

**So.Gay**



**HUGHES  
BRAND  
GROUP**



## MEET THE FOUNDER

# Alex Hughes

Alex Hughes is an award-winning and innovative media executive who has 14+ years of experience at some of the world's most prominent internet businesses: Yahoo, AOL, Food52, In The Know, and more.

His work has driven tens of billions of content views, acquired 80+ million social followers, sold \$125M+ in e-commerce products, won 50+ industry awards, and driven \$50M+ in custom advertising sales.

He's created and executed campaigns for top advertisers including Walmart, Verizon, Amazon, Pizza Hut, Acura, HBO, Saks Fifth Avenue, and developed and produced content with top talent including Marsai Martin, Chloe Bailey, Elaine Welteroth, Kim Petras, the D'Amelio sisters, Chella Man, Patrick Ta, Angus Cloud, Evan Mock, and more.

Starting as a viral content creator and evolving into a business leader, he has distinctly married right and left brain skill sets to methodically build high-performing, profit-driving strategies that prioritize creativity and innovation to meet business goals.

**IN THE KNOW.**  
by yahoo/

**Aol.**

**yahoo!**

**verizon**✓

**FOOD52**

**SCHOOLHOUSE**

STYLE ME *Pretty*

 **RODALE.**

**So.Gay**

## BRAND OVERVIEW

# So.Gay

***So.Gay is bringing gay culture to life. The newest and fastest growing LGBTQ+ publisher, with a focus on 18 – 34 year-old multicultural queer consumers in the US.***

So.Gay is the new cultural destination created by and for the gay community that pairs premium original content with the hottest in-person parties and activations.

So.Gay is 100% LGBTQ-owned and independent.

**So.Gay reaches 1.4M monthly unique visitors on site alone (and millions more on social), and is ranked #4 in the LGBT category in comScore – only 6 months since launching.**

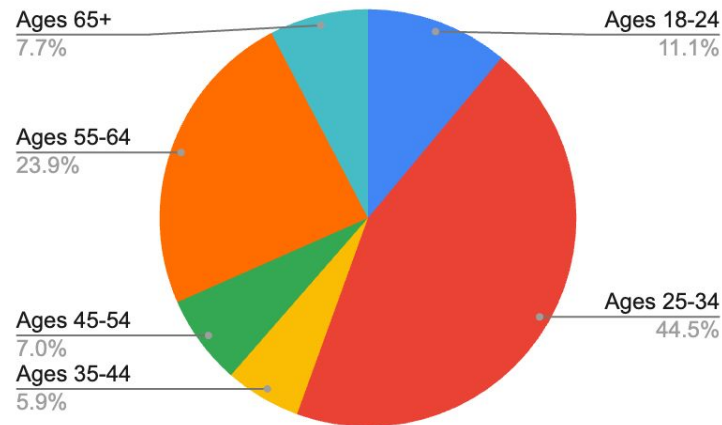
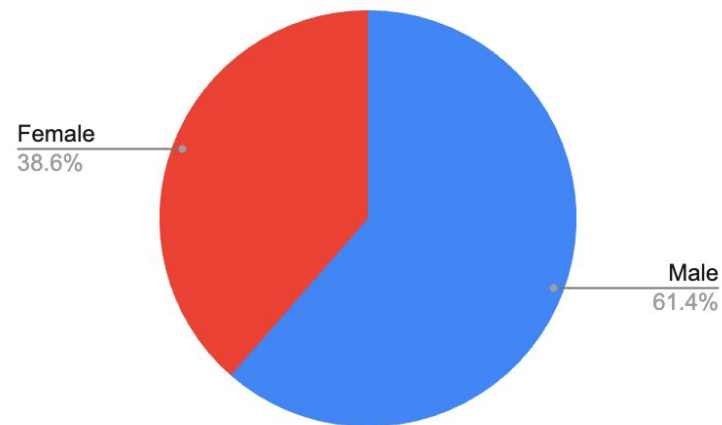
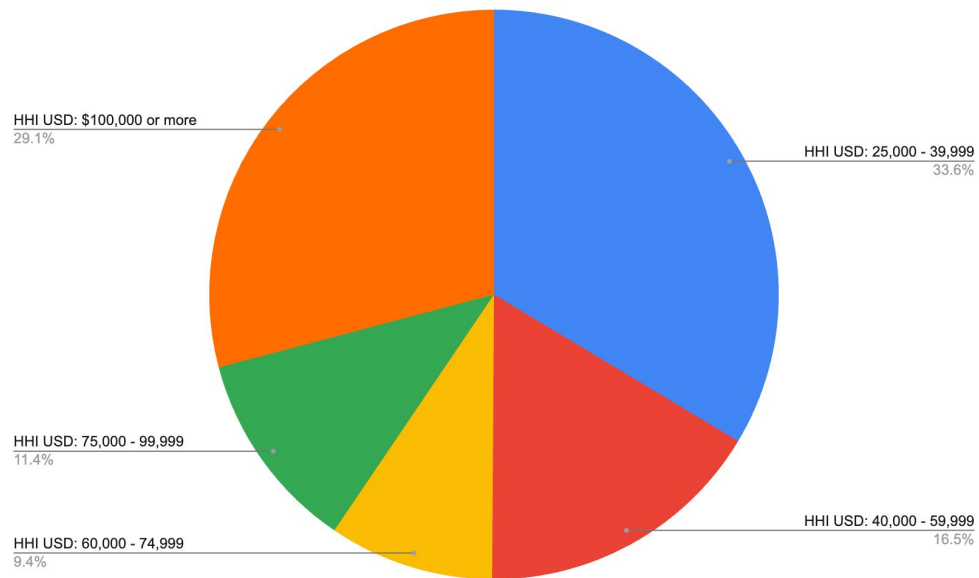


