

SPONSORSHIPS, PARTNERING AND SALES

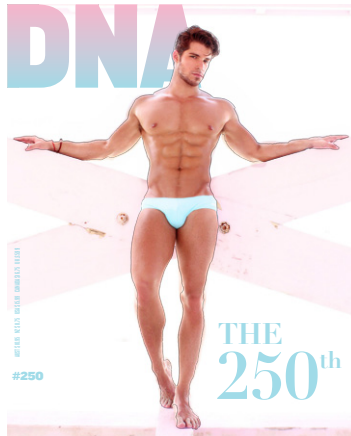
DNA[®]
MADE THAT WAY

MEDIA KIT

REACH A GLOBAL AUDIENCE OF LGBTQIA+
PEOPLE THROUGH PRINT, DIGITAL, ONLINE,
SOCIAL MEDIA AND EDM PLATFORMS



PLATFORMS AND REACH



PRINT

DNA is distributed throughout the US, Canada, Australia, the UK and Taiwan. We estimate each print magazine has a pass-on readership of three, giving us a global monthly readership of **135,000**.



ONLINE

The DNA website receives, on average, **500,000** impressions per month, with the US and Australia accounting for the majority of views.



SOCIAL MEDIA

We are active on Facebook, Facebook members group, X, Instagram, Threads and BlueSky. While followers and engagement fluctuate, we estimate we have a combined social media following of approximately **1.1 million**.



DIGITAL & MOBILE

Our Digital edition is distributed by Pocket Mags and Press Reader and adds, on average, a further **12,000** readers monthly, while over **134,000** people have downloaded the free app.



EDM

DNA produces three EDM per week, reaching **17,000** in each dispatch.

THE DNA READER



DEMOGRAPHIC

Of print readers, **94%** are men who identify as same sex attracted.
This includes gay and bisexual men, and same-sex attracted trans men.

67% are aged 36+

33% are aged to 35

63% are tertiary educated

57% live in households with an average combined income of \$123,000

BEHAVIOURS

86% say they act after seeing ads in LGBTQIA+ media

67% research products further online

43% discuss, recommend and purchase

WHY LGBT MEDIA?

76% say they regularly read LGBTQIA+ traditional media, social media and websites

DNA readers fly at least once internationally and twice domestically each year

DNA readers spend **600%** more on clothes and grooming products than
the average Australian male.

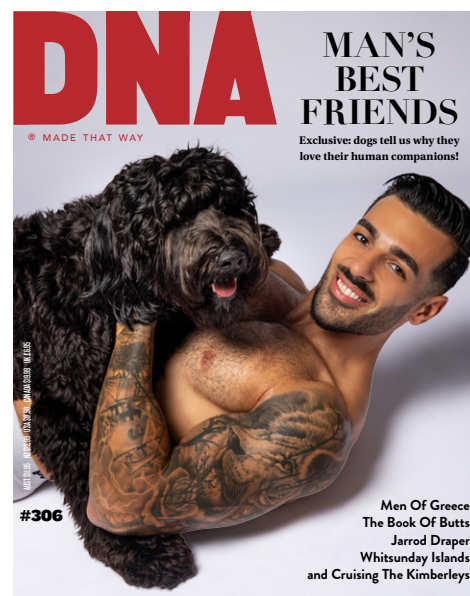
DNAmagazine.com.au is Australia's number one gay magazine site with
over **165,000** registered members.



PRINT EDITION THEMES



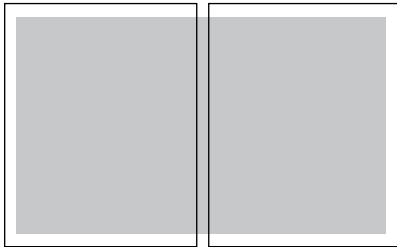
Every year, DNA revisits themed editions that are popular with our readers. These include **Sexiest Men Alive** in September, the **Pride/Swimwear** edition in June, and the **Summer Down Under/Swimwear** in December. Other popular themes include **The Travel Issue**, **Next Big Things**, **Mental Health**, **Fitness**, **First Nations**, and **All Creatures** (our furry friends edition).



