

# The Rainbow Times®

The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

**National/Agency**

MEDIA KIT

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MEDIA KIT

# 2014

Boston-based, *The Rainbow Times* is a minority owned publication—half Hispanic, 100% gay. As a New England LGBT (lesbian, gay, bisexual and transgender) newspaper founded in 2006—*The Rainbow Times* is a liaison that increases awareness of LGBT issues and serves as a vehicle to unify and strengthen the communities throughout the New England region while providing quality news to its diverse readers. The publication is also the region's largest Pride Guide magazine & projects producer.

# OUR READERS

## 78.2%

ARE LOYAL EXCLUSIVELY TO THE RAINBOW TIMES. THESE READERS DO NOT READ ANOTHER NEW ENGLAND LGBT PRINT PUBLICATION\*

### 32%

are 18-34

### 44%

are 35-54

### 23.9%

are 55+

### 60.2%

MALE

### 39.8%

FEMALE



## Race & Ethnicity

### 75.6%

WHITE/NON-HISPANIC

### 24.4%

PEOPLE OF COLOR

### 12.4%

HISPANIC

### 4.7%

AFRICAN AMERICAN

### 3.8%

ASIAN

### 13.4%

OTHER & MIXED

## 88.1%

ARE INFLUENCED BY COMPANIES THAT ADVERTISE IN LGBT MEDIA. OF THIS PERCENTAGE, MOST INFLUENCE IS REFLECTED IN SELECTION OF RETAIL STORES, RESTAURANTS, TECHNOLOGY, ALCOHOL BRAND, AUTOS, PERSONAL CARE, HEALTHCARE, BANKS, INSURANCE, CLOTHING BRANDS, HOTELS, AIRLINE TICKETS, AND VACATIONS/CRUISES/TOURS.

## 62.3%

WILL TELL THEIR FRIENDS IF A BRAND, COMPANY, OR PRODUCT IMPRESSES THEM. BY ADVERTISING WITH US, YOU WILL BE REACHING AN EXTREMELY LOYAL MARKET.

## 57.1%

WILL PAY MORE FOR A PRODUCT MADE BY A COMPANY THEY TRUST. REACHING OUT TO OUR READERS IS AN EXCELLENT WAY TO START TO BUILD THAT TRUST.

## Within 12 Months

## Travel

### 37.6%

PLAN TO PURCHASE A MAJOR VACATION

## Personal Care

### 76.4%

Use vitamins &/or performance enhancing meds

### 38%

BELONG TO A GYM OR HAVE A TRAINER

### 36.6%

HAVE HAD A SPA TREATMENT/MASSAGE

### 29.6%

HAVE PAID FOR THERAPY OR COUNSELING

### 26.4%

SPEND MORE THAN \$1,000 ON CLOTHING ANNUALLY

### 23.6%

HAVE HAD YOGA OR MEDITATION INSTRUCTION

### 15.3%

HAVE HAD A COSMETIC PROCEDURE

## Education

### 61.1%

HAVE EARNED A BACHELOR'S DEGREE OR HIGHER

### 32.4%

PARTICIPATE IN EDUCATIONAL CLASSES

### 11.3%

ARE CURRENTLY SERVING OR HAVE SERVED IN THE MILITARY

## Income

### 34.7%

EARN MORE THAN \$75,000 PER YEAR

## Lifestyle

### 73.2%

ALWAYS CARRY THEIR CELL PHONE

### 57.3%

ARE FROM AN URBAN/MID-SIZE CITY

### 41.9%

PLAN TO BUY TABLET COMPUTER OR SMARTPHONE

### 36.6%

CONSUMED AT

LEAST 1 ALCOHOLIC DRINK/WEEK

### 36.3%

PLAN TO BUY A LAPTOP/DESKTOP

### 23.5%

PLAN TO BUY AN AUTO

### 23.4%

WILL PAY TOP \$ FOR TOP OF THE LINE OR CUTTING EDGE PRODUCTS

### 15.8%

PLAN TO BUY A HOME







## BOSTON PRIDE GUIDE

*The Rainbow Times* will design & produce the only Pride Guide dedicated to Boston Pride 2014. This glossy-magazine will be the go-to source for all Boston Pride-related events, performances, activities, and information. This Pride guide is the only one that proudly gives partial proceeds back to Boston Pride.

The 2014 Boston Pride Guide will be available throughout Boston Pride week at numerous venues, events and at the Boston Pride parade & festival. It will also be inserted into each issue of *The Rainbow Times*, which has an estimated readership up to 75,000 throughout New England.

