



# equalpride

LGBTQ+ OWNED AND OPERATED

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# equalpride

LGBTQ+ OWNED AND OPERATED

equalpride is the largest and leading LGBTQ+ certified and operated media and entertainment company. We reach intended audiences receptive to multicultural and culturally inclusive messaging.

equalpride is certified\* as an LGBTQ+ Minority Owned Business Enterprise.

\*Certification through the National Gay and Lesbian Chamber of Commerce (NGLCC)

**ADVOCATE.com**

EST. 1967

What do you stand for?

**HIVPlusMag.com**

EST. 1996

You're more than your status.

**PRIDE.COM**

EST. 2015

Proudly celebrating all the things you love!

**Out.com**

EST. 1992

What's Out is in!

**OUT TRAVELER.COM**

EST. 2003

Out in our world.

**ADVOCATE CHANNEL.COM**

LAUNCHED 2023

Advocating for All.

A diverse group of young people, including men and women of various ethnicities and styles, are smiling and huddled together. They are holding a large rainbow Pride flag in front of them. The background is a soft-focus outdoor setting with trees and a clear sky.

## MISSION

VISION: for all to know pride, equally.

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In the Culture. Inspiring the Culture.  
Initiating a Culture of Equality For All.  
365 Days a Year.

# AUDIENCE INSIGHTS



**24M+**

Total LGBTQ+ adults in the US, and growing.



**1 in 5**

of US Gen Z adults (20%) and 1 in 4 US High School Students identify as LGBTQ+



**\$1.4 TRILLION**

US LGBTQ+ spending power on par with, and growing faster than AA, Hispanic and AAPI households.

- Multicultural consumers are more than 40% of the US population and account for \$3.9 trillion in spending power.

## WE REACH THE LARGEST LGBTQ+ AUDIENCE MONTHLY, AND OUR GROWTH CONTINUES.

**13M+**

Total Reach (LGBTQ+/Allies)

**8M+**

Monthly Unique Visitors

**3.4M+**

Social Following

**1.7M+**

Print Readership

MULTICULTURAL AUDIENCE

**75%** Of equalpride's audience is multicultural (any race other than white)

Sources: 1. Gallup "U.S. LGBT Identification Steady at 7.2%", 2023 and Centers for Disease Control and Prevention (CDC) Report April 2023 2. The Pride Co-op Q+ Report, 2022, Global LGBTQ+ Buying Power estimated at \$3.9 Trillion. 3. NGLCC America's LGBT Economy Report, 2022. 4. US Census Bureau's American Community Survey 2021 5. Family Equality LGBTQ Family Building Survey, 2019. 6. Source: Comscore Plan Metrix Audience Profile, equalpride Mobile, A18+, July 2023. 7. Google Analytics 8. Print: The Alliance for Audited Media



A group of diverse people, including men and women of various ethnicities, are smiling and hugging each other in a snowy mountain setting. They are wearing winter clothing like jackets and hats. The scene is bright and cheerful, with snow-covered mountains in the background.

## OPPORTUNITY: LGBTQ+ IS MAINSTREAM

The percentage of U.S. adults who self-identify as LGBTQ+ has more than **DOUBLED** in the past 10 years.

# CULTURALLY INCLUSIVE

**LGBTQ+** is multicultural. **LGBTQ+** is culturally inclusive.

OUR AUDIENCE

**49.7%** Women

**75%** equalpride MULTICULTURAL AUDIENCE  
(Non-White & Hispanic)

**24%** Black/African American

**20%** Hispanic

**14%** Asian/Native Hawaiian/Pacific Islander

**9%** Other

**8%** American Indian/Alaskan Native



# BRAND LOYALTY

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In 2023, equalpride and SmithGeiger Group conducted a study that measures LGBTQ+ media insights and brand preferences.

## *equalpride's audience seeks out queer content vs. queer news*

**68%** agree that by sponsoring queer content, advertisers show that they support the LGBTQ+ community.

**61%** agree that knowing that a brand sponsors queer content makes consumers more likely to buy that brand.

**60%** like a brand more if they sponsor queer content.

**60%** agree that knowing a brand sponsors queer content makes them more likely to seek out information about that brand.