# On-site Audience Demo Data

Source: comScore September 2024

95%+ US

85%+ Mobile



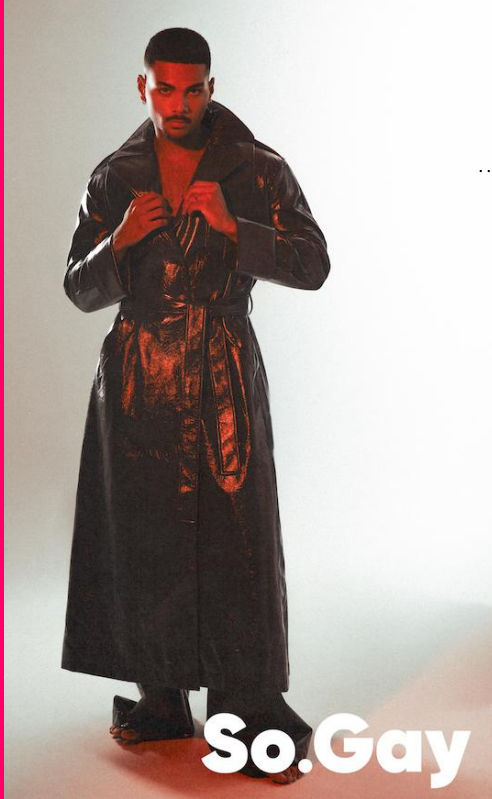
# So.Content

*So.Gay's platform is future-forward, educational, and most importantly – fun*

## FLAGSHIP FRANCHISE

### The Hottest Ever

So.Gay's flagship franchise, *The Hottest Ever*, spotlights Queer Tastemakers in a long-form editorial feature complete with Digital Cover, Photo Spread, Q&A, Social Video, and more.



## KEY VERTICALS

### So.Life

- Dating & Relationships
- Beauty & Grooming
- Health & Fitness
- Food & Drink
- Style
- Shopping

### So.Travel

- City Guides and Reviews
- Bars, Clubs, Restaurants, Hotels, Shopping, & more

### So.EverythingElse

- News and Culture
- Pop Culture





# So.Multicultural

**Both with our consumer-facing content and behind-the-scenes culture, we live and breathe our values of creating a platform for and by multicultural 18–34 year old queer consumers**

- 100% LGBTQ-owned and operated
- Majority of LGBTQ+-owned businesses we feature are also BIPOC-owned
- Majority of our writers, creators, photographers, talent, and freelancers are LGBTQ+ *and* BIPOC
- Majority of our business vendors are LGBTQ+ and / or BIPOC-owned

*Due to the new nature of our site, we are waiting on industry-standard ComScore user demographic information on our onsite users. As soon as this data is available, it will be shared with our partners.*



# So.Brands

We're creating a cultural ecosystem with a limited number of brand partners to grow our businesses together.

