



Proudly 100% LGBTQ+
Owned & Operated



**CERTIFIED
LGBT BUSINESS
ENTERPRISE**

Recognized by
National Gay &
Lesbian Chamber
of Commerce



**CERTIFIED
DIVERSE
SUPPLIER**

Recognized by
The Association
of National
Advertisers

[Link to watch the Q.Digital Sizzle 2024](#)



Table of Contents – Click Forward

- [LGBTQ+ Market Highlights](#)
 - [Why do brands market directly to LGBTQ](#)
 - [2023 Perspectives for 2024 Planning](#)
 - [LGBTQ+ orgs fault Mainstream Media on LGBTQ+ issues](#)
- [Q.Digital Highlights](#)
 - [Celebrating 15 years](#)
 - [Credentials](#)
 - [Sites](#)
 - [Audience Reach](#)
 - [LGBTQ+ Competitive View](#)
 - [Signature Programming and Premium Editorial overview](#)
- [Q.Digital Impact](#)
 - [Awards](#)
 - [Nielsen Brand Lift Studies](#)
 - [Key Stats](#)
- [Q.Digital Capabilities](#)
 - [Content for Brands](#)
 - [Talent and Influencers](#)
 - [High Impact and Brand Media](#)
 - [Extensions –Email, Social](#)
 - [Events](#)
- [Tentpole Programming](#)
 - Queerties
 - Pride50
 - 25 Under 25
 - PrideFinder
 - Pride in Pictures
 - Summer Games: Team LGBTQ+
 - Out for Good
 - LGBTQ History Month
 - Best of GayCities
 - Heroes, People of The Year
- [Signature Editorial](#)
- [Case Studies](#)

Market Highlights

A critical time to support LGBTQ+ and ensure they know your company is the place to buy from and work for.

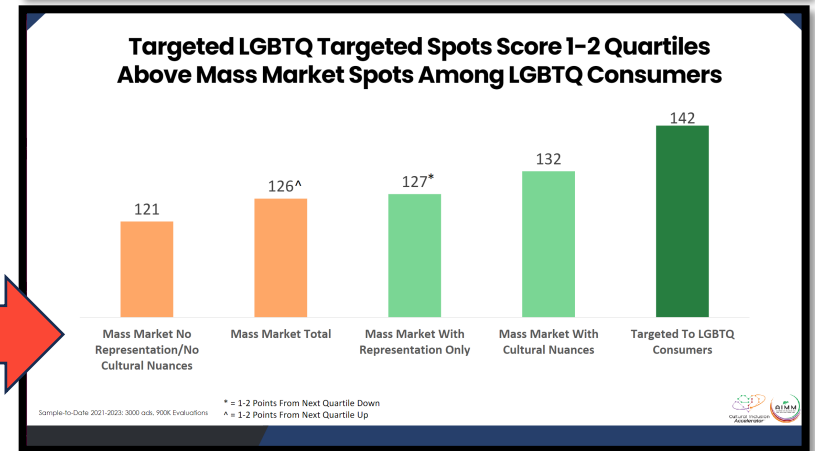


Proudly 100% LGBTQ+ owned & operated.

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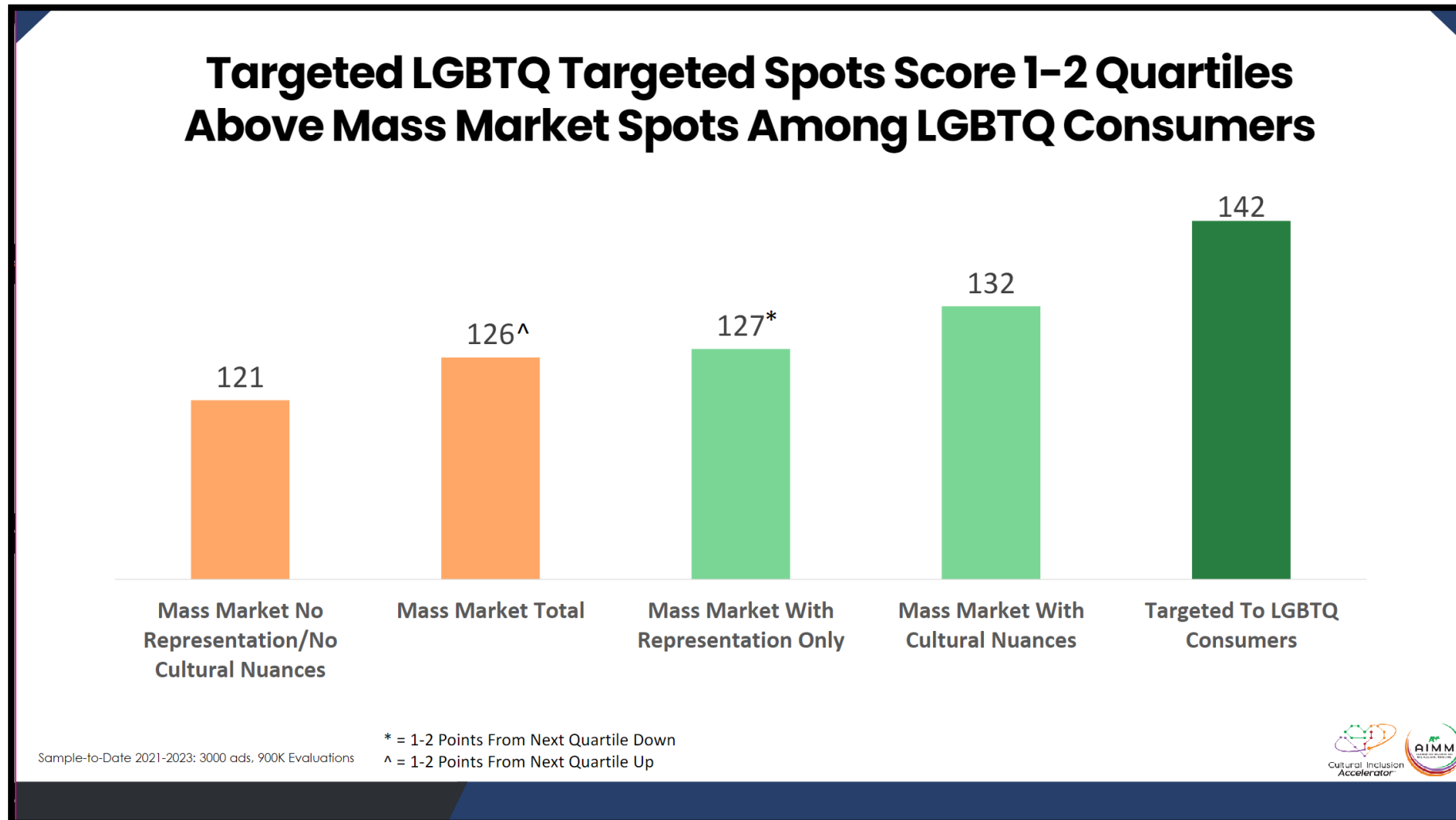
Why do brands market directly to LGBTQ+?

- 1. Huge Consumer Segment:** \$4.7 Trillion in buying power.
- 2. LGBTQ+ Demographic Tsunami:** 1 in 5 GenZ (20%) and 1 in 10 Millennials (11%) are identifying as LGBTQ+. More and more American consumers are saying they are part of the LGBTQ+ community (now 7% of US vs 4% a few years ago).
- 3. Unique Consumer Needs:** LGBTQ+ have unique interests/needs, from searching gay-friendly travel destinations to financial planning for things like family building. They also prefer to shop at companies that align with the LGBTQ+ community.
- 4. Targeted LGBTQ+ advertising performs better** with this segment over mainstream marketing. (See ANA slide)



Source: Buying Power from [LGBT Capital](#).

ANA: LGBTQ+ channels perform best



LGBTQ+ orgs fault mainstream media on LGBTQ+ issues

Brands marketing to LGBTQ+ should prioritize media investments directly in LGBTQ-owned, LGBTQ-targeted media



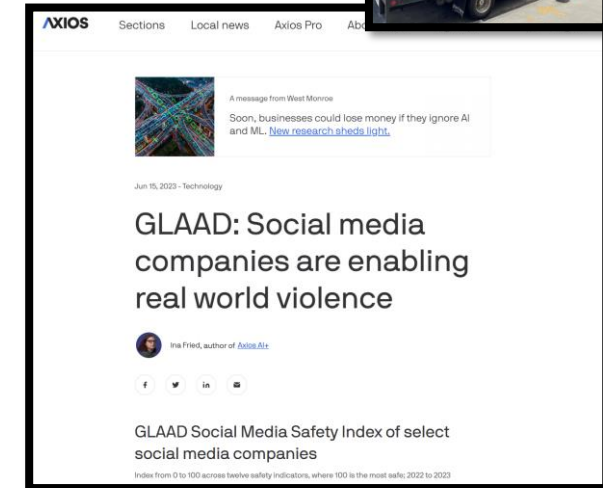
HRC **lowered** many mainstream media rankings in their latest Corporate Equality Index on LGBTQ+ issues.



GLAAD's Social Media Safety Index shows most social media companies still **fail** LGBTQ+ users on hate speech, transparency on data, and other issues.

	2023-2024	2022
iHeartMedia	45/100	75/100
NY Times	25/100	65/100
X/Twitter	-25/100	100/100
Pinterest	75/100	100/100
Discovery, inc	65/100	90/100
Netflix	65/100	100/100
Spotify	85/100	100/100

	2023	2022
Instagram	63/100	48/100
Facebook	61/100	46/100
TikTok	57/100	43/100
YouTube	54/100	45/100
Twitter	33/100	45/100



Source: [HRC Corporate Equality Index 2023-2024](#)

Vast Majority Support and Expect LGBTQ+ Inclusive Marketing

Americans are **2x more likely to buy or use a brand** if the brand publicly supports and demonstrates a commitment to expanding and protecting LGBTQ+ rights.

Record Acceptance

A **91%** supermajority of non-LGBTQ+ Americans agree that LGBTQ+ people should have the freedom to live their lives and not be discriminated against

An **84%** supermajority of non-LGBTQ+ Americans support equal rights for the LGBTQ+ community

Inclusive Marketing

75% of non-LGBTQ+ adults feel comfortable seeing LGBTQ+ people in advertisements

68% of non-LGBTQ+ adults feel comfortable seeing an LGBTQ+ family with children included in an advertisement

Corporate Responsibility

59% say that businesses could have a positive impact if they devoted significant resources to protecting LGBTQ+ rights

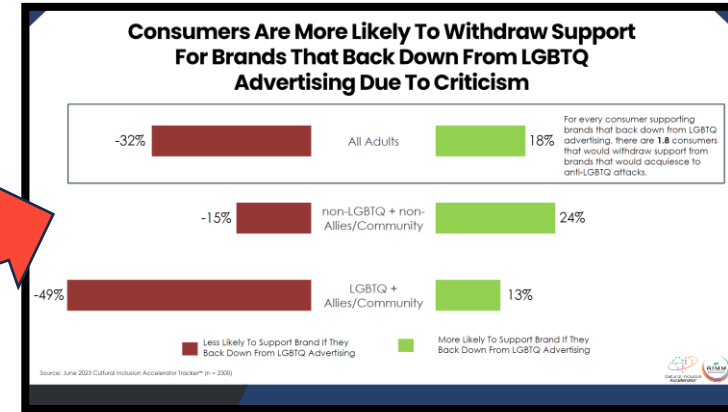
18-34-year-olds are nearly **twice as likely** than the general population to say that protecting LGBTQ+ rights should be a top priority for brands when it comes to allocating money and resources

Source: [Edelman Trust 2022](#), and [GLAAD Accelerating Acceptance 2023](#)

ANA: Backing down from LGBTQ+ marketing brings net consumer loss

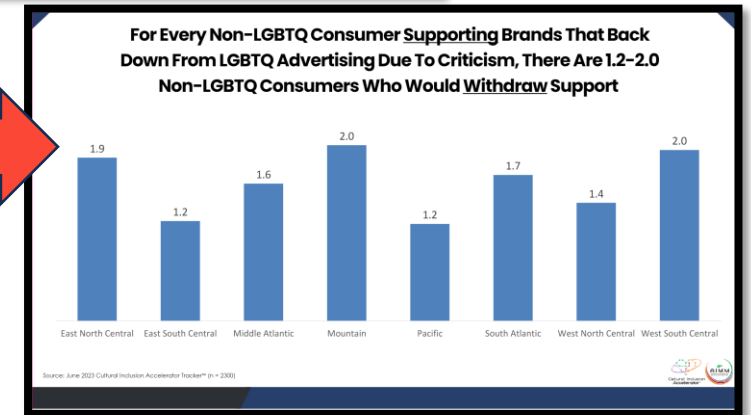
ANA Study: "Consumers Are More Likely To Withdraw Support For Brands That Back Down From LGBTQ+ Advertising Due To Criticism."