Source: 2023 equalpride + SmithGeiger LLC media insights and brand preferences study

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**ADVOCATE.com**

PRINT +  
DIGITAL

**Out.com**

PRINT +  
DIGITAL

**OUT TRAVELER.com**

PRINT +  
DIGITAL

**HIVplusMag.com**

PRINT +  
DIGITAL

**PRIDE.COM**

DIGITAL

**ADVOCATE CHANNEL.COM**

ONLINE  
VIDEO

DIGITAL & OLV

SOCIAL ASSETS

EXPERIENTIAL

**BRANDED CONTENT**

(Digital, Video & Print & equalpride/Disney multicultural branded content partnership See story: [here](#))

**PRIDE365**

(LGBTQ+ & multicultural celebrations, moments events)

JANUARY

FEBRUARY

MARCH

Love Issue: 1/27/2024  
Love Digital Content: 1/23/2024

Entertainment Issue: 3/23/2024  
Entertainment Digital Content: 3/19/2024

Out in Hollywood Issue: 1/27/2024  
Out in Hollywood Digital Content: 1/23/2024

Out for Fashion & Beauty Issue: 3/23/2024  
Out for Fashion & Beauty Content: 3/19/2024

Best Gay Resorts Issue: 01/27/2024  
Best Gay Resorts Digital Content: 1/23/2024

Islands We Love Issue: 3/23/2024  
Islands We Love Digital Content: 3/19/2024

African-American Issue: 12/23/2023  
African-American Issue Digital Content: 12/19/2023

Wellness Issue: 2/17/2024  
Wellness Issue Digital Content: 2/13/2024

Always On

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Cover Party - Jan/Feb – TBD

Cover Party-Mar/Apr – TBD

Activation Date TBD by equalpride and client

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- National Mentoring Month (January)
- Martin Luther King Jr. Day (third Monday of January)
- International Holocaust Remembrance Day (Jan. 27)
- Black History Month
- National Right to Marry Day (Feb. 12)
- Aromantic Awareness Week (Week of February 14)
- World Day of Social Justice (Feb. 20)
- Women's History Month
- Bisexual Health Awareness Month (March)
- Zero Discrimination Day (March 1)
- International Women's Day (March 8)
- International Day for the Elimination of Racial Discrimination (March 21)
- National LGBTQ+ Health Awareness Week (last week in March)
- Transgender Day of Visibility (March 31)



APRIL

MAY

JUNE

Entertainment Issue: 3/23/2024  
Entertainment Digital Content: 03/19/2024

Communities of Pride Issue: 5/18/24  
Communities of Pride Digital Content: 5/14/2024

Out for Fashion & Beauty Issue: 3/23/2024  
Out for Fashion & Beauty Content: 3/19/2024

Out for Pride Issue: 5/18/24  
Out for Pride Digital Content: 5/14/2024

Islands We Love Issue: 3/23/2024  
Islands We Love Digital Content: 03/19/2024

Cruises Issue: 05/18/2024  
Cruises Digital Content: 5/14/2024

Wellness Issue: 2/17/2024  
Wellness Issue Digital Content: 2/13/2024

U=U Issue: 4/20/2024  
U=U Issue Digital Content: 04/17/2024

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Cover Party-Mar/Apr – TBD

Cover Party-CCP May/Jun – TBD

Activation Date TBD by  
equalpride and client

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equalpride and client

- Day of Silence (April 14)
- National Transgender HIV Testing Day (April 18)
- Sexual Assault Awareness Month (April)
- National Transgender HIV Testing Day (April 18)
- Earth Day (April 22)
- Lesbian Visibility Week Begins (April 24)
- Lesbian Visibility Day (April 26)

- AAPI Heritage Month
- Jewish American Heritage Month (May)
- Mental Health Awareness Month (May)
- International Day Against Homophobia and Transphobia (May 17)
- World AIDS Vaccine Day (May 18)
- Harvey Milk Day (May 22)
- Pansexual and Panromantic Visibility Day (May 24)

