

So.Gay



**HUGHES
BRAND
GROUP**

So.Gay

BRAND OVERVIEW

So.Gay

So.Gay is the newest and most premiere culture, content, and community brand by and for the LGBTQ+ community.

KEY HIGHLIGHTS:

- 1.3 million monthly readers onsite
 - Top 5 LGBT Media Property (Comscore)
 - 59% Ages 18-34
 - 31% Black
 - 50% HHI of \$75K+
- Premium Direct Inventory available through Strategic Sales Partnership with Q.Digital, the #1 LGBT Media Company in US
- Millions of social media engagements across platforms
- 100% independent, and certified 100% gay-owned by the NGLCC



So.Content

So.Gay's platform is brand safe, 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

Culture
Pop Culture

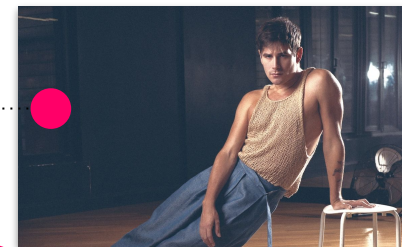
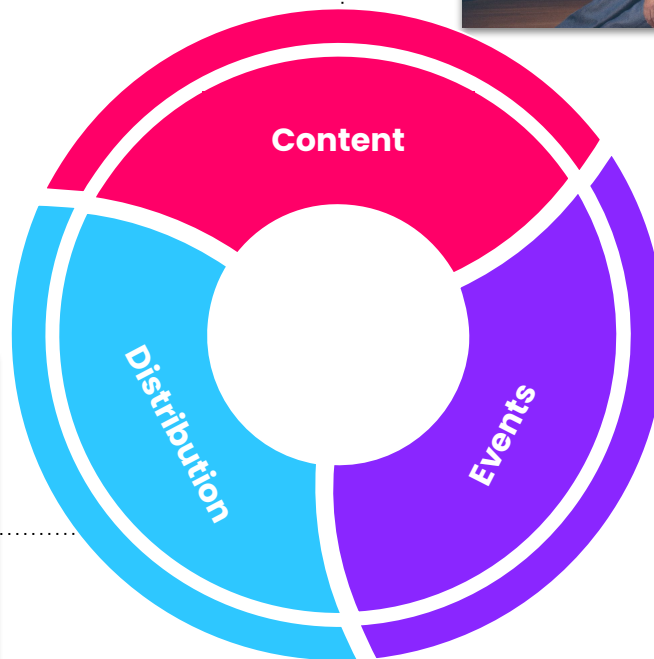


So.360

We're building an algorithm-proof and diversified ecosystem of users to connect directly with on a daily basis.

Traffic Channels:

- Direct Audience
- Talent and Influencer
- Distribution
- Newsletter
- SMS
- Social
- Influencers
- Strategic Partnerships
- Out of Home



So.Ad Partners

Our Strategic Sales Partnership with Q.Digital allows the world's best brands to reach So.Gay's influential audience, all while supported by the #1 LGBT Media Company's best in class Sales organization.



So.Opportunities

So.Gay has created a cultural ecosystem that brand partners can tap into to grow their business with our tastemaking audience

TURNKEY

*Display and Video
Digital Advertising;
Event Sponsorships*

CUSTOM

*Customized programs
across branded content,
event integration, high
impact media*



So.Ads

PERFORMANCE DISPLAY

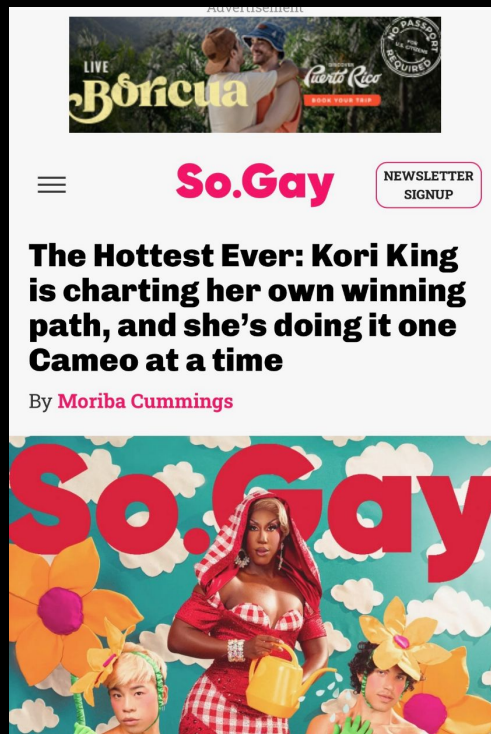
Grow brand awareness and traffic to site alongside premium LGBTQ+ content with competitive CPMs and our new 'Product

VIDEO

With Pre-roll, Outstream, and Syndicated Video, we can put your content in front of the right audience

BRANDED CONTENT

Syndicate your Blog onto So.Gay's platform, extending your reach and driving engaged users back to site



Advertisement

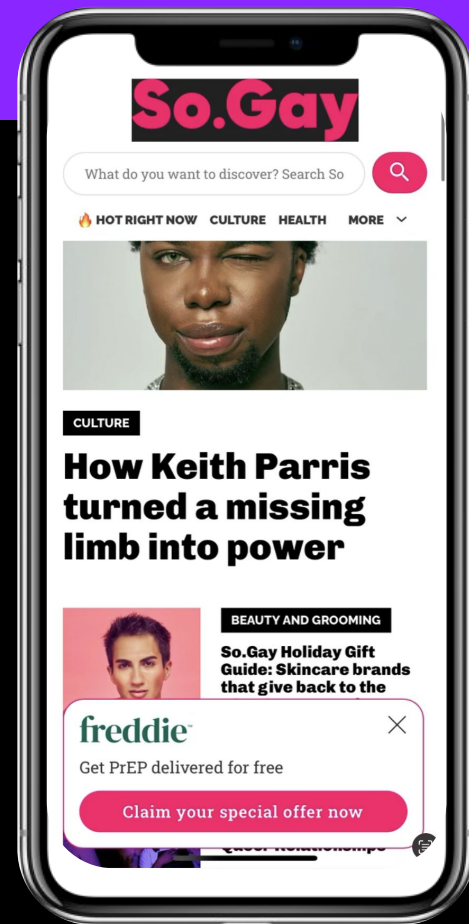
LIVE **Boricua** Puerto Rico NO PASSPORT REQUIRED

So.Gay NEWSLETTER SIGNUP

The Hottest Ever: Kori King is charting her own winning path, and she's doing it one Cameo at a time

By **Moriba Cummings**

So.Gay



So.Gay

What do you want to discover? Search So

HOT RIGHT NOW CULTURE HEALTH MORE

CULTURE

How Keith Parris turned a missing limb into power

BEAUTY AND GROOMING

So.Gay Holiday Gift Guide: Skincare brands that give back to the

freddie

Get PrEP delivered for free

Claim your special offer now



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.**