



EDGE

MEDIA NETWORK

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Partner Overview



Digital & Mobile
9,000,000+



Social Media
600,000+



Email Subscribers
15% open rate

Average Age:

40

M/F:

70/30

21-54:

89%

HHI:

\$150,000

- | | | | |
|----------------------------------------------|-------------------------------------------------|---------------------------------------------|----------------------------------------------|
| Atlanta
edgebaltimore.com | Dallas
edgedallas.com | Los Angeles
edgelosangeles.com | Pittsburgh
edgepittsburgh.com |
| Atlantic City
edgeatlanticcity.com | Denver
edgedenver.com | Miami
edgemiami.com | Portland
edgeportland.com |
| Austin
edgeaustin.com | FortLauderdale
edgefortlauderdale.com | Minneapolis
edgetwincities.com | Providence
edgeprovidence.com |
| Baltimore
edgebaltimore.com | Fire Island
edgefireisland.com | Nashville
edgenashville.com | Provincetown
edgeprovincetown.com |
| Boston
edgeboston.com | Houston
edgehouston.com | New Orleans
edgeneworleans.com | Sacramento
edgesacramento.com |
| Buffalo
edgebuffalo.com | Hudson Valley
edgehudsonvaller.com | NYC
edgenewyork.com | San Diego
edgesandiego.com |
| Charlotte
edgecharlotte.com | Indianapolis
edgeindianapolis.com | Orlando
edgeorlando.com | San Francisco
edgesanfrancisco.com |
| Chicago
edgechicago.com | Key West
edgekeywest.com | Palm Springs
edgepalmsprings.com | Seattle
edgeseattle.com |
| Cleveland
edgecleveland.com | Las Vegas
edgelasvegas.com | Philadelphia
edgephiladelphia.com | Tampa
edgetampa.com |
| | | | Washington D.C.
edgewashington.com |

Pride Events

- | | | |
|--------------------|-----------------------|-----------------------|
| Annapolis Pride | Detroit Pride | Oklahoma City Pride |
| Albuquerque Pride | El Paso Pride | Palm Springs Pride |
| Atlanta Pride | Fort Lauderdale Pride | Philadelphia Pride |
| Augusta Pride | Harlem Pride | Phoenix Pride |
| Austin pride | Houston Pride | Pittsburgh Pride |
| Baltimore Pride | Iowa City Pride | Portland Pride |
| Binghamton Pride | Kansas City Pride | Pride Of The Americas |
| Boston Pride | Key West Pride | Provincetown Pride |
| Brooklyn pride | Las Vegas Pride | Queens Pride |
| Buffalo Pride | Lexington Pride | Raleigh Pride |
| Capital Pride (DC) | Little Rock Pride | Rhode Island Pride |
| Central NY Pride | Long Beach Pride | Sacramento Pride |
| Charleston Pride | Long Island Pride | San Antonio Pride |
| Charlotte Pride | Los Angeles Pride | San Diego Pride |
| Chicago Pride | Miami Beach Pride | San Francisco Pride |
| Cincinnati Pride | Minneapolis Pride | Santa Cruz Pride |
| Cleveland Pride | Nashville Pride | Seattle Pride |
| Columbus Pride | New Jersey Pride | Springfield Pride |
| Connecticut Pride | New Orleans Pride | Tri-State Black Pride |
| Dallas Pride | New York Pride | Tulsa Pride |
| Delaware Pride | Orange County Pride | Twin Cities Pride |
| Denver Pride | Orlando Pride | |