DISTRIBUTION: 25K

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## NEW ENGLAND PRIDE MAP

*The Rainbow Times* will design & produce the only New England Pride Map 2014, featuring all of the major pride celebrations in the region. This foldable, 11x17 pocket-sized, full color, glossy map will showcase the parade routes, LGBTQ events throughout the Pride Season, and the advertisers who recognize the importance of targeting the prominent LGBTQ community.

DISTRIBUTION: 25K

**PP 6-7**



## THE RAINBOW TIMES

Boston-based, *The Rainbow Times* is a minority owned publication—half Hispanic, 100% gay. As a New England LGBT (lesbian, gay, bisexual and transgender) newspaper founded in 2006—*The Rainbow Times* is a liaison that increases awareness of LGBT issues and serves as a vehicle to unify and strengthen the communities throughout the New England region while providing quality news to its diverse readers. ISSN 2169-6136 (online) and ISSN 2169-6128 (print).

Advertising may be purchased separately or packaged with other products for an additional discount.

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## WEBSITE, SOCIAL MEDIA & E-BLAST

### SOCIAL MEDIA

*The Rainbow Times* has the largest and most interactive social media platform than that of any other LGBTQ media in New England. Boasting and reaching more than 25,000 combined followers, we have made our mark on the social media world. Popular platforms include Facebook, Twitter, Tumblr, Google+ Pinterest and StumbleUpon.

### E-BLAST

Our monthly e-blast reaches all of the followers on our social media sites, in addition to our dedicated e-list. Nearly 35,000 people are reached using this platform. Dedicated e-blasts may be sent for organizations & businesses wishing to take advantage of such a wide reach. Yes, that is one e-blast sent out dedicated to just your product or service! Additionally, standard e-blast ads may be purchased at a cost-effective rate.

### WEBSITE

*The Rainbow Times'* website receives hundreds of thousands of hits each month. Boasting continually updated news, it has become a popular way for advertisers to target our readers daily. Advertising spots are available in a variety of sizes and appear on each page of the site. Premiere placement is available for a small fee.

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## TRT TALK RADIO PODCAST

*The Rainbow Times'* podcast, *TRT Talk Radio* is a controversial show that discusses the importance of a variety of topics of interest for the LGBTQ and allied communities. Our podcast is available for download on iTunes and has become a popular way for advertisers to disseminate their message to the LGBTQ market in the 21st century. Ad spots are available for purchase starting with 10 second spots. [www.TRRTalkRadio.com](http://www.TRRTalkRadio.com)

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# DID YOU KNOW?

**The Rainbow Times has the largest LGBT social media network in New England & its website receives 1.9M verifiable hits/month.**

# The Rainbow Times

The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

**Boston Based ... New England Read**

**The Rainbow Times (TRT)** is the Largest LGBT newspaper and Pride Projects producer in New England. With a readership of 65K-75K, TRT publishes 20-23K copies on the first Thursday of each month and is distributed at thousands of points throughout the region. TRT is also the producer of the Boston Pride Guide and New England Pride Map, of which more than 50K pieces are published during Pride Season. As a gay media mogul, TRT has the largest social media network than any other LGBT publication in the region, reaching an additional 30,000 subscribers. Verifiable statistics prove that TRT receives more than 1.9 million hits to its website during a given month.

**The Rainbow Times ... The Freshest LGBT News in New England!**

**RATE CARD**  
**2014**

**NATIONAL**

**The Rainbow Times**  
The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

## Advertising Rates

**\*ALL RATES GROSS**

### NEW! TRT TALK RADIO ADVERTISING WEEKLY SHOW

10 second spot/per show .....	\$100
20 second spot/per show .....	\$175
30 second spot/per show .....	\$250
Sponsor the show, 4 mentions throughout .....	Call

\* Sound bites must be submitted in an MP3 format. Otherwise, the host will announce a message, provided by the client, for the spot.

### ONLINE, E-BLAST & SOCIAL NETWORKING ADS

Standard E-blast ad .....	\$249	Dedicated E-blast ....	\$1299
Web banner: 468w x 60h.....	\$275	300w x 250h .....	\$329
Social network mentions (3x frequency) .....	\$549		
Advertorial/story .....	\$390		
Calendar mentions (per week) .....	\$20		

PLEASE CALL FOR MORE DETAILS.