For every consumer that supports brands that back down from LGBTQ+ advertising, there are 1.8 consumers that would withdraw support from brands that acquiesce to anti-LGBTQ+ attacks.



This holds true across the entire U.S., even in the most conservative areas. In Eastern South Central U.S., brands that acquiesce to anti-LGBTQ+ attacks have a consumer loss of 1.2 non-LGBTQ+ consumers, and in the Western South Central and Mountain States the consumer loss is 2.0 non-LGBTQ+ consumers.

The net loss grows exponentially with GenZ and Millennials.



Read More: <https://aimm.sharefile.com/share/view/s9ec47ab0d06d4ddb84efcc5250665823>

Q.Digital Overview

Our LGBTQ+ owned, LGBTQ+ targeted sites and distribution partners bring the number one scale.

We help your brand connect to the community because we are the community.



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Q.Digital is Celebrating 15 Years

In 2008, LGBTQ+ people were banned from serving in the military and same-sex marriage was illegal. Q.Digital has played a role in growing LGBTQ+ rights by connecting our community and advocating for equality. Being **Founder-Led as an LGBTQ-owned, LGBTQ-targeted company** in the age of changing media ownership and investor-fueled media growth is an important distinction. Mainstream companies like *Buzzfeed*, *Vice*, *Huffington Post*, *Viacom*, and *Conde Nast* have launched LGBTQ+ specific offerings to capitalize off our community, but their efforts faded as their business challenges grew. Other LGBTQ+ media companies like *Out*, *Advocate*, *Logo*, and *Grindr* have rotated through owners. **Our celebrated growth is from the steady building of advertiser relationships year over year, cultivating our audience relationships, and being a community leader you can count on.**



Q.Digital is Founder-led, and its immense growth is fueled by loyal brand partners who renew again and again.



In 2023, Q.Digital was honored as the **Small Business of the Year** by the Golden Gate Business Association.



San Francisco Business Times recognized Q.Digital (headquartered in San Francisco) as one of the **fastest growing companies** in the city.



Q.Digital is working with ANA AIMM to **elevate the power of Diverse Owned Media**. CRO Justin Garrett [appeared](#) at GrowthFronts

Q.Digital is certified LGBTQ+ owned & top ranked among competitors



100% LGBTQ+ OWNED

Certified by The National Gay & Lesbian Chamber of Commerce, exclusive certifying body of LGBTQ+ owned businesses.

Certificate # 15667
Expiration: 3/31/2026



CERTIFIED DIVERSE SUPPLIER

Association of National Advertisers lists Q.Digital as a "Certified Diverse Supplier," encouraging brands to choose diversity-owned marketing vendors.

Q.Digital participates annually in ANA's [Growthfronts](#).



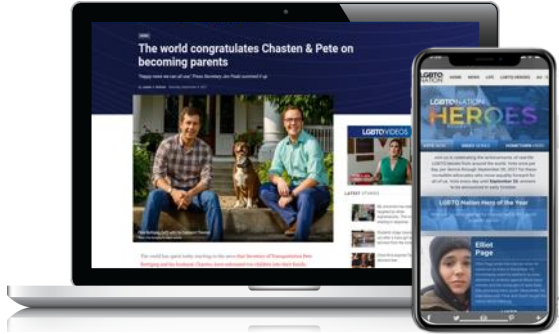
#1 RANKED LGBTQ+ PUBLISHER GROUP

Ranked by ComScore as the leading LGBTQ+ media group.

Comscore also ranks Q.Digital as leading LGBTQ+ with engagement metrics like total minutes and pageviews.

Six leading brands connect key LGBTQ+ audiences & interests

LGBTQNATION



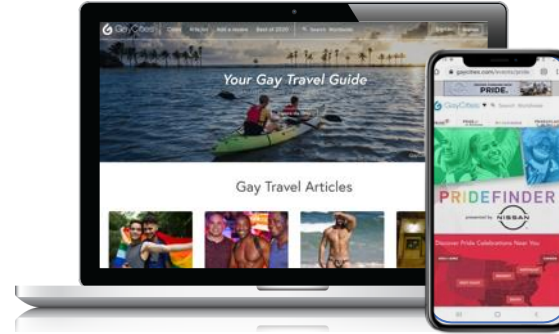
NEWS & CURRENT EVENTS
Q.Digital O&O, FULL CAPABILITIES

QUEERTY*



CULTURE & ENTERTAINMENT
Q.Digital O&O, FULL CAPABILITIES

GayCities



TRAVEL & ADVENTURE
Q.Digital O&O, FULL CAPABILITIES

INTO



GENZ PERSPECTIVE & VOICES
Q.Digital O&O, FULL CAPABILITIES

AUTOSTRADDE



LESBIAN / BI-WOMEN
DISPLAY / VIDEO RON

PinkNews



GLOBAL LGBTQ+ CULTURE
US only Display / Video RON

Q.Digital offers brands "one-stop shopping" for the largest reach in LGBTQ+

Q.Digital's four Owned and Operated sites are available for Full-service Capabilities,

PLUS, Two LGBTQ owned Alliance Partners are available for Display & Video inventory.

All inventory is Direct Sold, No PMP

Reach the largest audience on LGBTQ+ owned sites with the Q.Digital Alliance



11 M Unique Unduplicated Users

ComScore

AUDIENCE SIZE VS. TOP COMPETITORS

2X

2.1X

10X

100X

Q.Digital Audience is Most Engaged in LGBTQ+ Segment

ComScore: **Minutes Per Visitor**



- ✓ Q.Digital consistently leads its competitive set for time spent per visitor, almost 2x Equal Pride
- ✓ Q.Digital's content creates audience loyalty; vs stop-and-go click based traffic.
- ✓ This helps your brand by delivering repeat exposure with display and video creative, and driving longer time spent with branded content and video

	June '22	Jan '23	Feb '23	Apr '23	June '23	Aug '23
Q.Digital O&O <small>(LGBTQ Nation, Queerty, INTO, GayCities)</small>	6.0	4.0	5.0	4.4	4.9	5.5
THEM.US	5.9	3.1	2.8	2.2	4.6	2.6
INSTINCTMAG	3.1	3.8	4.8	3.2	3.2	3.2
LOGOonline	5.8	2.9	1.9	7.4	3.6	2.1
Equal Pride	3.8	2.1	2.8	2.1	1.9	3.0
TOWLEROAD	2.1	1.6	1.2	1.3	1.4	1.4
HuffPost Queer Voices	1.9	.9	1.7	1.7	1.7	2.1

Source: ComScore MyMatrix, 2022, 2023

Q.Digital Editorial Calendar Across Sites

Tentpole Programs

Sponsorships Available are First Come With IO. Book Early as we Sell Out.

Pride Season IO's recommended by February.

JANUARY

The QUEERTIES Digital EDITORIAL NOMINEES & AUDIENCE VOTING

1.98M Votes

LIVE! EVENT: LARGEST QUEER ENTERTAINMENT AWARDS

PRIDE 50

50 HONOREES embody the spirit of Pride. Digital Editorial, Video + NYC Pride Event

LGBTQ PRIDE SEASON

PRIDE in Pictures CURATED PHOTOS CELEBRATING PRIDE MOMENTS

PRIDEFINDER Go-To Pride Directory & The Places that define us

INTO "25 Under 25" GENZ MAKING A DIFFERENCE

SUMMER GAMES TEAM LGBTQ+ Q.Digital will track out LGBTQ+ athletes as one team at the Paris summer games.

Coming Out Day & Spirit Day Coverage and alignment, FITOs available

***OUT for GOOD** PEOPLE WHO CAME OUT AND CHANGED THE WORLD

LGBTQ History Month OUR SHARED HISTORY AND HOW WE MOVE FORWARD

BEST OF GayCities VOTE FOR THE BEST OF LGBTQ+ TRAVEL

LGBTQ NATION HEROES PEOPLE OF THE YEAR

DECEMBER

Signature Editorial channels

the **QUEERTY** interview*

QUEERTY Ever After

WANDER LUXE smart splurges for queer travelers

GOOD NEWS by LGBTQ NATION

prepared.*

← All Year

Proudly 100% LGBTQ owned & operated.

Year Round LGBTQ+ Programming

JAN-FEB	Queerty: "The Queerties"	SEPT 23	Bisexuality Day
FEB	LGBTQ+ HISTORY MONTH (UK)	SEPT-OCT	Queerty "OUT for Good"
FEB	Black History Month	OCT	LGBTQ+ History Month
APR 22	Day of Silence	OCT 8	International Lesbian Day
MAR 31	Trans Day of Visibility	OCT 11	Coming Out Day
MAY 16	LGBTQ+ Elders Day	OCT 19	LGBTQ+ Center Awareness Day
MAY 17	International Day Against Homophobia, Transphobia, & Biphobia	OCT 20	Sprit Day
MAY 22	Harvey Milk Day	OCT 21	International Pronoun Day
MAY 24	Pansexual Visibility Day	OCT 26	Intersex Awareness Day
JUNE	Pride Month (Events take place March-November)	NOV 8	Intersex Solidarity Day
MAY-JULY	Queerty "Pride50," GayCities "Pride in Places + PrideFinder," LGBTQ+ Nation "Pride in Pictures"	NOV 13-19	National Transgender Awareness Week
JULY 14	International Non-Binary People's Day	NOV 20	Trans Parent Day
JULY 16	Drag Day	NOV 20	Intersex Solidarity Day
AUG 19	Transgender Flag Day	NOV-DEC	GayCities "Best of GayCities"
AUG-SEPT	LGBTQ Nation "Heroes"	DEC 1	World AIDS Day
SEPT 15	Hispanic Heritage Month	DEC 8	Pansexual Pride Day
SEPT 16-23	BiWeek	DEC 10	Human Rights Day

Q.Digital Impact

Q.Digital's impact for brands is measurable in **media metrics** that surpass industry norms, **acclaim** in press and award acknowledgments, and **brand lift studies** that show increases in positive sentiment and purchase intent.



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Q.Digital's Work Wins Acclaim for Brands!



LGBTQ Nation's "Stonewall Generation" longform feature article won an Excellence in Journalism Award by the Association of LGBTQ Journalists.



Q.Digital's campaign for **Chevrolet** won a Shorty Impact Award and multiple nominations



Q.Digital's campaign for **Nissan** was a finalist in the Shorty Awards for Diverse Owned Business Campaign



Q.Digital's campaign for **Nissan** was a finalist in the OMMA awards for Auto

Automotive News



Automotive News profiled **Chevrolet's** work with Q.Digital



LGBTQ Nation's "Stonewall Generation" longform video nominated for a 34th Annual GLAAD Media Award in Online Journalism / Video

RVBusiness



RV Business profiled **GO RVing's** multi-year campaign with Q.Digital

Q.Digital Content Drives Measurable Impact

Nielsen studied four Q.Digital-produced custom videos for various brands.

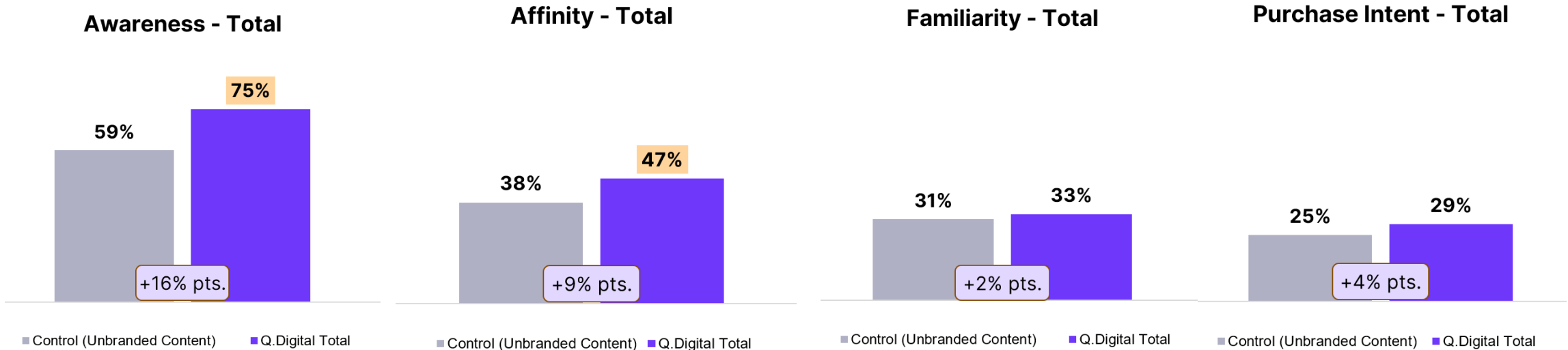
They surveyed 400 LGBTQ+ people and 400 Allies, measuring the impact of the content on factors like awareness, affinity, familiarity, recommendation, and purchase intent, as well as key attributes and if the brand resonated as an LGBTQ+ ally.