- LGBTQ+ Pride Month (June)
- World Environment Day (June 5)
- Pulse Night Remembrance (June 12)
- Juneteenth (June 19)
- LGBTQ+ Equality Day (June 26)
- Anniversary of the Legalization of Same-Sex Marriage in the U.S. (June 26)
- National HIV Testing Day (June 27)
- Stonewall Riots Anniversary (June 28)

**ADVOCATE.com**

PRINT +  
DIGITAL

**Out.com**

PRINT +  
DIGITAL

**OUT TRAVELER.com**

PRINT +  
DIGITAL

**HIVplusMag.com**

PRINT +  
DIGITAL

**PRIDE.COM**

DIGITAL

**ADVOCATE CHANNEL.COM**

ONLINE  
VIDEO

DIGITAL & OLV

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JULY

AUGUST

SEPTEMBER

The Advocate's Issue: 6/22/2024  
The Advocate's Digital Content: 6/18/2024

History Issue: 8/17/2024  
History Issue Digital Content: 8/13/2024

Out's Most Eligible Bachelors/Summer Style Issue: 6/22/2024  
Out's Most Eligible Bachelors/Summer Style Digital Content: 6/18/2024

Fall Fashion & Tech Issue: 8/17/2024  
Fashion & Tech Digital Content: 8/13/2024

Affordable Travel Issue: 06/22/2024  
Affordable Travel Digital Content: 6/18/2024

Winter Travel Preview Issue: 08/17/2024  
Winter Travel Preview Digital Content: 8/13/2024

Treatment Guide: 6/22/2024  
Treatment Guide Digital Content: 6/19/2024

Latinx Issue: 8/31/2024  
Latinx Issue Digital Issue: 8/28/2024

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Cover Party – Jul/Aug – TBD

Cover Party – Sept/Oct – TBD

Activation Date TBD by equalpride and client

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- Disability Pride Month (July)
- International Non-Binary People's Day (July 14)
- International Drag Day (July 16)

- International Day of the World's Indigenous Peoples (Aug. 9)
- Women's Equality Day (Aug. 26)

- National Hispanic Heritage Month (Sept. 15 – Oct. 15)
- Bisexual Awareness Week (Starting the Sunday before Sept. 23)
- Celebrate Bisexuality Day (Sept. 23)
- Ally week (Last Week in Sept.)

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PRINT + DIGITAL

**Out.com**

PRINT + DIGITAL

**OUT TRAVELER.com**

PRINT + DIGITAL

**HIVPlusMag.com**

PRINT + DIGITAL

**PRIDE.COM**

DIGITAL

**ADVOCATE CHANNEL.COM**

ONLINE VIDEO

DIGITAL & OLV

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See story: [here](#))

**PRIDE365**

(LGBTQ+ & multicultural celebrations, moments events)

OCTOBER

NOVEMBER

DECEMBER

History Issue: 8/17/2024  
History Issue Digital Content: 8/13/2024

Advocate's 30 Under 30 Issue: 10/19/2024  
Advocate's 30 Under 30 Digital Content: 10/15/2024

Fall Fashion & Tech Issue: 8/17/2024  
Fashion & Tech Digital Content: 8/13/2024

Out 100 Issue: 10/19/24  
Out 100 Digital Content: 10/15/2024

Winter Travel Preview Issue: 08/17/2024  
Winter Travel Preview Digital Content: 8/13/2024

Where To Go 2025 Issue: 10/19/2024  
Where To Go 2025 Digital Content: 10/15/2024

Latinx Issue: 8/31/2024  
Latinx Issue Digital Issue: 8/28/2024

Amazing People with HIV Issue: 10/19/2024  
Amazing People with HIV Digital Content: 10/16/2024

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Cover Party – Sept/Oct – TBD