**Materials Deadline: 4th Wednesday of each month**

### PRINT AD RATES

Full Page Color .....	\$1525
Full Page B&W .....	\$1125
1/2 Page Color .....	\$950
1/2 Page B&W .....	\$600
1/4 Page Color .....	\$675
1/4 Page B&W .....	\$330
1/8 Page Color.....	\$515
1/8 Page B&W .....	\$175
1/16 Page Color .....	\$425
1/16 Page B&W .....	\$135

Reservation Deadline: 4th Tuesday of each month

**Camera-Ready ad Deadline: 4th Wednesday of each month**

**INSERTS: \$125/M. Must arrive to printer 1-week before ad deadline**

### DISCOUNTS

12-Month Discounts: 10% with pre-payment/contract  
6-Month Discounts: 5% with pre-payment/contract

**PAYMENTS ARE ACCEPTED BY CREDIT CARD OR CHECK BY DEADLINE.**



## Specs & Mechanics

**Need your ad designed?**  
**No problem. Contact us!**

**Full page**  
Size: 9.68 w x 10.8 h

**Half page**  
Size: 4.75 w x 10.8 h  
or 9.68 w x 5.5 h

**Quarter page**  
Size: 4.75 w x 5.5 h

**Eighth Page**  
Size: 4.75 w x 2.75 h

**Sixteenth Page**  
Size: 2.3 w x 2.75 h

### CAMERA READY FILES:

Resolution: 300 dpi  
File Format: jpeg or pdf  
No Bleed

\*THE RAINBOW TIMES is not responsible for typographical errors, unless caused by our negligence. Once the client approves of an ad created by TRT, TRT is no longer liable for related errors.

## Ad reservation, Ad Upload & Payment

For your convenience and our contribution to help create a greener environment, all ads may be reserved, uploaded and paid for through our secured online server.

**Payment deadline: 4th Friday of each month**

If sending a check, mail:

**The Rainbow Times**  
550 Adams St., #317  
Quincy, MA 02169

\* TRT reserves the right not to publish ads that have not been paid for or received by deadline or for any other reason.

**For More Information**

**www.TheRainbowTimesMass.com**

**Email: sales@TheRainbowTimesMass.com • Phone: 617-444-9618 or 413-282-8881 • Fax: 928- 437-9618**

# GUIDE TO BOSTON PRIDE 2014

RATES & SPECS

## BOSTON PRIDE GUIDE

**The Rainbow Times** will design & produce the only Pride Guide dedicated to Boston Pride 2014 again this year. This semi-glossy magazine will be the go-to source for all Boston Pride-related events, performances, activities, and information. **This Pride guide is the only one that proudly gives partial proceeds back to Boston Pride.** Your ad makes a difference!

The 2014 Boston Pride Guide will be available throughout Boston Pride week at numerous venues, events and at the Boston Pride parade & festival. It will also be inserted into each issue of **The Rainbow Times**, which has an estimated readership of 75,000 throughout New England.

**The Rainbow Times ... The Freshest LGBT News in New England!**

**COMING  
JUNE 5!**

**The Rainbow Times**  
The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England

## ADVERTISING RATES

### Premiere Page Rates (All full color)

Back Cover .....	\$3898
Inside Front Cover .....	\$3120
Inside Back Cover .....	\$3120
Inside Full Page .....	\$2210

Glossy Page Reservation Deadline: May 5, 2014

**Camera-Ready Ad Deadline: May 15, 2014**

### Inside Page Rates

Full Page Color .....	\$1334
Full Page B&W .....	\$878
Half Page Color .....	\$553
Half Page B&W .....	\$488
Quarter Page Color .....	\$225
Quarter Page B&W .....	\$254
Eighth Page Color .....	\$258
Eighth Page B&W .....	\$228

Reservation Deadline: May 5, 2014

**Camera-Ready ad Deadline: May 22, 2014**

## SPECS & MECHANICS

**Full page with bleed**  
(glossy pages only)

Size: 9 w x 11 h

**Full page (semi-glossy)**

Size: 7.5 w x 10.5 h

**Half page (semi-glossy)**

Size: 3.8 w x 10.5 h (vertical)  
or 7.5 w x 5 h (horizontal)

**Quarter page (semi-glossy)**

Size: 3.8 w x 5 h

**Eighth Page (semi-glossy)**

Size: 3.8 w x 2.5 h

**All files:**

Resolution: 300 dpi

File Format: jpeg or .pdf

GLOSSY PAGES

### 9W X 11H DOCUMENT SETUP

8.75W X 10.75H  
TRIM SIZE

#### NOTE:

ALL TEXT/IMAGES NOT  
TO BE TRIMMED OFF  
SHOULD BE INSIDE  
THESE DIMENSIONS BY  
1/8" ON EACH EDGE

SEMI-GLOSSY PAGES

8.75W X 10.75H TRIM SIZE

7.5W X 10.5H  
LIVE PRINT SPACE

## AD RESERVATION, UPLOAD & PAYMENT

For your convenience and our contribution to help create a greener environment, all ads will be invoiced online and you will receive a secured payment request via email.