LGBTQ Film Festivals

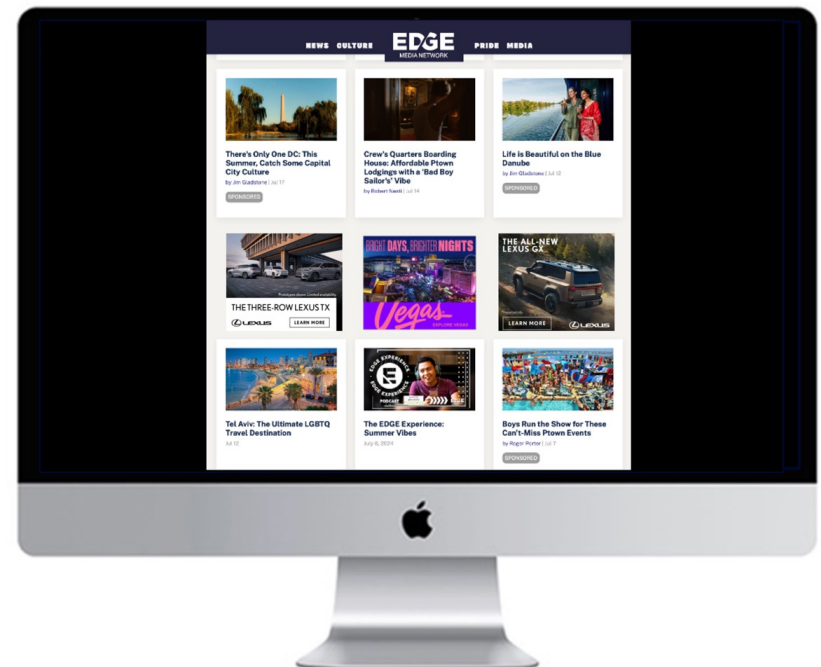
- Out On Film - Atlanta LGBTQ Film Festival
- Reeling - Chicago LGBTQ Film Festival
- Wicked Queer - Boston LGBTQ Film Festival
- Farameline San Francisco LGBTQ Film Festival
- NewFest - NYC LGBTQ Film Festival
- Reel Affirmations - DC LGBTQ Film Festival
- TRANslations - Seattle Trans Film Festival
- Seattle Queer Film Festival
- Tampa Trans Film Festival
- Tampa LGBTQ Film Festival
- Way Out West - New Mexico LGBTQ Film Festival
- Outfest Fusion BIPOC Film Festival
- The Outfronts - Outfest's LGBTQ TV Festival
- Outfest Los Angeles - LGBTQ Film Festival
- Austin Gay & Lesbian Film Festival
- Austin Gay & Lesbian Film Festival - Film A Thon
- FilmOut San Diego
- OUTshine - Miami LGBTQ Film Festival
- OUTshine - Fort Lauderdale LGBTQ Film Festival
- Provincetown Film Festival
- Reel Q - Denver's LGBTQ Film Festival
- Reel Q - Pittsburgh's LGBTQ Film Festival
- Cinema Diverse - Palm Springs LGBTQ Film Festival

Major Event Sponsorships

- Gay Days Anaheim
- Gay Days Orlando
- One Magical Weekend - Orlando
- Bear Jamboree - Orlando
- Cherry Party - DC
- Black & Blue - Montreal
- Carnival Of Colors - Montreal
- Pride Prom - Orlando
- Rainbows Festival - Phoenix
- Pines Party
- Winter Party
- Sin City Classic
- White Party Global Palm Springs
- LGBTQ Unleashed
- Beef Dip
- Snowbound Provincetown
- Mates Leather Weekend - Provincetown
- URGE Miami

Campaign Notes

- Daily optimizations on all placements
- High CTR and strong ROI campaigns for clients
- High impact endemic site/publisher within LGBTQ+ community
- Premiere editorial content integration
- Turnkey Sponsorship Opportunities
- Heavy Video Presence and Video Sponsorships
- Strong social visibility throughout campaign
- LGBTQ+ History Month Sponsorship



Additional Materials



Media Kit:

https://www.edgemedianetwork.com/documents/EDGE_mediakit.pdf

Spec Sheet:

https://www.edgemedianetwork.com/documents/EDGE_specsheet.pdf

One Sheet:

https://www.edgemedianetwork.com/documents/EDGE_1sheet.pdf

Case Studies:

<https://www.dropbox.com/sh/51ehc1j8gfeeod2/AADsafZYiJCL1JPkRRf56vDAa?dl=0>

Custom Programs:

<https://www.edgemedianetwork.com/custom>

Diversity Owned and Certified:



ROS Display Package



What is it?:

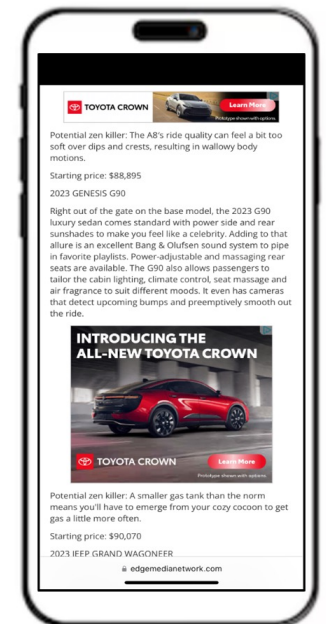
We aim to connect with the LGBTQ+ community through targeted digital and mobile banners on EDGE Media, where they are featured alongside engaging, high-quality content. EDGE Media is a leading publisher known for its top-notch editorial and exclusive media network of premium brands. But we're more than just an ad network. We go beyond traditional banners by integrating dynamic, customizable content through advanced technology platforms. Our dedicated client services team is focused on delivering real return on investment (ROI) by continually refining and optimizing campaigns in real-time, ensuring our clients reach the most valuable LGBTQ+ audience worldwide.

Where does it run?

ROS, Daily optimizations, Site direct inventory, No PMP
300x250, 728x90, 300x600, 320x50, 970x250

Who serves it?

3rd party ad serving



Contextual Targeting Display Package

EDGE
MEDIA NETWORK

What is it?:

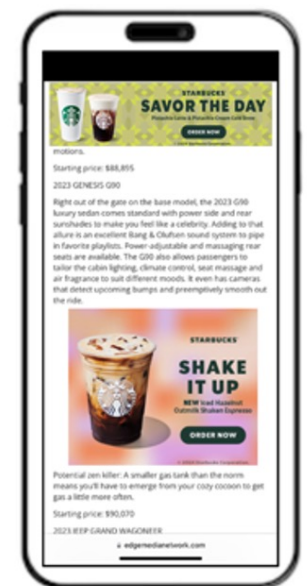
We target the LGBTQ+ community through digital and mobile banners and impressions, strategically placed alongside relevant content on EDGE Media. EDGE stands out as a cost-effective, niche publisher renowned for its high-quality editorial and exclusive media network of premium brands. Unlike traditional ad networks, our offerings extend well beyond basic banners. We provide seamless integration with compelling, customizable content delivered through cutting-edge technology platforms. Our dedicated client services team is committed to achieving genuine ROI by continuously adapting and optimizing campaigns in real-time, ensuring you reach the highest-quality LGBTQ+ audience globally.

Where does it run?

Health, Lifestyle, MSM: White, Black, Hispanic/Latino, + 18-49
Daily optimizations, Site direct inventory, No PMP
300x250, 728x90, 300x600, 320x50, 970x250

Who serves it?

3rd party ad serving



Pride Targeting Package



What is it?:

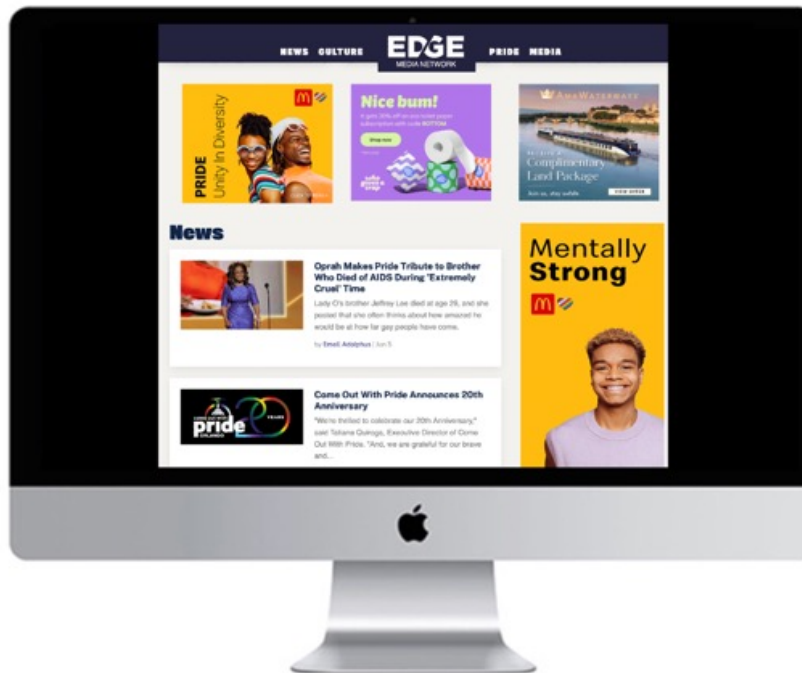
Digital and mobile banners and impressions targeting the LGBTQ+ Pride community and content surrounding relevant content on EDGE Media.

Where does it run?

Daily optimizations, Site direct inventory, No PMP

Who serves it?

3rd party ad serving, 0.08-0.12 CTR%



Queer Chronicles Video Series Sponsorship



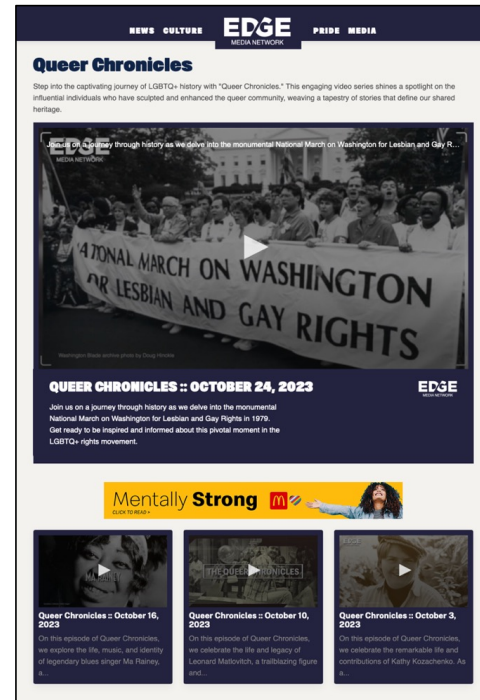
Step into the captivating journey of LGBTQ+ history with "Queer Chronicles." As we celebrate National LGBTQ+ History, this engaging video series shines a spotlight on the influential individuals who have sculpted and enhanced the queer community, weaving a tapestry of stories that define our shared heritage. Join us in honoring their legacies, one captivating narrative at a time. National LGBTQ+ History Month is October.

SOCIAL MEDIA

Includes a mention in the post copy across all social media platforms (Facebook, Instagram, X, YouTube, and EDGE site). Example: "Prepare for an electrifying ride through the latest thrilling episode of Queer Chronicles, supported by CLIENT ." Features CLIENT mention and a :15 second video clip at both the show's opening and closing. Additionally, a client provided, :15 second pre-roll video spot may also be ran on the EDGE website. Example: "Dive headfirst into the heart-pounding new chapter of Queer Chronicles, powered by CLIENT. {tagline}"

LOGO PLACEMENT

The CLIENT logo displayed on all EDGE marketing materials for the series.