Each video featured product and brand logo inclusion, LGBTQ+ talent, was produced fully by Q.Digital, and ran on Q.Digital sites in 2023.



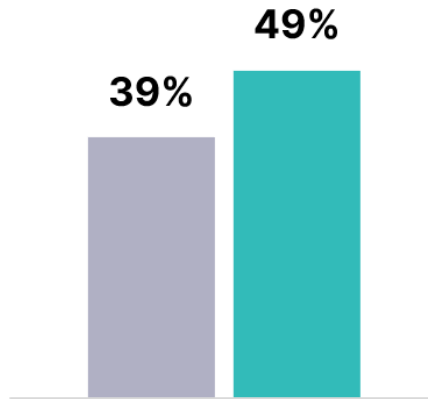
Overall

Q.Digital custom video content delivers increases in awareness, affinity, familiarity, and purchase intent, across a spectrum of brands.

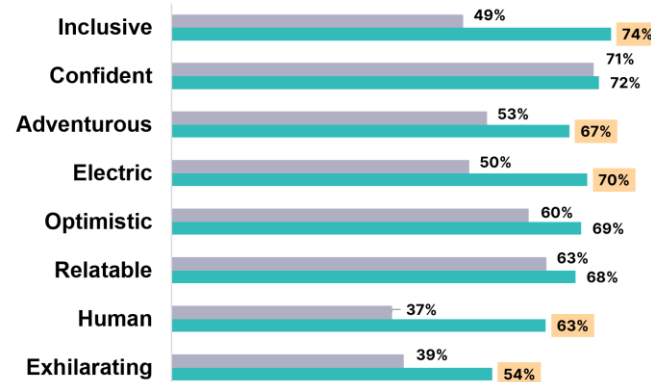


Source: Nielsen, September 2023. Results reflect all four Q.Digital videos combined.

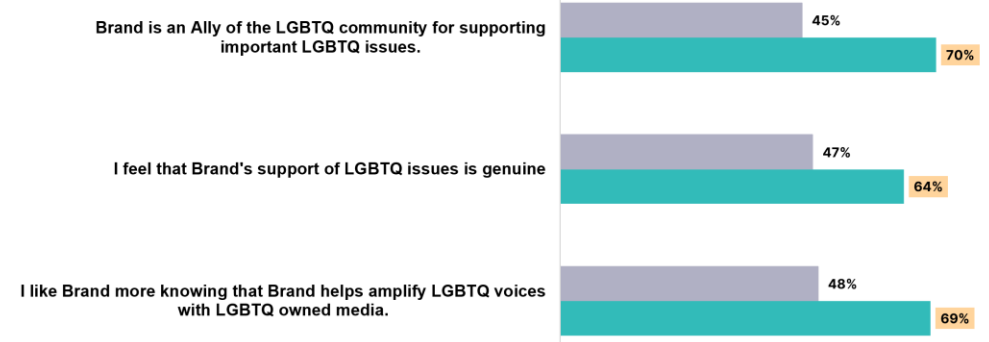
+10
Increase in
Purchase Intent



+25
Increases in Positive
Brand Attributes

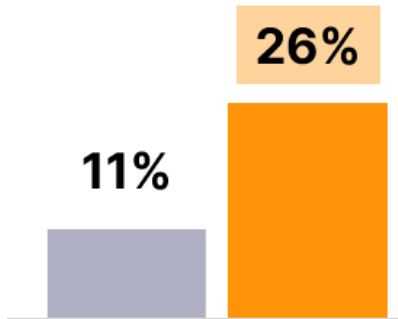


+30
Increases in Allyship

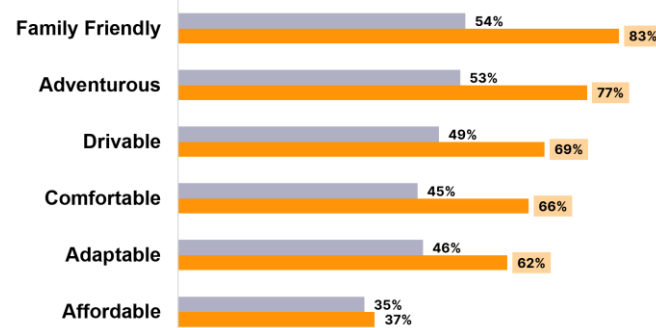


Source: Nielsen, September 2023. n=400 LGBTQ+ and 400 LGBTQ+ Allies.

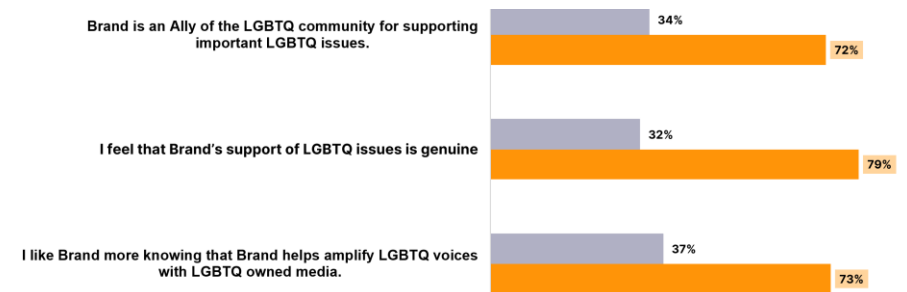
+15
Increase in
Purchase Intent



+29
Increases in Positive
Brand Attributes



+38
Increases in Allyship



Source: Nielsen, September 2023. n=400 LGBTQ+ and 400 LGBTQ+ Allies.

Capabilities

We tell your brand story through an authentic LGBTQ+ lens to build credibility with the community.

We deliver scale and engagement with LGBTQ+ consumers because our custom content lives organically in LGBTQ+ endemic content environments.



Proudly 100% LGBTQ+ owned & operated.

www.q.digital

Full-Service Custom Video Production

Award-winning custom video content made by team of experts & professional content creators.

HOW OUR PROCESS WORKS:

- RFP
- Q.Digital Editorial and Marketing Brainstorm on Core Ideas
- Proposal with Top Line Concepts
- Contract/ IO
- Kick-Off Call to finalize:
 - ✓ Content concepts
 - ✓ Talent
 - ✓ Timeline
 - ✓ Assets
- Brand Brief, scripting, storyboarding, influencer casting
- Production/Filming
- Editing
- Reviews + Final Approval
- Go Live

HOW WE DISTRIBUTE CONTENT:

- Content lives on our organic channel: Queerty TV, Video Content Player across sites
- Videos are distributed across Q.Digital social platforms: YouTube, Facebook, Instagram, Twitter.
- Distribution models are customized to the brand's target audience with:
 - ✓ Cutdowns run as pre-roll across Q.Digital
 - ✓ Custom Mobile Reveal with Video Cutdown
 - ✓ Custom High Impact Peak Unit with Video Cutdown run as First Impression Takeover



BTS of "That's Our Sally" — **GILEAD**



BTS "Drag as Activism" — **CHEVROLET**



BTS "The Queerties", Live Stream — **Lexus**

Custom Video Content Examples



Toyota



Maybelline



Key West



Chevrolet



Gilead



Orbitz



Lexus



Go RVing



OraQuick



Visit San Francisco



Nissan, Paramount+, Hilton



Nissan

Q.Digital's Custom Video Distribution Ecosystem

Q.Digital drives Scale for your brand by creating a mix of long form and short form videos, plus high impact units with brand visuals, all run across LGBTQ+ sites and social, reaching millions of consumers and generating millions of views.

Example: Go RVing 2022

Long form video views drive brand integration and authenticity

LONG FORM VIDEO

Queerty TV, in Q.Digital video module on Queerty and LGBTQ Nation

Q.DIGITAL SOCIAL DISTRIBUTION

IG YT FB TW FEEDS OF QUEERTY, INTO, LGBTQNATION, GAYCITIES

Includes long form posting

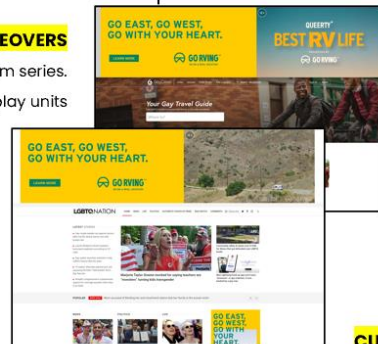


Brand Site

CUSTOM PEAK :30 AS FIRST IMPRESSION TAKEOVERS

Dates near video launch. Video is a cut down of the custom series.

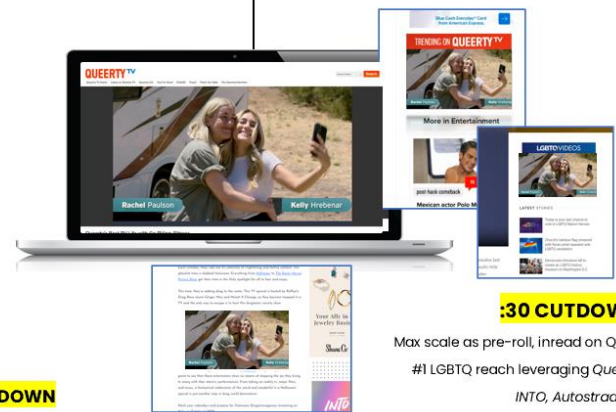
Runs with brand display units



CUSTOM MOBILE REVEAL WITH :30 CUTDOWN

Reveals as full page unit as user scrolls

On mobile web sites Queerty, INTO, LGBTQ Nation, GayCities



:30 CUTDOWN - RON

Max scale as pre-roll, inread on QueertyTV, video module, in-read

#1 LGBTQ reach leveraging Queerty, LGBTQ Nation, GayCities

INTO, Autostraddle, PinkNews



Short form video views across Q.Digital drive scale

Editorially-curated Branded Content lives in LGBTQ+ endemic content channels

Trans employees share their experiences working at this incredible LGBTQ-friendly company

BE PROUD. IN YOUR WORK AND YOUR LIFE.

USAA

Here's how Gay Street became Acceptance Street in this WorldPride mecca

GayCities

MasterCard

Love Wins: Get your gay on with these top 10 finds from Kohl's Pride Collection

QUEERTY pride

Kohl's

Meet the young leaders battling division and ensuring the future is gay

LGBTQ+ NATION

Chevrolet

Monet Umans, Upper Marlboro, Maryland, 2020. Photo courtesy of Monet Umans

Let Gene & Shay take you on a queer RV adventure across America

GayCities

GO RVING

7 gorgeous unisex wedding bands to celebrate 7 years of marriage equality

QUEERTY

Shane Co.

These leaders are amplifying the voices of the Black queer community

LGBTQ+ NATION

AARP

From an early age, Monet Umans, 25, was taught to be proud of her roots and identity.

Raised in Upper Marlboro, Maryland, she was surrounded by family, friends, and role models who looked like her and understood the nuances of navigating the world as a Black woman.

But when she began to question her sexuality, Monet's unapologetic pride was challenged. "All these parts of me were constantly being affirmed until I started to explore anything outside my Blackness and my womanhood," Umans told *LGBTQ+ Nation*.

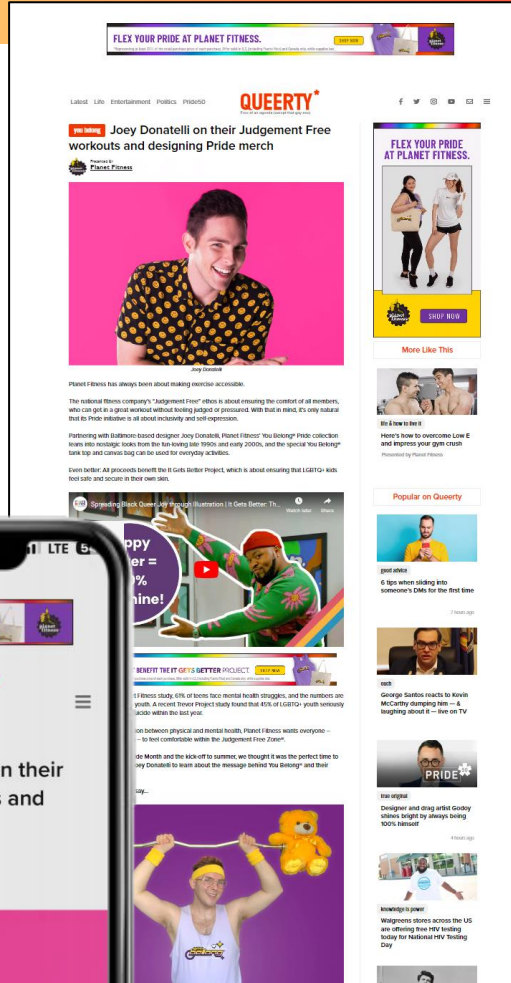
A voracious reader and self-described "child of the internet," Umans took matters into her own hands, turning to books like Toni Morrison's *The Bluest Eye*, Ta-Nehisi Coates's *Between the World and Me*, and social media platforms like Tumblr to find like-minded people. By her freshman year of high school, she was out to her classmates and championing intersectionality within her Gender and Sexuality Alliance (GSA) at The Madeira School, in Virginia.