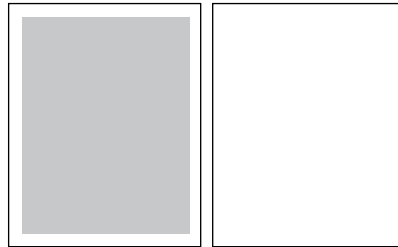
PRINT EDITION SPECS AND RATES



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

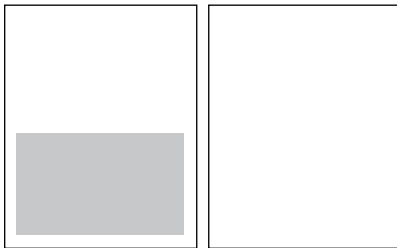
TERMS AND CONDITIONS

- 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%

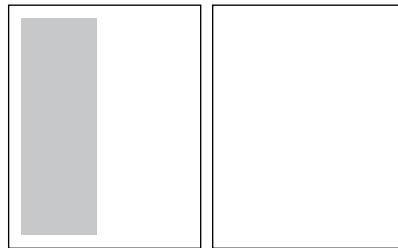
PROVIDING ARTWORK

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.

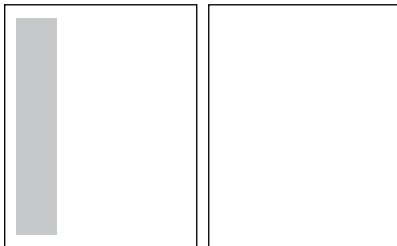
HALF PAGE HORIZONTAL



HALF PAGE VERTICAL



THIRD PAGE VERTICAL



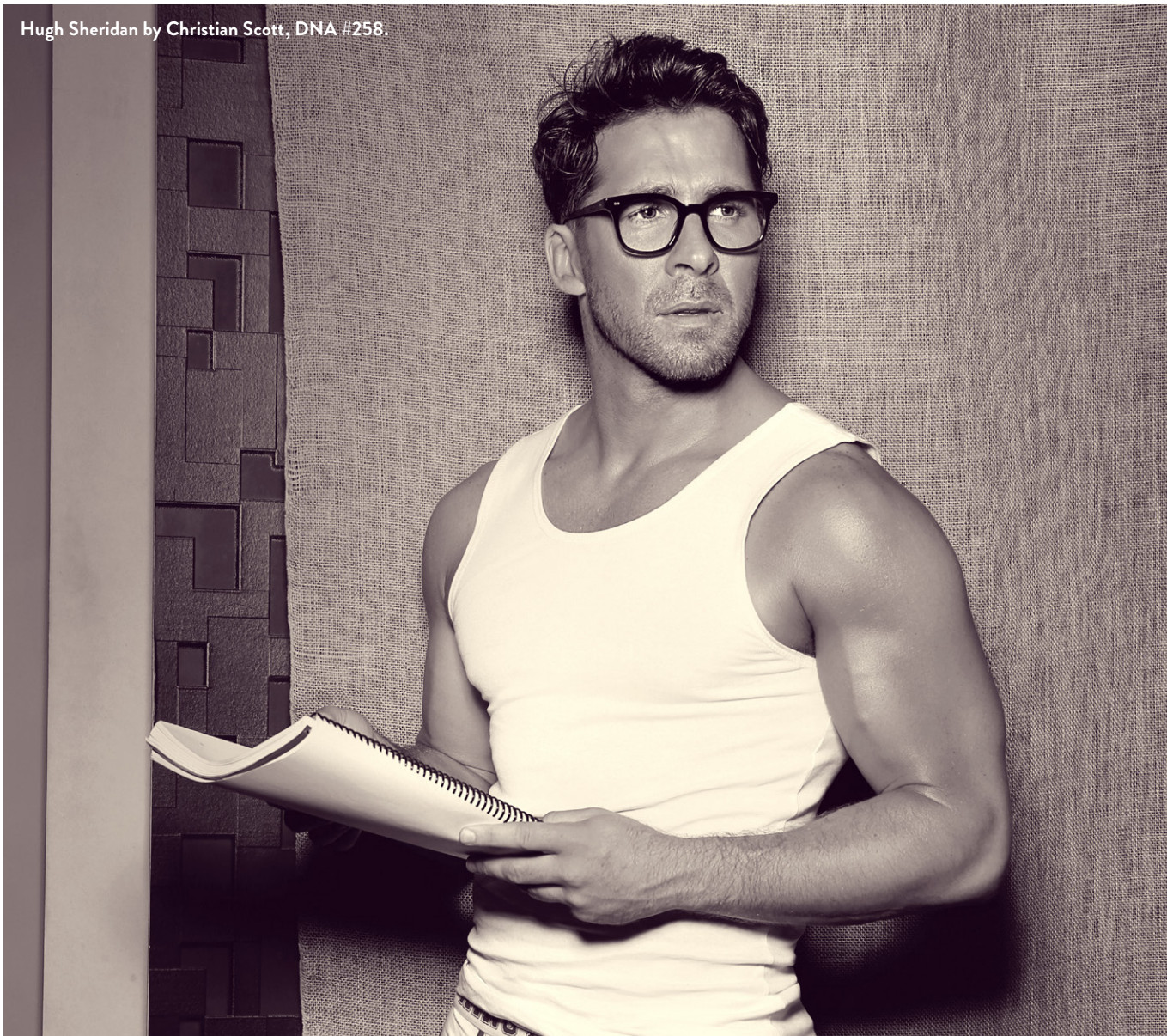
QUARTER PAGE



WEBSITE SPECS AND RATES



Hugh Sheridan by Christian Scott, DNA #258.



WEBSITE

Leaderboard

\$45 per cpm

728 pixels wide x 90 pixels high

40-80kbs JPEG

Tower

\$45 per cpm

300 pixels wide x 600 pixels high

40-80kbs JPEG

MREC

\$30 per cpm

300 pixels wide x 250 pixels high

40-80kbs JPEG

Mobile Leaderboard

\$30 per cpm

320 pixels wide x 50 pixels high

40-80kbs JPEG

CPM (cost per thousand impressions)