Edge Now Video Sponsorship

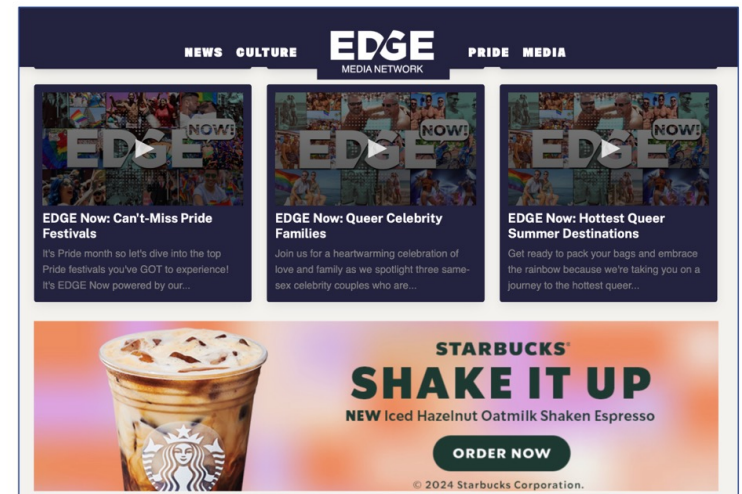


"EDGE Now," the flagship video series from Edge Media Network, delivers a vibrant and succinct roundup of the week's most buzzworthy queer stories and lifestyle trends, spanning entertainment, travel, and news. This meticulously crafted series shines a spotlight on pivotal societal, cultural, and social issues that spark meaningful conversations within the LGBTQ+ community.

Broadcast across leading social and digital platforms—Facebook, Instagram, Twitter, YouTube, and EdgeMediaNetwork.com—"EDGE Now" masterfully fuses information with entertainment, ensuring the audience is both enlightened and engaged. Each episode distills the essence of timely and relevant topics into a sharp, captivating format, keeping viewers at the forefront of the most significant developments in the LGBTQ+ world.

As a sponsor of the **EDGE Now** video series, your brand will receive the following benefits:

- **Social Media Mentions:** CLIENT will be mentioned in the post copy across all social media platforms, including Facebook, Instagram, X (formerly Twitter), YouTube, and the EDGE website. For example: "This episode of EDGE Now is powered by CLIENT!"
- **Voice-Over Mentions:** A voice-over mention of CLIENT, accompanied by a :15 second video clip, will be featured at both the opening and closing of the show.
- **Pre-Roll Video Spot:** Additionally, a 15-second pre-roll video spot provided by CLIENT may be featured on the EDGE website.
- **Logo Placement:** CLIENT logo displayed on all marketing materials.



Benchmarks:
VCR: 98%, 150,000 viewers per episode

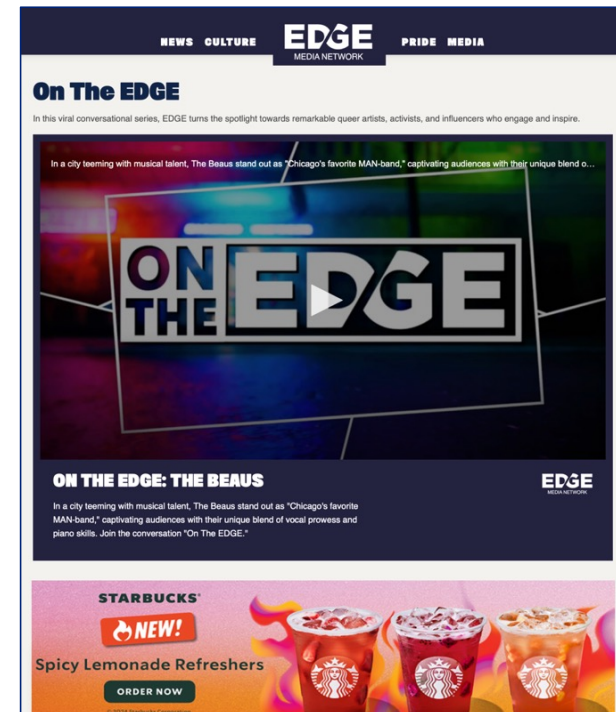
On The Edge Video Sponsorship



On The EDGE is Edge Media Network's electrifying new queer celebrity and influencer interview series! This viral sensation spotlights the most fabulous and influential queer artists, activists, and trendsetters who are not just making waves but reshaping the world. Prepare for intimate, no-holds-barred conversations that dive deep into the lives, careers, and untold stories of the visionaries defining the LGBTQ+ landscape. Merging entertainment, celebrity gossip, and queer flair, **On The EDGE** grants you an exclusive front-row seat to the glitz, glam, and groundbreaking moments of the queer icons you adore!