“Enhanced” Branded Content Distribution

Q.Digital’s “Tier 1” Enhanced Branded Content Distribution includes 1) our standard **on-site organic editorial distribution** with the article promoted on our homepage at launch and in our editorial newsletter, 2) a custom **Dedicated Email** with the entire article sent to 100k email subscribers to significantly increase the audience size, 3) custom **Co-brand Display** with brand logo promoting the article, run across Q.Digital network, and 4) distribution on Q.Digital **social feeds**.

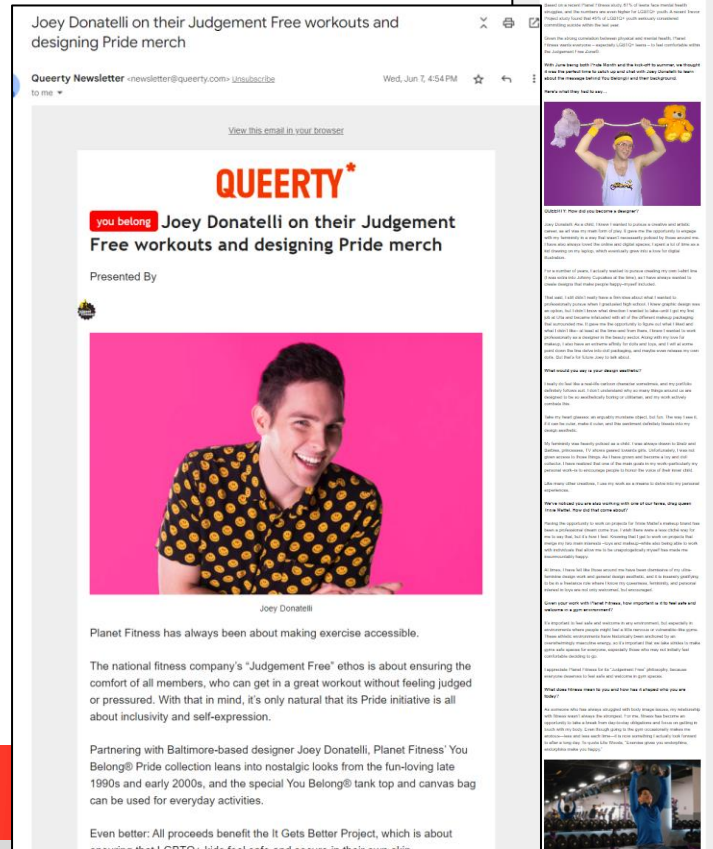
On-Site Distribution

- Lives in organic editorial space
- 100% SOV Brand Display
- “Presented by” with brand logo
- Organic Editorial Distribution includes homepage and newsletter
- Social Distribution



Dedicated Email Distribution

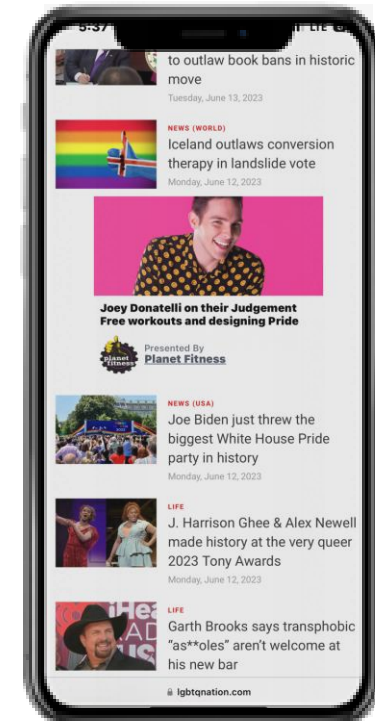
- Full article sent to 100,000 subscribers
- “Presented by” with brand logo



Example: Planet Fitness, June 2023

Co-Brand Display

- 300x250 created for article promotion
- Runs across Q.Digital sites
- Includes “Presented by” with brand logo, article title, and image





Talent and Influencers



Q.Digital's established relationships with LGBTQ+ influencers and notable personalities brings brands "friend of the family" access



Recent Collaborations

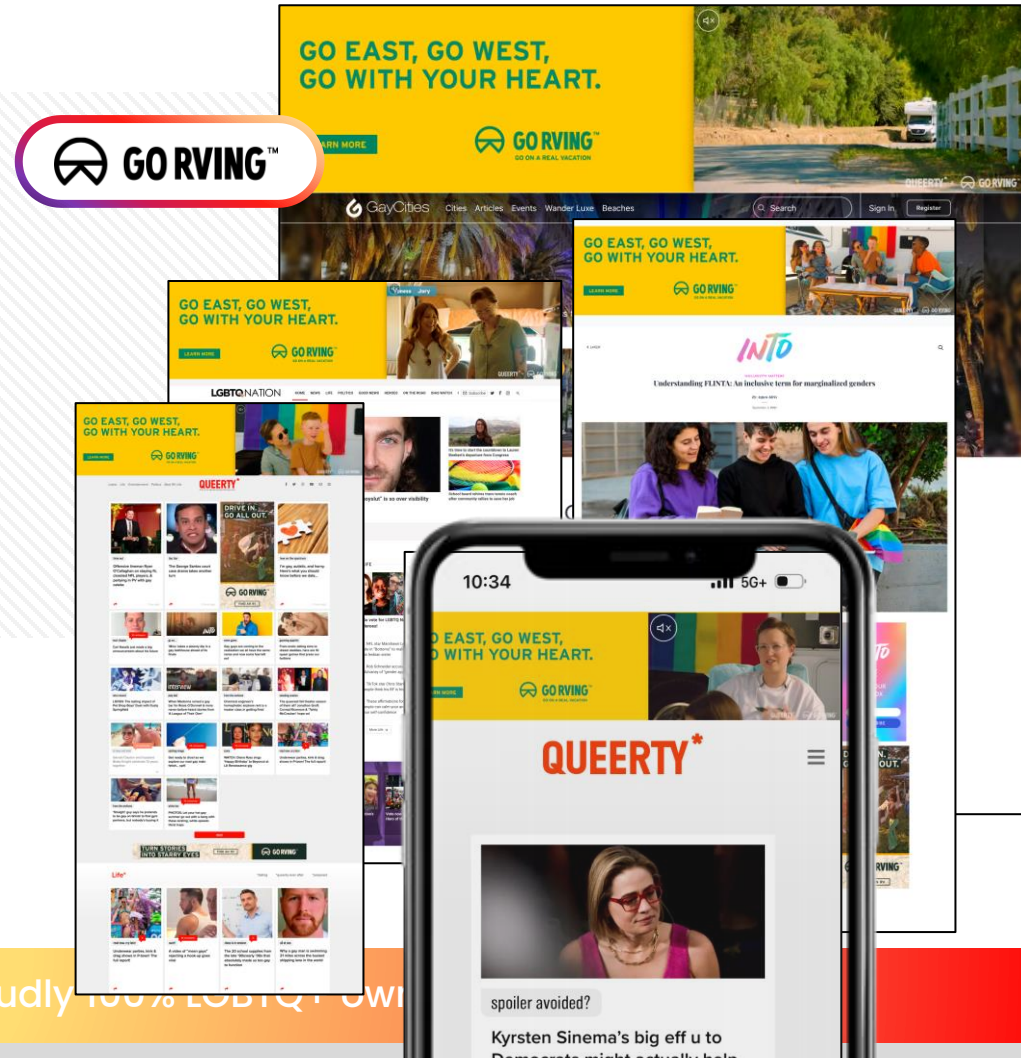
[Billy Porter](#) (FX Pose, Kinky Boots), [Wanda Sykes](#) (TV, comedian), [Lance Bass](#) (musician), [Ashlyn Harris](#) (soccer champion), [Leslie Jordan](#) (Will & Grace), [Bob the Drag Queen](#) (RuPaul's Drag Race, influencer), [Monet X Change](#) (RuPaul's Drag Race, influencer), [Emil Wilbekin](#) (Native Son), [Mo Heart](#) (RuPaul's Drag Race), [Victor Jackson](#) (choreographer), [Schuyler Bailar](#) (USA Swimming, activist) [Sherry Cola](#) (comedian) [Shangela](#) (HBO, RuPaul's Drag Race), [Trixie Mattel](#) (Discovery, RuPaul's Drag Race), [Joseph Arujo](#) (TikTok's Creator Diversity Collective), [AJ Gibson & Emile Ennis Jr](#) (TV personalities), [Busy Phillips](#) (Dawson's Creek), [Brita Filter](#) (RuPaul's Drag Race, Broad City) [Aydian Dowling](#) (Men's Health cover, influencer), [Tyler Oakley](#) (influencer), [Wilson Cruz](#) (Star Trek, My So Called Life) [Jason Collins](#) (NBA), [R.K Russell](#) (NFL), [Trinity K Bonet](#) (RuPaul's Drag Race), [Orlando Soria](#) (designer and TV host), [Vanessa Parish](#) (chef, influencer), [Nelson Moses Lassiter](#) (filmmaker), [Jenna Laurenzo](#) (filmmaker), [Rachel Paulson and Kelly Hrebener](#) (influencers), [Kim Chi](#) (RuPaul's Drag Race), [Lauren Elyse](#) (makeup artist), [Brendan Jordan](#) (influencer), [The Yoberts](#) (influencer couple), and many more



High Impact and Brand Media

High Impact Takeovers: Peak and Video Scroll

High Impact **“Peak Unit with Video”** has video plus brand visual space, pushes down content for high impact effect. Served as First Impression Takeover with brand display units below

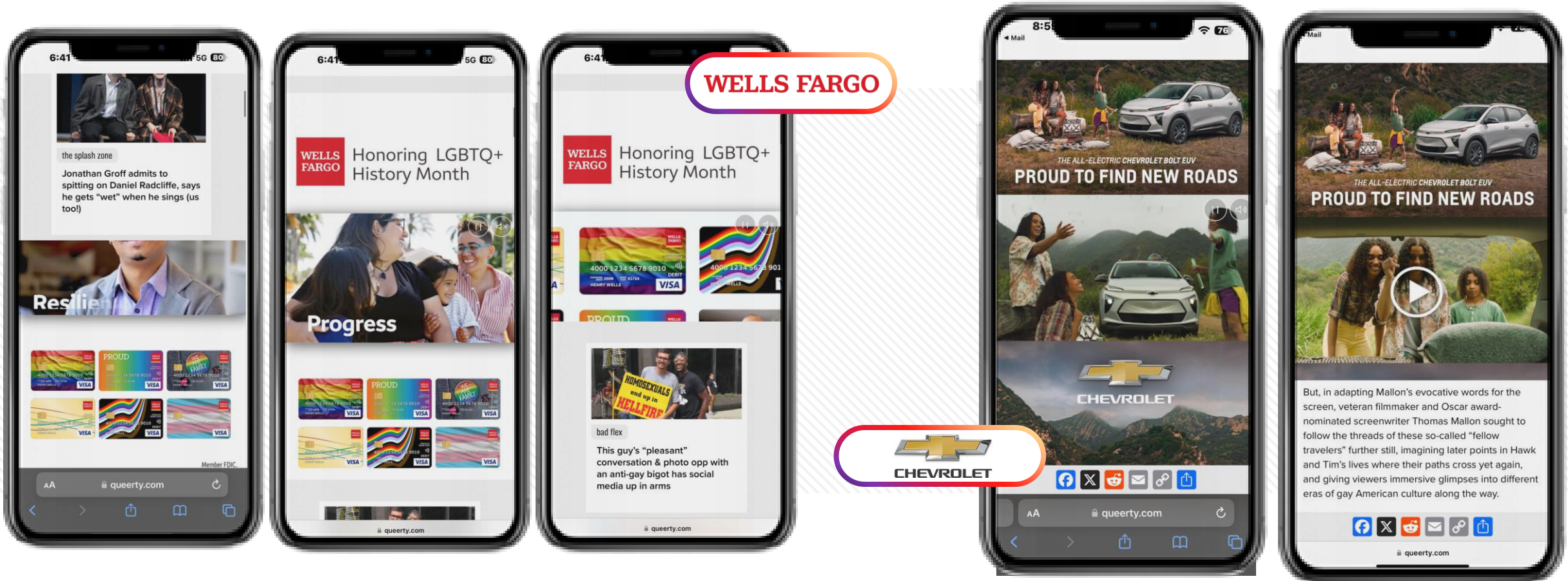


High Impact **“Video Scroll”** pushes down content to reveal full screen video. Served as First Impression Takeover with brand display units below



High Impact Mobile Reveal

As user scrolls on mobile web, the full screen unit reveals under the content. Q.Digital creates the unit with brand assets, with or without video.