**Please email your ad to:**

**sales@therainbowtimesmass.com or call 617-444-9618.**

*Premiere placement is available on a first-come first-serve basis for an additional charge. \* Please contact us for more information.*

**Final Payment deadline: May 15, 2014**

If you are unable to pay online, please send all checks by the payment deadline to:

**The Rainbow Times**  
550 Adams Street, #317  
Quincy, MA 02169

*\* The Rainbow Times reserves the right to not publish ads that have not been paid for or received by deadline.*

**FOR MORE INFORMATION: SALES@THERAINBOWTIMESMASS.COM OR CALL 617.444.9618**



**BACK COVER**

**\$1300**

**4.25W X 2.75H**

Successful Counseling for  
**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**PRIMERE SPACE;**

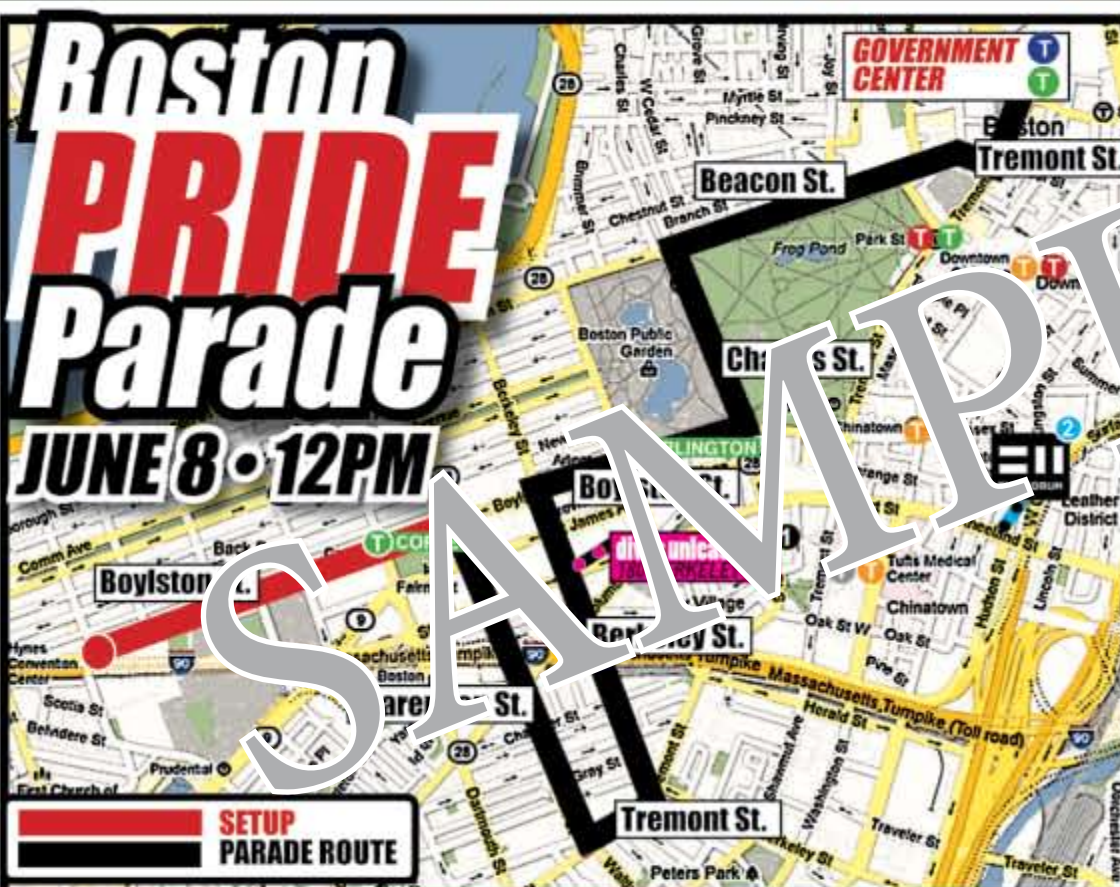
**1/2 VERTICAL  
COLUMN**

**MAP COVER**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**



**BEST PLACES TO WATCH THE PARADE:**

Copley Square • BCA on Tremont St. • Bridge over Mass Pike on Berkeley St. • Charles St. • State House • Cambridge St.