As a sponsor of the **EDGE Now** video series, your brand will receive the following benefits:

- **Social Media Mentions:** CLIENT will be mentioned in the post copy across all social media platforms, including Facebook, Instagram, X (formerly Twitter), YouTube, and the EDGE website. For example: "This episode of EDGE Now is powered by CLIENT!"
- **Voice-Over Mentions:** A voice-over mention of CLIENT, accompanied by a :15 second video clip, will be featured at both the opening and closing of the show.
- **Pre-Roll Video Spot:** Additionally, a :15 second pre-roll video spot provided by CLIENT may be featured on the EDGE website.
- **Logo Placement:** CLIENT logo displayed on all marketing materials.



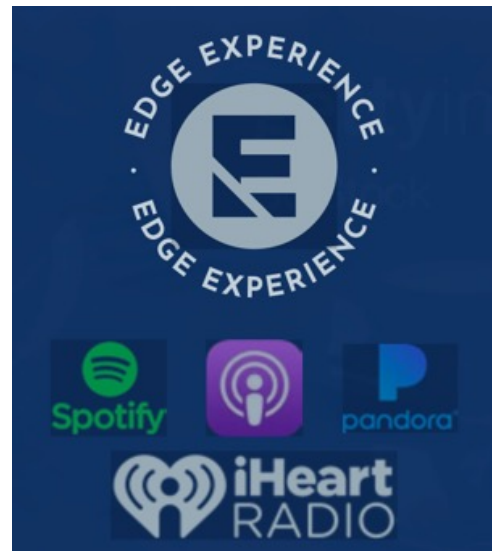
Benchmarks:
VCR: 97%, 400,000 viewers per episode

Featured Podcast Series Sponsorship



What is it?:

- Tune in to our dynamic LGBTQ+ drive-time podcast, where an eclectic ensemble of voices comes together to explore an array of subjects - from travel and events to lifestyle and culture, and beyond! Get ready for a vibrant discussion that mirrors the diversity of the community we celebrate.
- Include a mention in the post copy on a comprehensive array of social media and podcast streaming services (Facebook, Instagram, X, YouTube, Spotify, Amazon, Pandora, iHeart, Apple Music, Google, and EDGE site).
- Embed a mention and the tagline at the show's opening and closing.
- Place CLIENT logo prominently on all EDGE marketing materials associated with the series.



LGBTQ+ Mobile Notification Sponsorship

What is it?:

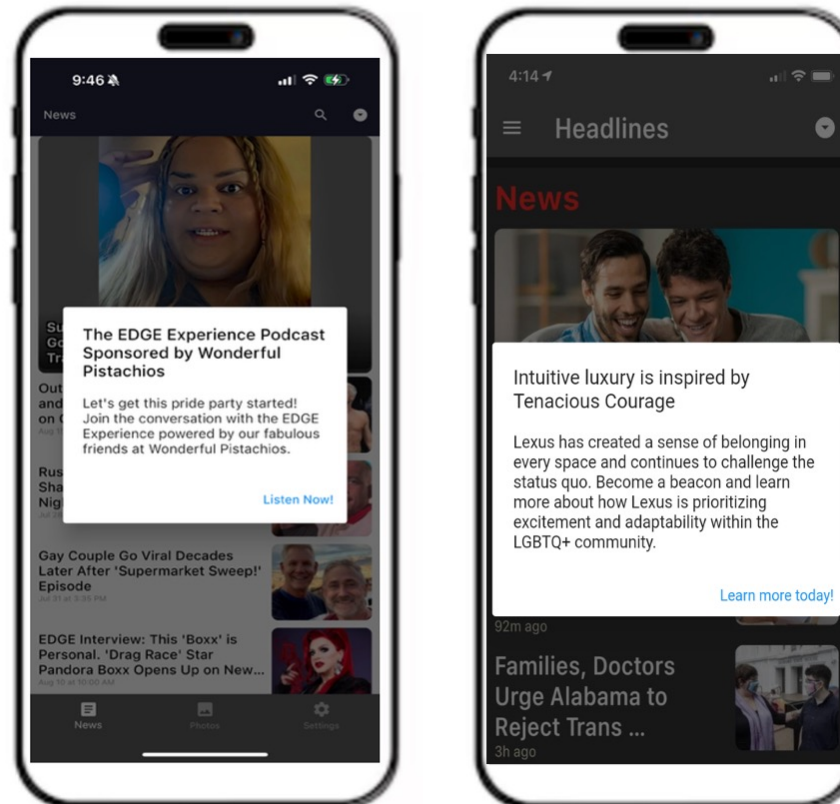
During the campaign, EDGE will strategically use mobile notifications to engage the LGBTQ+ community. Tailored push notifications featuring CLIENT content will be sent to users, guiding them to a dedicated screen that seamlessly directs them to the CLIENT website. This targeted approach not only ensures effective promotion but also drives higher user engagement by delivering relevant and timely messaging.