DIGITAL NEWSLETTER

EDM

\$1,250 per mailout.

1,200 pixels wide x 800 pixels high

40-80kbs JPEG or 150kbs GIF

PARTNER WITH US



CONTENT MARKETING

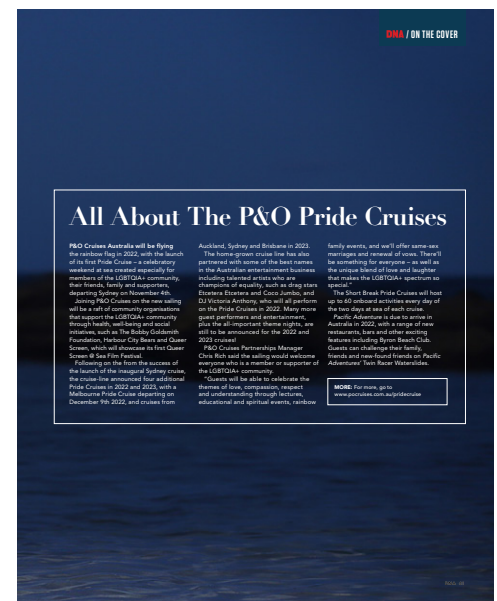
We bring our partners into our Print, Digital, Online and Social Media platforms by working together to create unique content that delivers clear and compelling messages to our readers and followers.

MARKET-BASED ACTIVITY

We can accommodate geotargeted campaigns online and through social media and EDMs, offering regionally targeted campaigns within our global audience.

CUSTOM CONTENT

Rates vary from \$2,000-\$10,000 per online post or printed article, and can be negotiated as part of a holistic partnership package.



DNA partnered with P+O Cruises, featuring cover model and P+O spokesperson Simon Dunn in a 6-page feature, DNA #265.

Recent partnerships have included VACAYA Cruises, Whitsunday Tourism, RSPCA and Visit DC.