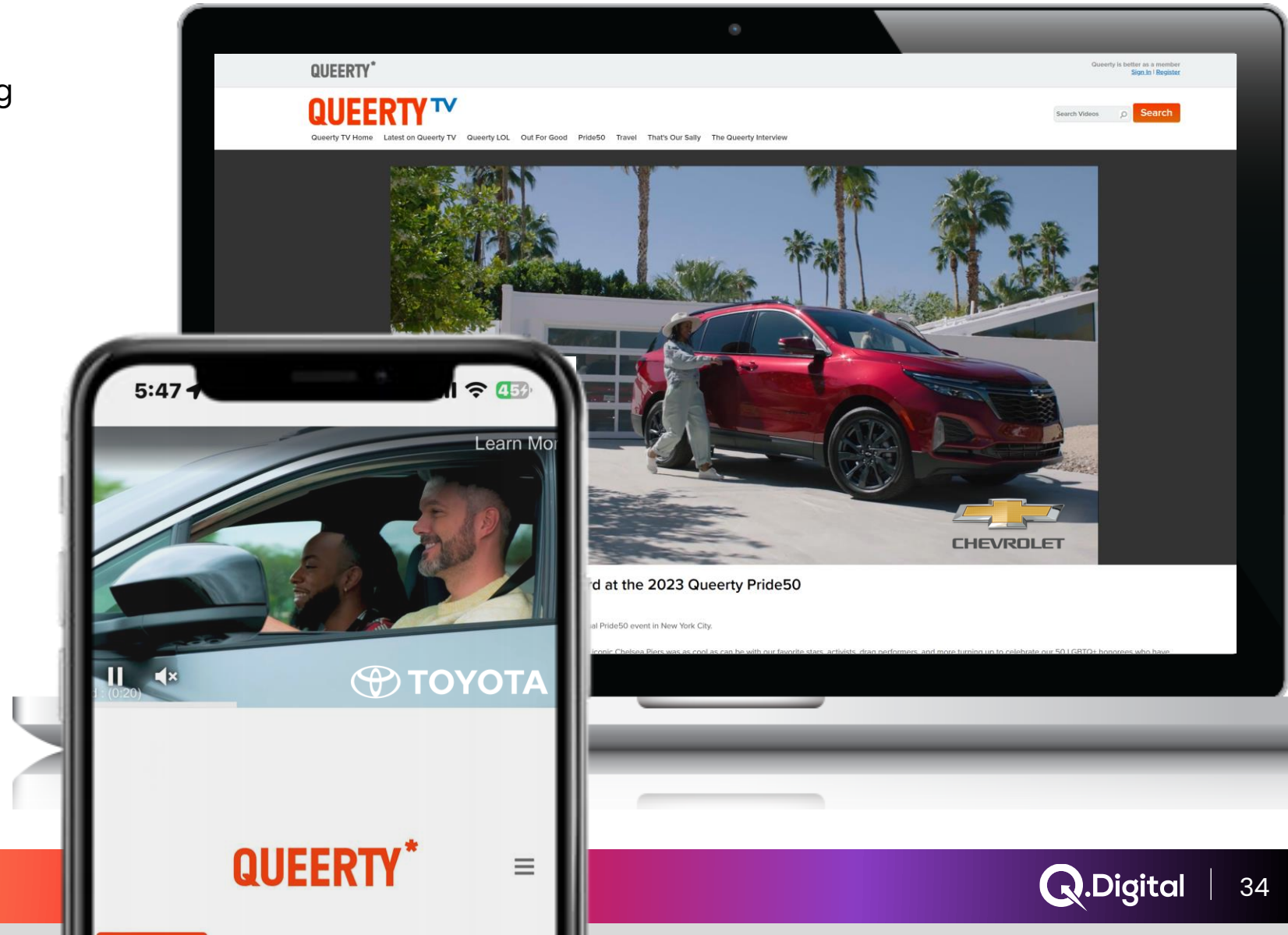
Premium Video – Run of Network

Reach the largest scale in LGBTQ+ media with direct-sold video inventory across six LGBTQ+ owned sites including *Queerty*, *LGBTQ Nation*, *GayCities*, *INTO*, *PinkNews*, and *Autostraddle*.

Q.Digital serves **Pre-Roll** in editorial video environments across Queerty TV & our LGBTQ+ Video module on LGBTQ Nation and Queerty, and **In-Read/In-Stream** across LGBTQ+ editorial content.

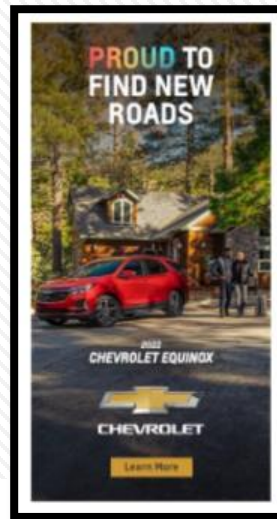
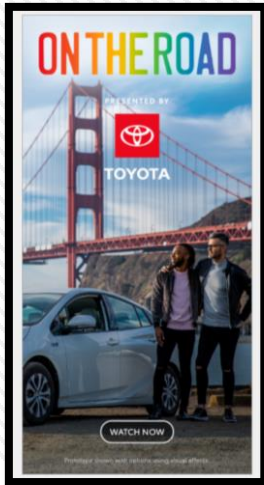
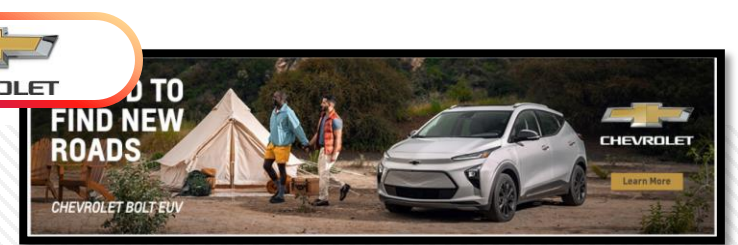
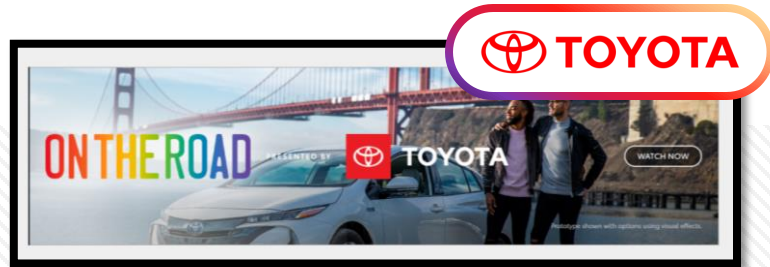
Benefits include:

- ✓ Pre-roll inventory with high viewability & high completion rate for LGBTQ+ content.
- ✓ LGBTQ+ content alignment
- ✓ Distribution Partners: PinkNews and Autostraddle



Custom Creative

For some clients, Q.Digital can create custom photo shoots with LGBTQ+ talent and create display and video ad creative.



Case Studies

Using effective strategies to reach LGBTQ+ people by uplifting voices in the community through storytelling.

Look inside past work to see how Q.Digital helps brands connect with LGBTQ+ audiences.



Proudly 100% LGBTQ+ owned & operated.

www.q.digital

A Few of Our Recent Brand Partners





SPONSORSHIPS

SUMMARY

McDonalds partnered with Queerty for the largest LGBTQ+ awards program available: The Queerties! The program included a digital channel sponsorship, a custom award category, influencer casting and amplification, and a unique LGBTQ+ event integration.

HIGHLIGHTS

- ✓ 100% SOV Custom 'Livin' My Truth' Category
- ✓ 25% SOV in digital channel
- ✓ Social Media Amplification
- ✓ Influencer Casting: Manila Luzon & Shea Diamond
- ✓ On stage in-show integration with co hosts & McDelivery





LGBTQ NATION
ON THE ROAD

THREE YEAR VIDEO SERIES

SUMMARY

In Toyota's first custom LGBTQ+ content program, Q.Digital created a multi-year custom video series for Toyota called "LGBTQ Nation's On the Road, presented by Toyota," showcasing LGBTQ+ couples driving Toyota vehicles on their way to meet other interesting LGBTQ+.

Year 1 featured influencer couple Corey and Christian (aka The Yoberts) discovering Southern California while driving Toyota's Rav4 and Camry. Year 2 featured engaged couple AJ and Emile exploring the Bay Area, driving the Rav4 SE and the Prius Prime. Year 3 launched with AJ and Emile exploring Austin.

Q.Digital produced all 11 videos, securing talent, filming, editing, and distributing the series.

The videos were hosted on a microsite on *LGBTQ Nation*. Each video had short form cuts that ran across Q.Digital sites in pre-roll and InRead, and appeared in custom mobile reveal high impact units. The videos were shared across social media. In year 2, Q.Digital also created custom display ad units promoting the series.

HIGHLIGHTS

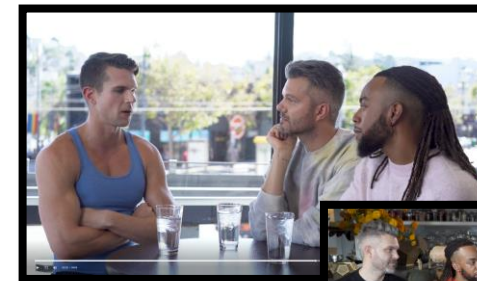
- ✓ Influencer and creator scouting, casting, and management:
- ✓ Custom video production, scripting, filming, editing, logo design
- ✓ Video series hub
- ✓ Organic social and editorial distribution
- ✓ High Impact Video modules with 30-sec sizzle
- ✓ Toyota brand display & brand video across Q.Digital sites



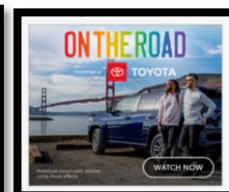
LGBTQ hosts secured by Q.Digital



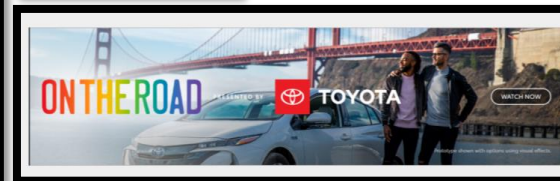
Organic vehicle inclusion in video



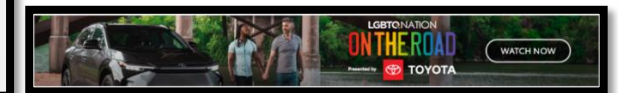
Additional LGBTQ talent



Custom Display Creative



Custom Display Creative





LGBTQ NATION
AUTHENTIC VOICES OF
PRIDE

FULL SCALE PARTNERSHIP

SUMMARY

"Authentic Voices of Pride" is a multi-year partnership with *LGBTQ Nation* and Chevrolet to shine a light on vital LGBTQ+ issues through long-form video and editorial, featuring intimate conversations, in-depth profiles, and firsthand stories from within our community. From 2021 through 2023, the topics included LGBTQ+ Families, Drag as Activism, Inclusion in Sports, Youth Homelessness, Raising LGBTQ+ Kids, LGBTQ+ Youth, Stonewall Generation, and Queer Healthcare. Dozens of high-profile LGBTQ+ people contributed perspectives in videos and editorial content, along with micro social influencers. *LGBTQ Nation* hosted live panel discussions during NewFest film festival. Each pillar drove donations to a partner charity. The program ran in tandem with custom ad creative developed for Chevrolet for LGBTQ+ media.

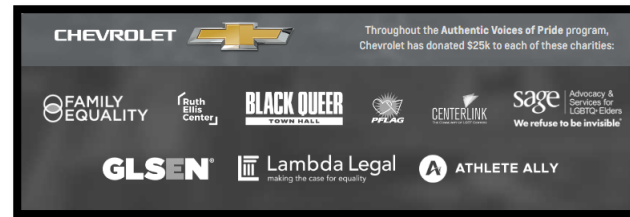
- ✓ **CONTENT:** For each topic, Q.Digital created seven long-form videos with dozens of real, notable/influential LGBTQ+, plus podcasts and dozens of in-depth, informative editorial pieces.
- ✓ **CHARITY IMPACT:** Each topic was tied to an LGBTQ+ non-profit, which both Chevrolet and audiences donated to, netting over \$500k raised for 7 orgs.
- ✓ **EVENT:** Paired with NewFest Film Festival, Q.Digital hosted a screening and panel discussion with people featured in docs.
- ✓ **PR:** *Automotive News* profiled the campaign in a major story, GLAAD nominated us, and we WON a Shorty Impact Award
- ✓ **Custom LGBTQ Creative:** Q.Digital created custom display / video for Chevrolet to support brand awareness.