Out100 Nov/Dec – TBD

Activation Date TBD by equalpride and client

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- LGBTQ+ History Month (Oct.)
- Domestic Violence Awareness Month (Oct.)
- Filipino American History Month (Oct.)
- National Bullying Prevention Month (Oct.)
- World Mental Health Day (Oct. 10)
- National Coming Out Day (Oct. 11)
- Spirit Day (Oct. 19)
- Asexuality Awareness Week (last full week of Oct.)
- Intersex Awareness Day (Oct. 26)

- National Native American Awareness Month (Nov.)
- Intersex Day of Remembrance (Nov. 8)
- Transgender Awareness Week (Nov. 13-19)
- Transgender Day of Remembrance (Nov. 20)
- International Day for the Elimination of Violence Against Women (Nov. 25)

- World AIDS Day (Dec. 1)
- International Day of Persons with Disabilities (Dec. 3)
- Pansexual/Panromantic Pride Day (Dec. 8)
- Human Rights Day (Dec. 10)



## WHAT IS ADVOCATECHANNEL.COM?

A 24/7 online streaming network focused on culturally inclusive storytelling across diverse communities. With a lens of diversity, equity, and belonging, we spotlight impactful issues, celebrations, and solutions.

Featuring 10 original video series across culture, health, entertainment, current events, lifestyle, and politics, we provide perspectives from LGBTQ+, women, disability, African American, Hispanic, and allied communities. Our convergence of multicultural content and community aims to unite through shared experiences and empowerment.

Featured in Adweek



UP & OUT



ADVOCATE NOW



PRIDE TODAY

WHERE TO  
WATCH:

**ADVOCATE**  
CHANNEL.COM

ADVOCATE.com

Out.com

HIVPlusMag.com

PRIDE.COM

OUT TRAVELER.COM





# Disney Advertising x equalpride

In 2023, equalpride was named Disney's exclusive LGBTQ+ partner in its new commitment toward DEI-centric marketing goals.

- Collaborate with equalpride, the leading LGBTQ+ owned media company in the nation; utilize its creators and talent in front of and behind the camera.
- Ideate with equalpride and Disney on a custom content series - leveraging resources, strategic direction, and creative execution.
- Content distributed across equalpride properties and further amplified through strategic Disney distribution across Hulu and Freeform Social.

Exclusive Adweek Announcement



# PARTNERSHIP OPPORTUNITIES

## DISNEY CONTENT SLATE & DISTRIBUTION

Content produced by equalpride, LGBTQ-media and talent both front of and behind the camera, is distributed jointly across equalpride properties and further amplified through strategic distribution across Hulu and Freeform Social.



Queer people show the world what home means to them.



Honoring LGBTQ+ heroes throughout history and today; their legacies live on.



Dining Out invites viewers to listen in on the intersectional stories of the LGBTQ community told around the table through food.



Follow an all-LGBTQ cast on their trips to queer-friendly destinations as they offer travel insights and inspiration for today's Out Traveler.



# SEEHER x equalpride

Since 2022, equalpride has been SeeHer's LGBTQ+ preferred partner in advancing gender equality in media and entertainment.

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- In partnership with SeeHer, equalpride amplifies the authentic portrayal of LGBTQ+ women and gender nonconforming (AFAB) individuals accurately.
- Collaborate with equalpride and SeeHer on a Red Table Talk-style panel discussion video series that celebrates authentic and diverse representation.
- Content distributed across equalpride properties and further amplified through SeeHer social channels.



# CAA x equalpride

In 2023, equalpride became the only LGBTQ+ media publisher to be represented by Creative Artists Agency (CAA).

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- Through this partnership, CAA identifies and creates opportunities in creative strategy and brand partnerships for equalpride's portfolio of brands.
- As a consultative partner, CAA advises on equalpride's tentpole events including Out 100 and The Advocates.
- CAA unlocks its vast network of LGBTQ+ and allied talent, offering unparalleled partnership opportunities for inclusive and diverse collaborations.

*Exclusive The Hollywood Reporter Announcement*





ALL IMAGERY CREATED AND PRODUCED BY EQUALPRIDE

**equalpride**  
LGBTQ+ OWNED AND OPERATED

THANK YOU

Kindly confirm receipt and please share available feedback/questions with equalpride. Looking forward to continuing our conversation.

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