the Harris Benedict equation or use medical advice to establish how many calories your body needs.

#4 SLEEP YOURSELF LEAN
Low quality sleep of poor quality sleep will make you smaller instead, putting your body in a fat storing mode. Sleep your quality sleep allows your body to recover, fill having hormones and regenerate how you metabolize and store nutrients. Along with this, some lack of sleep will also negatively affect recovery and performance so you won't be able to train at the right intensity. • Aim to be in bed at the same time every night.

#5 SLEEP IN A PINK DARK ROOM with no light whatsoever.

#6 DON'T USE ELECTRONIC DEVICES such as TV, or smart phones or have before bed. It increases a hormone or suppresses the DNA.

#7 DON'T DRINK CALORIC BEVERAGES such as beer before bed if you know they affect you. • Replace your workouts for those who train in the evening.

#8 USE THE 90% RULE
The 90% Rule is something that no fitness person (I know) and I do. The Alpha Plan says by it allows you to still enjoy your social life and enjoy a treat and more on each week. Simply put, if you stick to your plan 90% of the work you can enjoy the lifestyle in your diet and lifestyle for the other 10% and still get incredible results.

#9 TRAIN LIKE YOU GIVE A SHIT
You may be going through the mechanical motions of working a weight down just to get it off and putting to rest at the gym for your satisfaction, doesn't automatically mean you're achieving a summer body. The reality is, you have to push your limits at the gym. Every rep of every set has to be performed with absolute intent. Give your body what it deserves and give it a spanking!

#10 OWN YOUR DECISION TO CHANGE
Take a minute to really think about what is causing you dissatisfaction with life and your diet of this season. Do you have any one coming up for what you want to do? Do you think you're being judged? Do you think it's making you feel inferior or what will be going on in your head? What does this tell you about your clarity on what you considered necessary or not because the fat set of it?

#11 FIND A SYSTEM
It's important that the coach or trainer you hire has a proven track record of producing results. Before you hire a new personal trainer, I encourage you ask when finding someone to guide you to your ultimate goal. • What qualifications do they have? • Can they provide evidence of results they've achieved with other clients? • What kind of clients are they specializing in? • What's the evidence that makes for being a successful coach? Some trainers will be more skilled by such experience and level of experience. If it's by a trainer who has a proven track record they will be happy to provide all relevant info.

**EVERETT
WEISS
PHOTOGRAPHY**

24 DNA

PRINT MAGAZINE EXAMPLE:
THE ALPHA PLAN
& LUNCH MENS SWIMWEAR

How your body really works

How your body really works

How your body really works

WEBSITE AND SOCIAL
MEDIA DIGITAL EXAMPLE:
DAILY BRIEF
VIDEO CONTENT
ARTICLES