Founded by Phil Price in 1976, OUT FRONT is the nation’s third oldest continuously running queer media company. We are dedicated to providing news and features to and about LGBTQ folks, both in Colorado and worldwide.

We believe that every person and culture is a worthy and vibrant contribution to the fabric of humanity.

We are committed to providing the LGBTQ community—and their allies—a powerful media platform to educate, celebrate, and activate that belief!

CLICK HERE to watch the Evolution of OUT FRONT

"Where you belong."
Leverage our community's connectivity and reach through multiple different channels and foster a relationship with our community that allows you to engage throughout the year, not just during the busy Pride season. Stand out and be proud—anywhere and everywhere!

MORE THAN JUST A MAGAZINE

print + digital + beyond

LGBTQ in every dimension

Leverage our community's connectivity and reach through multiple different channels and foster a relationship with our community that allows you to engage throughout the year, not just during the busy Pride season. Stand out and be proud—anywhere and everywhere!
BRAND PARTNERSHIPS

We've spent a lot of time and effort building a loyal, connected network in the LGBTQ community. We want to do more than just "run an ad." Given the scope of our media network, we can be very creative in putting together a multimedia solution that will ensure your brand will be seen and trusted.

Our experience with OUT FRONT has been very satisfying. This partnership allows us to reach the LGBTQ community across print and digital media provided by a trusted source. The most rewarding part has been working on collaborative events where we meet face-to-face with readers while sharing our brand story, engaging in dialogue, and celebrating diversity that shapes a better world for all.

--1906 New Highs
Marketing to the LGBTQ community

**LGBTQ Buying Power**
"The total buying power of the adult, U.S., lesbian, gay, bisexual, transgender, and queer population is projected to be $917 billion." ([Huffington Post: Witeck Communications 2015 Study](#))

"78% of surveyed, LGBTQ community members agreed that they tend to support companies that support and market to the LGBTQ community." ([Community Marketing Survey 2019](#))

**LGBTQ+ Representation**
"PrideAM research shows that 60% of the general population believe it is important that people of different genders are accurately portrayed in advertising. Even more—66%—feel the same of sexual orientation." ([Pride Advertising & Marketing](#))

**Getting Attention**
"79% of LGBT respondents say that they enjoy funny, LGBT-themed ads, according to Google’s research. Such ads are more likely to be shared, too, with 75% of LGBT respondents saying they are more likely to share funny, LGBT-friendly advertisements with their social circles." ([Think with Google, Data Dive: 2 approaches to drive LGBT engagement with your ads](#))

**Supporting LGBTQ+ Issues**
"Nearly two-thirds of YouTube viewers surveyed who self-identified as LGBT said they are more likely to buy from a brand that takes a stand on LGBT issues." ([Pride year round: The benefits of LGBT-inclusive messaging in online video advertising](#))
OPPORTUNITIES

How we activate and connect with our community

PRINT

*OUT FRONT Magazine* has long been our most visible and effective platform and is distributed for free to our community in our favorite bars, clubs, coffee shops, dispensaries, restaurants and more. Reach our audience where they mingle!

DIGITAL

Our readers use our website to browse content, check calendar listings, and view our videos. Reach them wherever they are!

SOCIAL

*OUT FRONT*’s social media channels are the hubs for our event updates, community photos, open discussions, and so much more—reach our readers on the go!

EXPERIENTIAL MARKETING

Our community loves to gather, and there is nothing that leaves a more lasting and authentic impression than a human interaction. Reach our readers in person!

SPONSORED CONTENT

Our readers love our content’s variety, and our partners love to educate and explore new ways to engage, both in print and online. Reach our readers meaningfully!
READERSHIP

MAGAZINE READER FACTS

87% switch to brands with a positive LGBTQ stance
62% use OUT FRONT's magazine, website, or social media channels to plan activities
60% have heard of brands through LGBTQ media advertising
47% of readers are more likely to purchase if they see a brand advertising in LGBTQ media
84% use Facebook regularly
55% use Instagram regularly

*Community Marketing 2018, Google Analytics

DEMOGRAPHIC

52% MALE/33% FEMALE/15% NONBINARY
AGES 25-54, MEDIAN AGE OF 33
31% MARRIED
23% PARENTS
67% PET OWNERS
68% OF READERS LIVE IN DENVER METRO AREA
READERSHIP