Where does it run?

Edge mobile users

Who serves it?

Site Served



Social Media Sponsorship

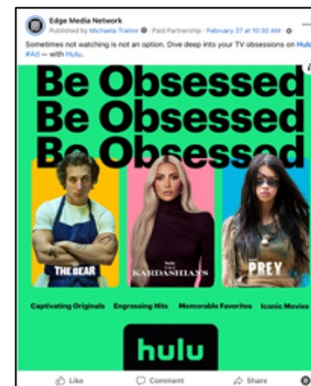
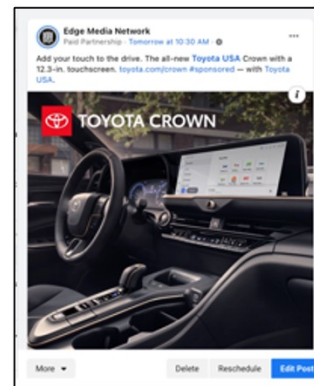


What is it?:

Social media is central to the LGBTQ+ lifestyle, and EDGE, with its rapidly growing audience of over 600,000 followers, provides a prime opportunity to extend your brand's reach and engage with a diverse demographic. Our platforms are designed to showcase branded content in a way that significantly enhances your brand's visibility and impact, effectively amplifying your presence across this vibrant community.

Who serves it?

Site Served



Pre Roll Video Package



What is it?:

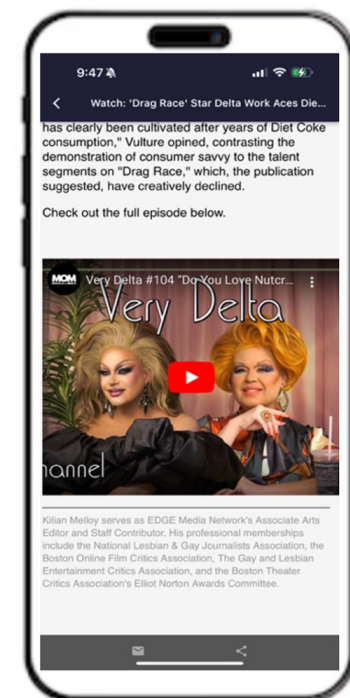
Pre Roll Video placement is all Edge videos

Where does it run?

Video, 100% SOV

Who serves it?

3rd party served



Dedicated Email Blast and Newsletter Package



What is it?:

EDGE manages targeted marketing emails on behalf of our clients, sending each one to an opt-in email list under the co-branded EDGE INSIDER label. These dedicated e-blasts can be dispatched to our entire subscription database or tailored to specific geographic regions, ensuring optimal reach and impact. This approach guarantees that your message connects effectively with the intended audience, maximizing engagement and effectiveness.

Who serves it?

Site Served

18% open rate

18% - 20% CTR