Seven long form videos with high profile and influential LGBTQ, fully executed by Q.Digital production teams. Long and short form content distributed across six LGBTQ sites.



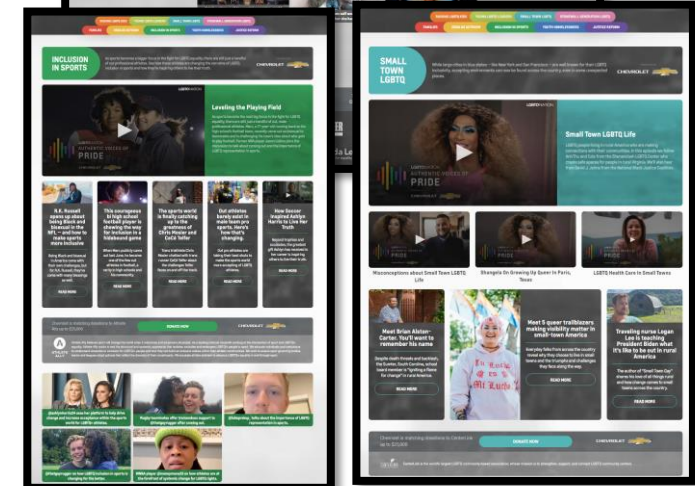
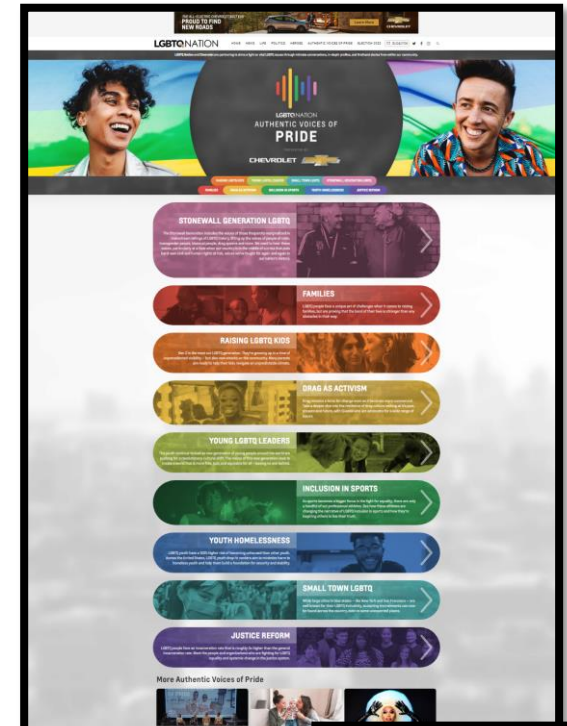
Panel and Screening at NewFest Film Festivals



\$500K raised and counting...



WON Shorty Impact Awards, NOMINATED for GLAAD Media Award and profiled in *Automotive News*



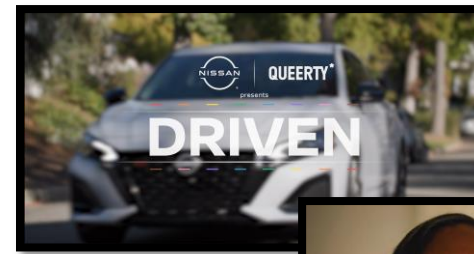
Custom Microsite, homebase for all content and destination of all media.



QUEERTY*
Proud of an agency because that gay and!

DRIVEN

Custom Editorial and Video Series



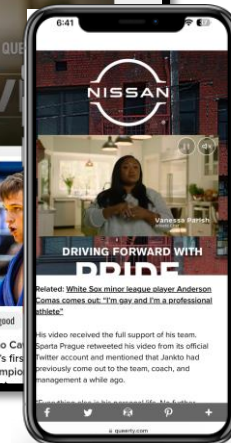
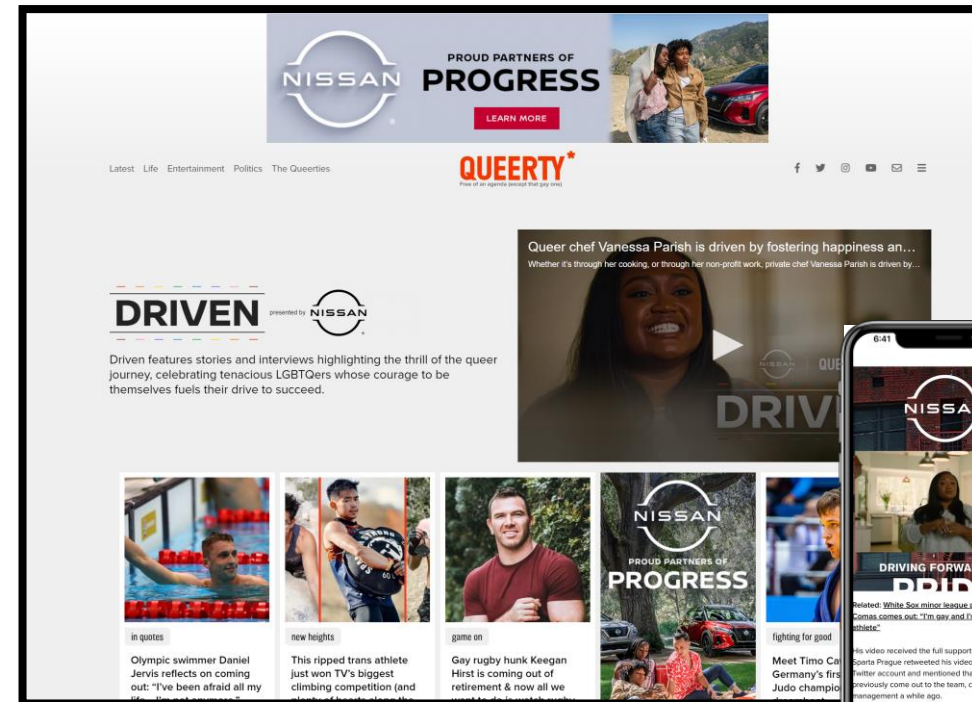
SUMMARY

Nissan leveraged Q.Digital to elevate the thrill of being authentically LGBTQ+ and how it drives success in people's lives.

Q.Digital brought forward its queer culture and entertainment site *Queerty* to host a custom editorial channel called "Queerty DRIVEN, presented by Nissan," featuring articles, interviews, and photos of LGBTQ+ individuals driven to succeed. They then created a two-part custom video series profiling chef Vanessa Parish of the Queer Food Foundation and Orlando Soria of HGTV's *Build Me Up* about their journeys of living authentic queer lives. The videos featured Nissan vehicles organically and ran across Q.Digital in long and short form with high Impact units.

HIGHLIGHTS

- ✓ **Dedicated Editorial Channel with 100% SOV**
- ✓ **Custom Video Series**
- ✓ **Custom Video Series Distribution** including First Impression Takeover with Custom Peak :30, Mobile Reveal with :30, Cutdown Run as Pre-Roll/InRead, Social Distribution.



SUMMARY

Lexus has a continual partnership with Q.Digital sponsoring our award show The Queerties. In 2021, as part of The Queerties, Queerty elevated LGBTQ+ people who have demonstrated innovation in their careers with a special "Innovator" Award. Each honoree was profiled in a custom video series. Lexus served as Presenting Sponsor for the Queerties overall and 100% SOV of the "Innovator" Award. In 2022, MJ Rodriguez was awarded the Icon award, sponsored by Lexus.

HIGHLIGHTS

- ✓ Award Sponsorship with "Presented by" Acknowledgment
- ✓ Custom Video Series
- ✓ Video Distribution Program
- ✓ Display and Video Media
- ✓ Digital Virtual Event Sponsorship





Branded Content

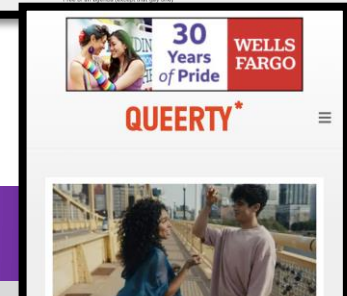
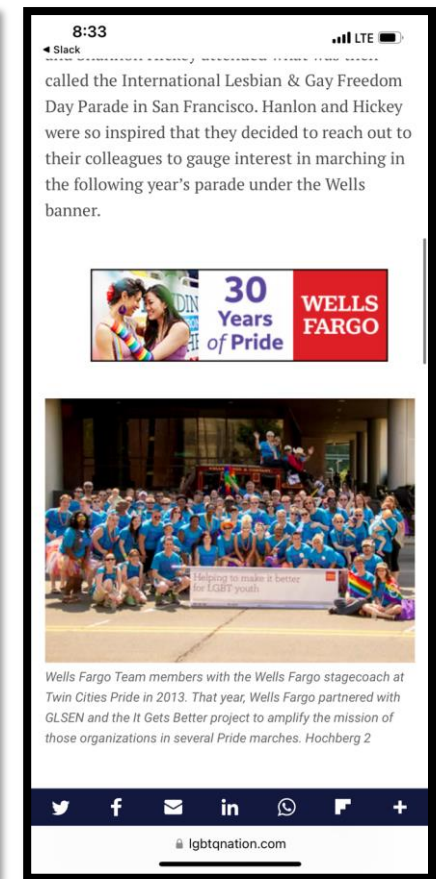
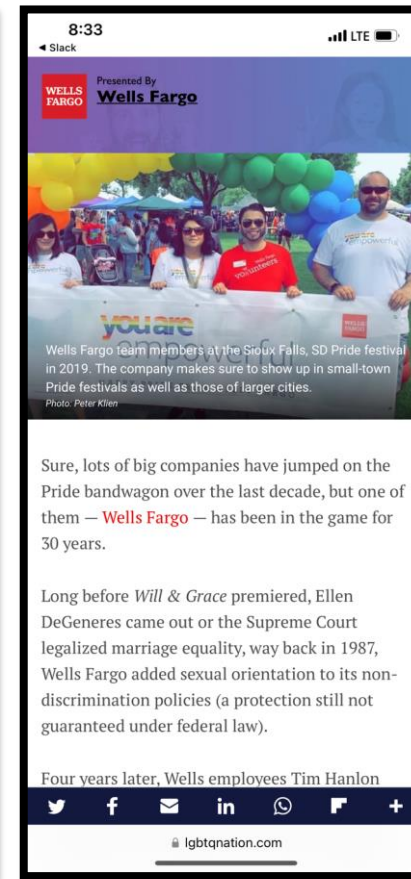
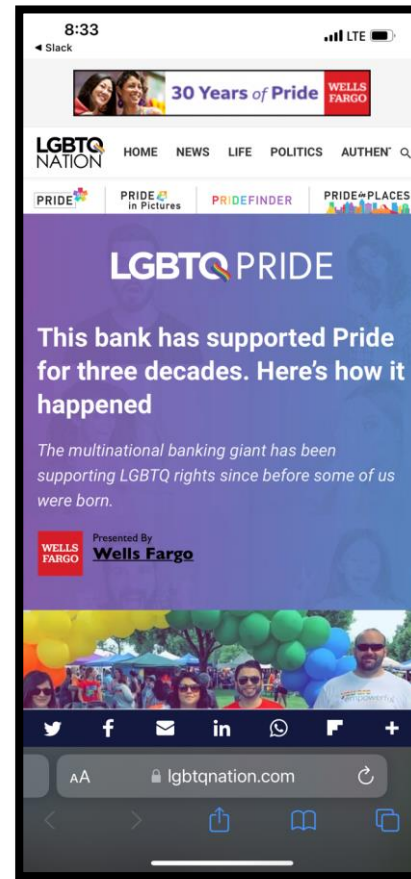
SUMMARY

In 2022, Wells Fargo celebrated the 30th year of their involvement in LGBTQ+ Pride events. Q.Digital collaborated to build a custom branded content article talking about Wells Fargo history in the community and the organizations that have been helped because of it. The article ran on *LGBTQ Nation* in the Pride section and was part of a campaign with ad creative celebrating the 30-year anniversary.