## **BRAND AWARENESS**

*Reach the sought-after gay male community - IRL & online.*

## **NEW CUSTOMERS**

*Convert our audience of readers, viewers, and event attendees into brand purchasers.*

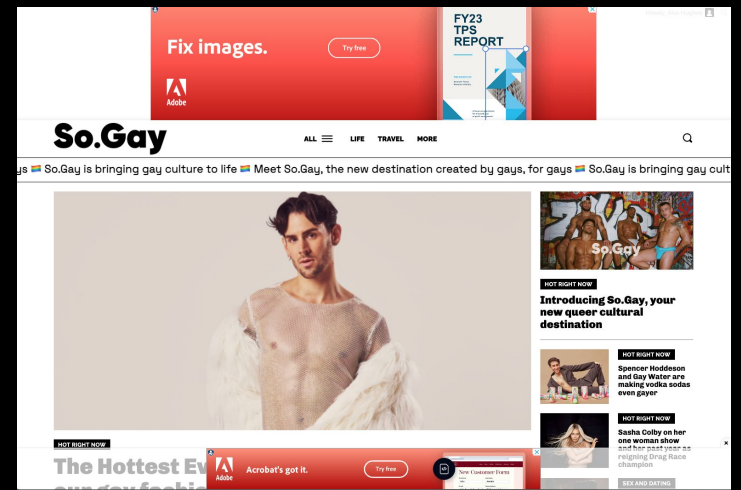
## **PREMIUM CONTENT**

*Create trendsetting content with best-in-class creatives and influencers.*



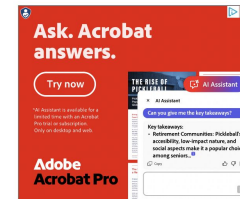
# So.Turnkey Opportunities

- Display Ads across IAB Standard Sizes and Rich Media Units
- 100% SOV Sponsorships of Verticals (ie. Travel, Health, Pop Culture)
- Full Site Takeovers and Roadblocks
- Event Sponsorship without custom integration



A former Miss Continental winner, she'll be the first to tell you she was made for this. The 39-year-old is the star of the moment but is standing on a career decades in the making.

Behind Colby's platform is a legion of fans seeing themselves for the first time, celebrating the first-ever Native Hawaiian to be cast in the reality competition and the first winner of Polynesian descent. A mainstream press tour hasn't deterred her from what matters.



**So.Gay** heard rumors on the gay streets that Colby plans to unleash her art like fans have never seen before. We tracked her down at a hair salon in Los Angeles, where she exclusively confirmed she'll be taking a medley of stages for her first North American solo tour, STRIPPED, where her pageantry, drag, and dancing will merge into one.

# So.Custom Opportunities

- Custom Sponsorships crafted for specific Campaign goals
- Branded Articles
- Branded Video
- Executive Interviews
- Influencer Integration
- Pop-Up Events
- Corporate Blog Content Syndication





## Why did I create So.Gay?

I've created So.Gay to engage and entertain an incredibly valuable audience of trendsetters, creators, activists, do-gooders, partiers, readers, and viewers who are creating the culture of tomorrow.

The reception we've had to So.Gay over the last 6 months has been incredibly positive and has validated the need for a new LGBTQ+ platform that puts multicultural, youthful, and of-the-moment lenses onto our culture.

My goal with So.Gay is to create a thriving, independent LGBTQ+-owned platform that creates more gay jobs, uplifts queer businesses and creators, increases education around vital key topics like health, entrepreneurship, and the arts, and partners with innovative brands to connect with this community.

**Are you ready to join  
us?**

**So.Gay**