Parade kicks off at Boylston & Clarendon St. and ends at the Festival at Government Center/City Hall Plaza. Transportation by the MBTA's "T" is highly recommended.

**BOSTON PRIDE WEEK 2013**  
May 31 - June 9

**FRIDAY, MAY 31**  
12pm - 10pm: City Hall Plaza  
**SATURDAY, JUNE 1**  
10am - 5pm: Pride Day at Faneuil Hall; Faneuil Hall Marketplace  
**MONDAY, JUNE 3**  
6-8pm: Royal Pageant at Machine; 1254 Boylston St.  
**WEDNESDAY, JUNE 5**  
6-8pm: Human Rights & Education Discussion on LGBTs in Sports; Boston Public Library  
**SATURDAY, JUNE 8**  
12pm: Boston Pride Parade  
12pm - 6pm: Boston Pride Festival; City Hall Plaza  
2pm: Esme Women's Block Party; 1 Boylston Place, Boston  
7pm - 11pm: Boston Pride Youth Dance; Boston City Hall  
**SUNDAY, JUNE 9**  
12pm - 7pm: Block Party: JP Edition; Perkins St, Jamaica Plain  
12pm - 8pm: Block Party: Back Bay Edition; St. James Ave., Boston  
**FMI: bostonpride.org**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**



**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**ECONOMY**

**\$425**

**2.125W X  
2.75H**

**ECONOMY**

**\$425**

**2.125W X  
2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

**STANDARD SIZE**

**\$780**

**4.25W X 2.75H**

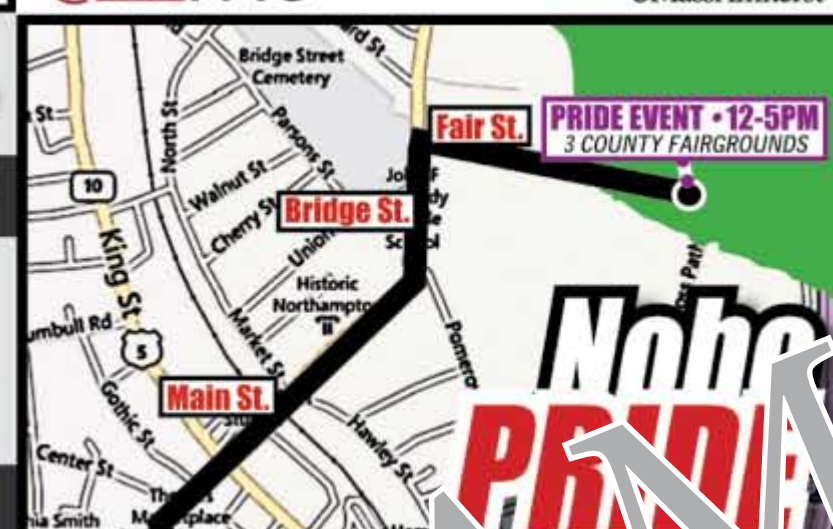
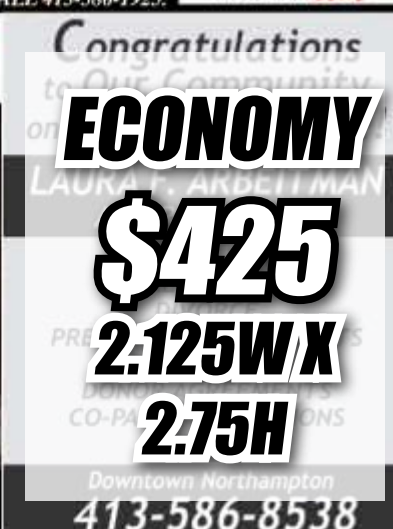
**PREMIERE SPACE:**

**VERTICAL  
COLUMN**


**\$2999**

**4.25W X 11H**

**SAMPLE**







**DISCLAIMER:** The information contained herein is the property of The Rainbow Times, LLC and it is only meant for the use that it is intended. This media kit, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. If you have received this communication in error, please notify the sender immediately by replying to the message and deleting it from your computer. For more information, please contact The Rainbow Times at 617-444-9618 or email [editor@therainbowtimesmass.com](mailto:editor@therainbowtimesmass.com).