HIGHLIGHTS

- ✓ 30% SOV across all Pride50 content with display ads
- ✓ 100% SOV across 7 honorees: Dan Levy, Holland Taylor, Renee Montgomery, George C Wolfe, Russell T Davies, Ray Yeong, Ian McKellen.
- ✓ “Presented by” with clickable logo on Pride50 landing page

Proudly 100% LGBTQ+ owned & operated.





BRANDED CONTENT IN FULL YEAR CAMPAIGN

SUMMARY

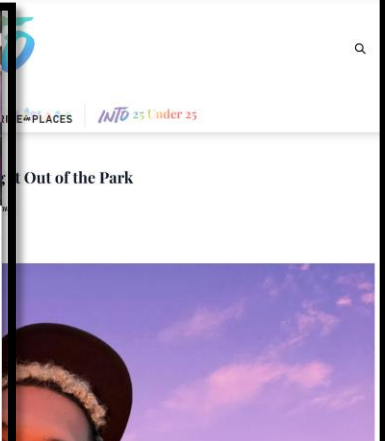
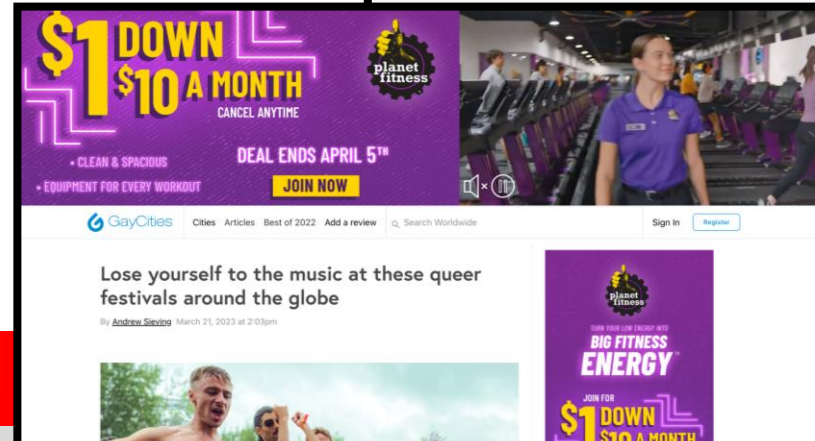
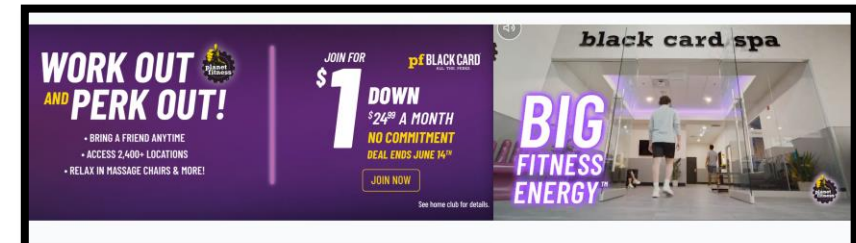
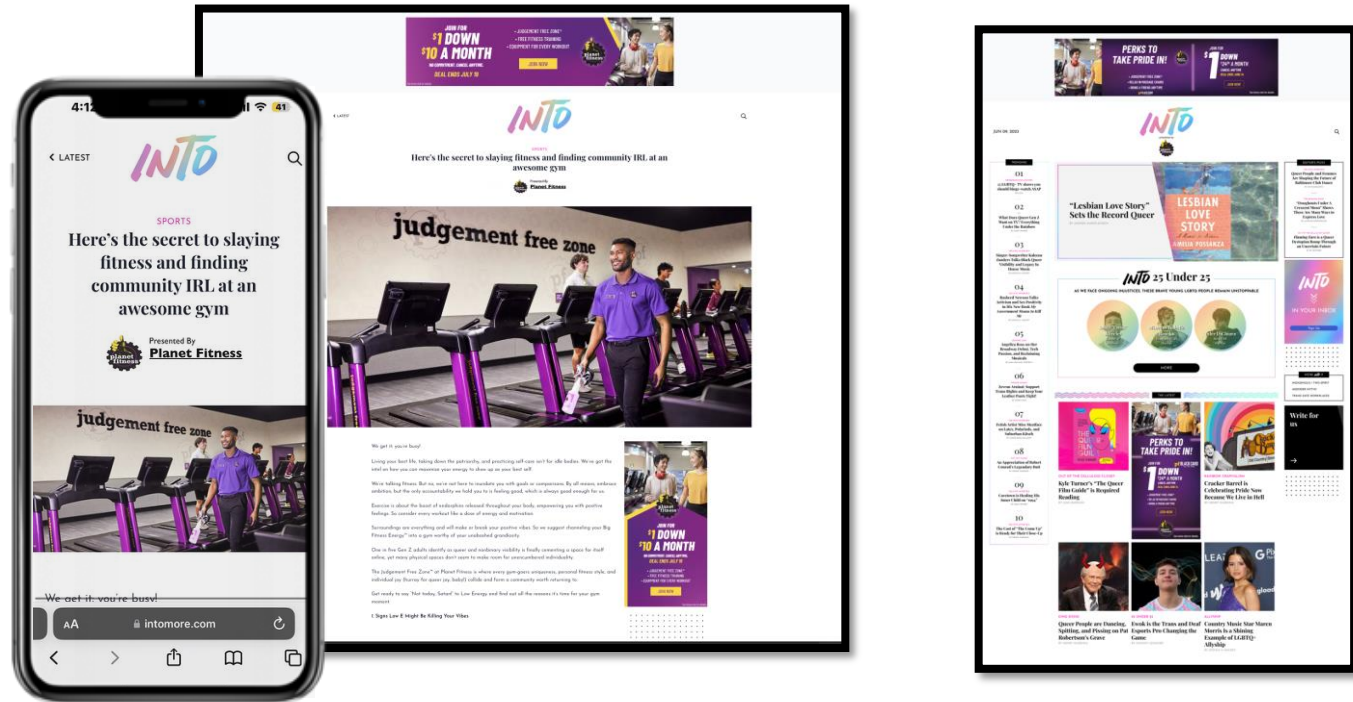
Planet Fitness chose Q.Digital to amplify the brand's focus on inclusivity to LGBTQ+ of all body types.

Q.Digital created custom branded content about finding community in the gym where everyone is accepted, targeted Planet Fitness placements around Gen Z content on INTO, and created high Impact Units for first impression takeovers.

HIGHLIGHTS

- ✓ Custom Branded Content with Social Distribution
- ✓ High Impact Peak Units with 30 secs, First Impression Takeovers
- ✓ INTO site sponsorship targeting Gen Z
- ✓ RON brand media and display
- ✓ Full year campaign

Proudly 100% LGBTQ+ owned & operated.





BRAND DISPLAY

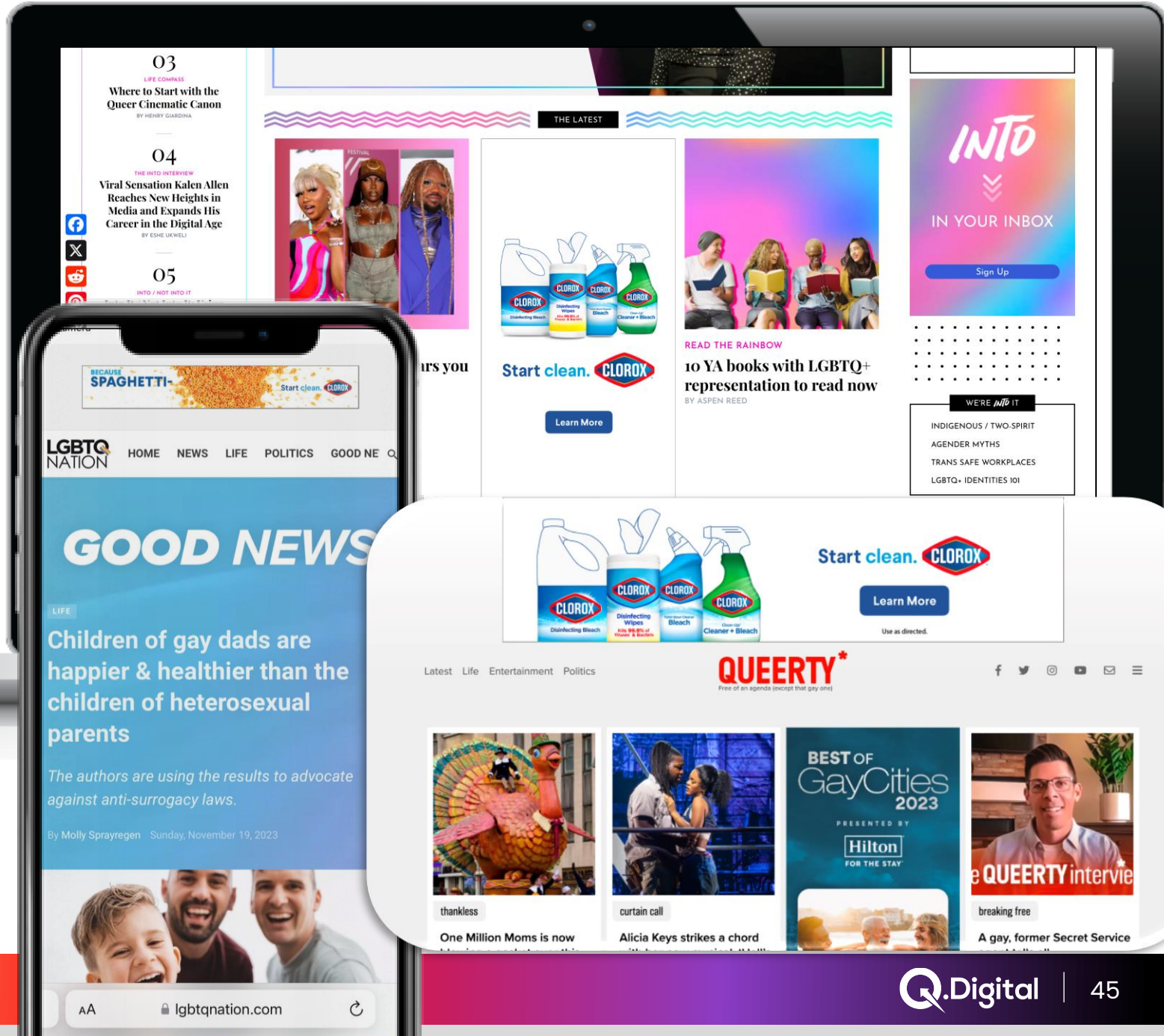
SUMMARY

In its first Q.Digital campaign, Clorox ran turnkey display across Q.Digital’s sites *Queerty*, *LGBTQ Nation*, *GayCities*, *INTO*, *PinkNews*, and *Autostraddle*.

HIGHLIGHTS

- ✓ RON Display
- ✓ AV RON Display
- ✓ #1 Reach for LGBTQ+

Proudly 100% LGBTQ+ owned & operated.