EDUCATION + EMPLOYMENT

83% of readers are college-educated
Average household income is $100k+
51% homeowners/49% renters
55% feel positive about their finances

TRAVELERS

74% take vacations away from Denver
57% take monthly staycations in the mountains
74% spend time in the mountains in the winter
91% spend time in the mountains in summer

RECREATIONAL SPENDING

80% enjoy beer, wine, or liquor
60% enjoy cannabis
46% consume cannabis flower
40% consume cannabis edibles
37% consume vaporized cannabis
21% use cannabis topicals
18% consume cannabis concentrates

*Community Marketing 2018
OUT FRONT started as an LGBTQ, community publication in Boulder, and we are proud to carry our print magazine forward into 2021! OUT FRONT Magazine is often our first touch point with a new reader, whether they see our publication in one of their favorite hangouts, pick up one of our pride bags at a summer festival, or find our table at one of our community events.

OUT FRONT is a high-quality, full glossy magazine that is entirely free to our readers (thanks to our advertisers!) and stands out in the crowded community publishing space in Colorado.
Look-Ahead 2021
Love is Love
Fierce Femmes
420
Mental Health
Pride!
Wet Hot Summer
Aurora Pride
For the Nerds
Power Issue
Eating Out
Gift Guide
Look Ahead 2022
January 6
February 1
March 1
April 1
May 1
June 1
July 1
August 1
September 1
October 1
November 1
December 1
January 6
PRINT CIRCULATION

Print Distribution

Where can I get my hands on a copy?

*OUT FRONT* is distributed at restaurants, bars, clubs, coffee shops, gyms, retail locations, magazine boxes, community and advocacy centers, college campuses, drug stores, mountains resorts, dispensaries, and elsewhere throughout our community.

Visit outfrontmagazine.com/distribution to find a location near you!
DIGITAL

From breaking news to arts and culture, our trending stories get your ads OUT in FRONT of readers (pun intended).

WEBSITE

- **28,180** average monthly page views
- **125,000+** average ad impressions (Google Ad Sense)

OUTBOX Weekly eNewsletter

- **6,740** subscribers
- **658 (9.7%)** average opens
- **65 (0.96%)** average clicks
SOCIAL MEDIA

OUT FRONT’s social channels are our hub for everything going on around town, for special partner deals, and for spreading our content. And it's the perfect tool to leverage to make sure our whole audience sees your message. Our audience is always growing!

FACEBOOK
- 16,667+ followers
- 7,534+ post reach
- Audience mostly in the 25 - 64 age range
- 51% women, 46% men (Facebook does not acknowledge other gender identities)

INSTAGRAM
- 5,045+ followers
- 6,880+ accounts reached
- TOP REACH: 143.3K
- 28k+ Impressions/Month
- Audience mostly in the 25 - 54 age range
- 51.5% women, 48.5% men (Instagram does not acknowledge other gender identities)

PODCAST - NEW!
OVER 380 DOWNLOADS AND COUNTING! We are excited to launch our OFM Podcast and it’s growing quickly! We can announce 2-3 sentences about your brand as a podcast sponsor and reach the local community and beyond!
PACKAGES

How strongly do you want to dominate your competition?

PRINT
Monthly 1/3 or 1/4 page ads

DIGITAL
Monthly website ad
Weekly OUTBOX eBlast ad

SOCIAL
Monthly Facebook ad
PRINT
Monthly 1/2 or 2/3 page ads
Inclusion in special section listing (if applicable)

DIGITAL
Monthly website ad(s)
Weekly OUTBOX eBlast ad/video
Online sponsored content article

SOCIAL
Monthly Facebook ad
Monthly Instagram story (image/video)
**PRINT**
Monthly full-page ads OR 2-page spread
Sponsored content article
Inclusion in special section listing (if applicable)

**DIGITAL**
Monthly website ad(s)
Weekly OUTBOX eBlast ad/video
Sponsored content article (included with print article)

**SOCIAL**
Monthly Facebook ad
Monthly Instagram story (image/video)
Monthly Instagram frame post (your logo as sidebar/frame on a trendy image from our community!)
<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Number</td>
<td>303• 477 • 4000</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:marketing@outfrontmagazine.com">marketing@outfrontmagazine.com</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.outfrontmagazine.com">www.outfrontmagazine.com</a></td>
</tr>
</tbody>
</table>