Target *OUT for GOOD

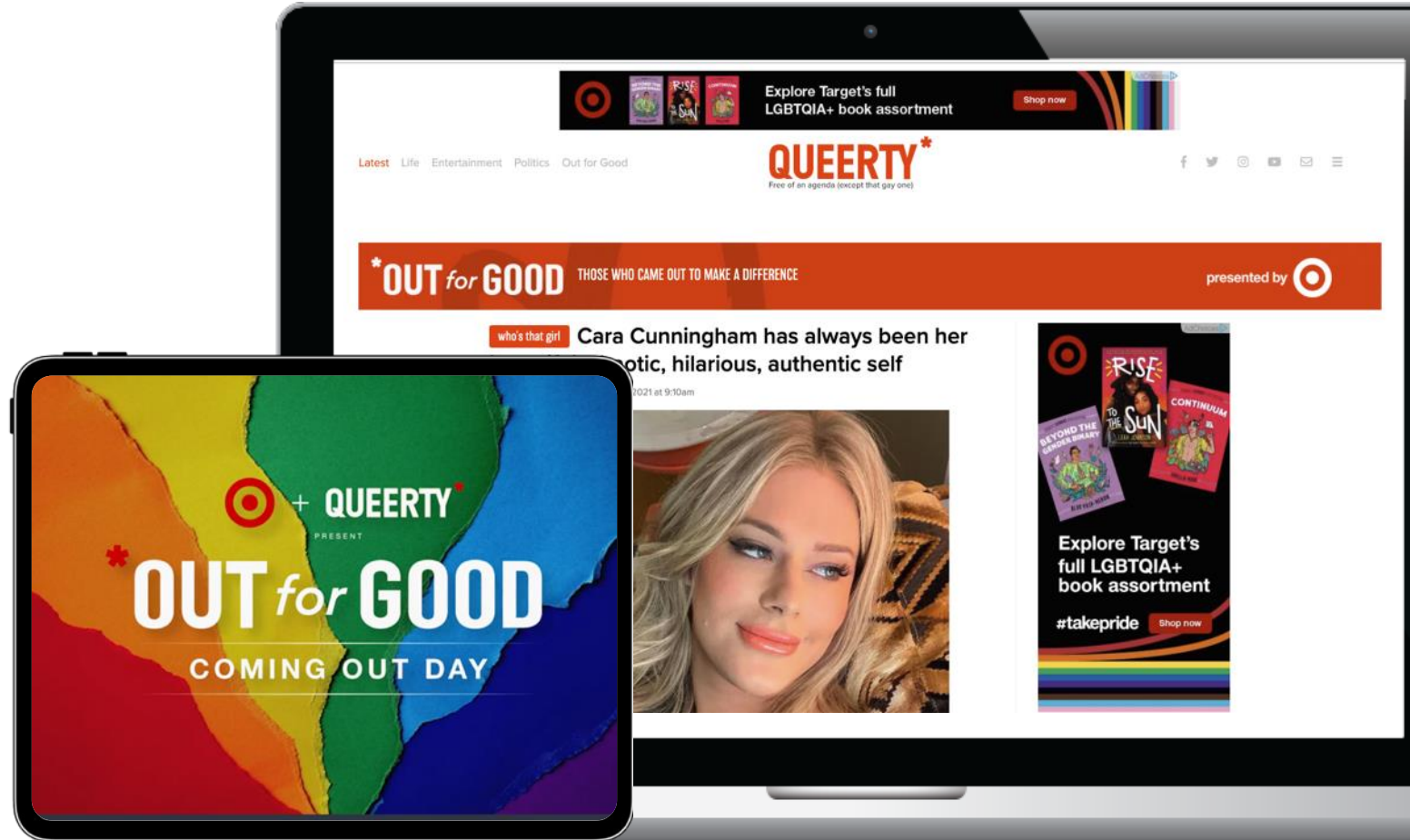
FULL SCALE PARTNERSHIP

SUMMARY

The coming out stories of today's generation span across sexual orientation, gender identity, HIV status, uniquely abled, and relationships. *Queerty* celebrates the inspiring, honest, authentic stories where athletes, artists, teachers, parents, teens, business leaders, and newsmakers use their platforms to bring awareness as they come out, affecting change and acceptance in the broader community. The stories embrace diversity, leaning into intersectionality with LGBTQ+ of all ethnicities.

HIGHLIGHTS

- ✓ Target sponsored "OUT for Good," *Queerty*'s highly-regarded editorial pillar during October's peak awareness periods like LGBTQ+ History Month, Coming OUT Day, Spirit Day, highlighting this year's inspirational coming out stories from the year.





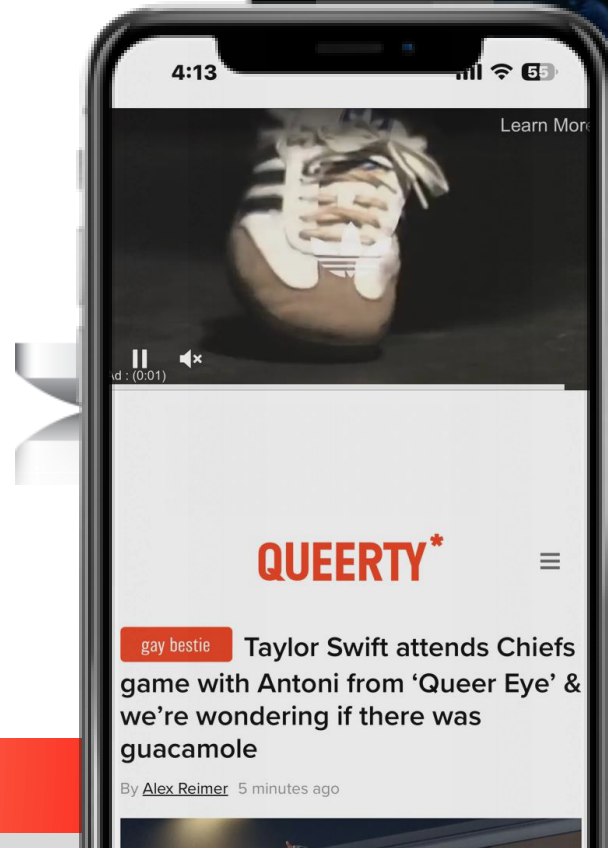
BRAND VIDEO

SUMMARY

In its first Q.Digital campaign, adidas ran original video across Q.Digital's sites Queerty, LGBTQ Nation, GayCities, INTO, PinkNews and Autostraddle as pre-roll and in-read.

HIGHLIGHTS

- ✓ Video Package RON
- ✓ #1 Reach for LGBTQ+



QUEERTY*

gay bestie Taylor Swift attends Chiefs game with Antoni from 'Queer Eye' & we're wondering if there was guacamole

By Alex Reimer 5 minutes ago

QUEERTY*

QUEERTY TV

Queerty TV Home Latest on Queerty TV Queerty LOL Out For Good Pride50 Travel That's Our Sally The Queerty Interview

Queerty is better as a member Sign In Register

Search Videos Search



an Gus Constantellis Thought His Dad Was Gay After a Family Bahamas Vacation

ilan Guy Constantellis, growing up with a non-English-speaking immigrant parent was harder.

r at age 5 to his father planning a trip to the Bahamas so that a then 16-year-old Guy could come out to him, it's clear that humor runs in the family. Performed live during Pride Month at the Stand third installment of #QueertyLOL.

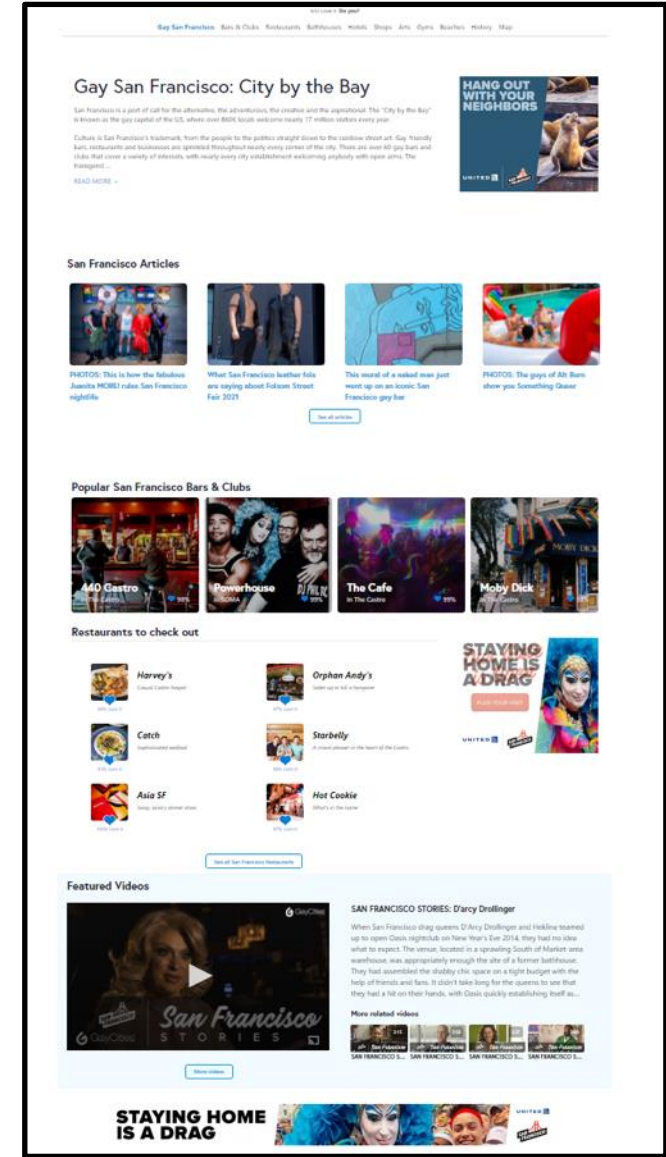
SUMMARY

Visit San Francisco has chosen Q.Digital as its primary LGBTQ+ travel partner for 8 years.

In 2021, *GayCities* created a campaign called “San Francisco Stories” with seven custom video and article interviews profiling San Francisco’s most iconic personalities who proudly exemplify the LGBTQ+ community in the “City of Love.”

HIGHLIGHTS

- ✓ Branded Content
- ✓ Focusing on the rich culture and racial diversity of San Francisco’s LGBTQ+ community, the series looked at sports leaders, nightlife leaders, community activists, and business leaders.



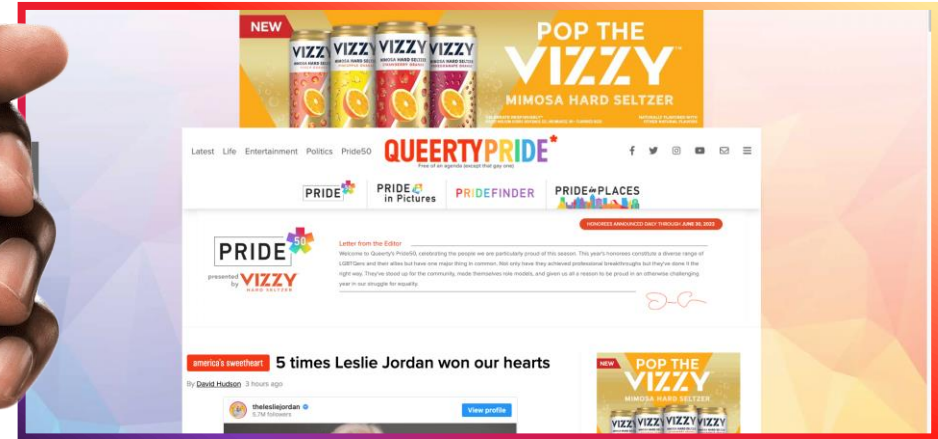
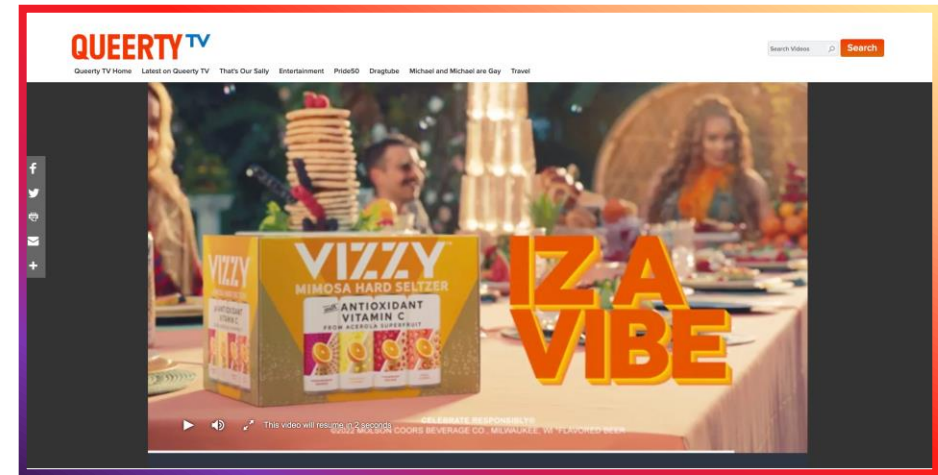
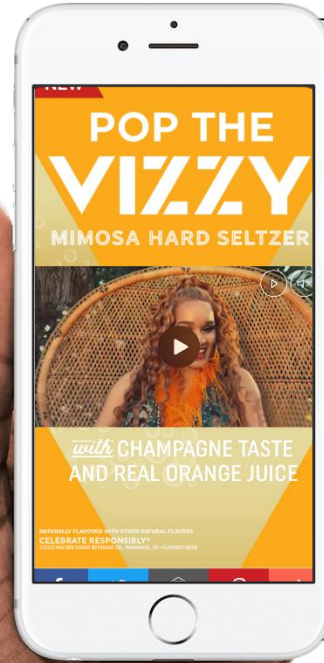
SUMMARY

Vizzy partnered with Queerty on The Queerties and Pride50 events, and connected with fans in authentic LGBTQ+ spaces. The brand borrowed Q.Digital's LGBTQ+ equity to build brand advocates within the community.

- Vizzy was front and center as a main sponsor of the 10th annual Queerties awards
- Vizzy campaign successfully ran during Pride season 2022

HIGHLIGHTS

- All Placements Exceeded Benchmarks
- Custom Mobile Reveal video unit
- Custom FITO with video Peak unit
- High reach video first program



Let's Work Together!

Get in touch:

CRO

Justin@q.digital

Sales Team

Joel@q.digital

Scottfurman@q.digital

Richard@q.digital

Aaliyah@q.digital

Digital Ops

Susan@q.digital

Oscar@q.digital

BI & Planning

Israel@q.digital

