



**MAGAZINE!**

Better value. Outstanding results.



**MEDIA KIT**

[omgmag.com](http://omgmag.com)

# OMG! MAGAZINE

## Message from the publisher

**F**or decades now, there have been various publications catering to the gay community in Central Florida. They have all done a good job in their efforts, yet in saying that, one specific region has been very often either ignored or not concentrated upon... until now.

OMG! Magazine caters to Central Florida, including Tampa, St. Petersburg and Orlando, as well as Key West. Other magazine publications have included the Central Florida advertisers, yet they are often placed in an obscure location of the publication — resulting in the advertiser's message either being overlooked or seldom seen. OMG! is based in Central Florida and will cater to those whose businesses and industries are located here. When OMG! Magazine is opened, local advertisers will be seen — it's what you're paying for after all!

Because of our innovative approach, OMG! Magazine will become the leading gay publication here in Central Florida, in turn giving maximum return for your advertising dollar.

We, as publishers, put all of our energy into developing this new, core product both in print and online. Central Florida is our home; money invested here stays here and we remain accountable to you, the advertiser.

We are proud to be actively involved in the gay community, both socially and intellectually. Together with our other gay owned and operated ventures, we will work hard to keep OMG! Magazine your Central Florida source for all of your advertising needs.

Sincerely,

James

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# demographics

# OMG! MAGAZINE

## Who reads OMG!

The following demographics reflect the profile of our average reader. As you can see, our target audience is one that includes highly educated, diverse consumers who possess a significant disposable income, despite the current economic climate. This information should assist you in making an informed decision when choosing to spend your advertising dollars with OMG!

Age Range.....	18-49
<b>Average Income.....</b>	<b>\$72,000</b>
College Education.....	77%
<b>Master's Degree and Above.....</b>	<b>32%</b>
Owns His/Her Home.....	64%
<b>Regularly Stays at a Hotel or Guesthouse.....</b>	<b>71%</b>
Dines Out More Than Six Times A Month.....	84%
<b>Travels Domestically.....</b>	<b>76%</b>
Travels Abroad.....	36%
<b>Frequently Uses Internet Services.....</b>	<b>93%</b>
Owns One or More Pets.....	68%
<b>Owns One or More Vehicles.....</b>	<b>86%</b>
Owns a Boat/Watercraft.....	34%
<b>Plays Sports and/or Attends Sporting Events.....</b>	<b>39%</b>

- Gay men and lesbians go out more, buy more, have more disposable income and are extremely loyal consumers.
- Gay and lesbian consumers purchase from companies/brands that advertise in gay media, deliver product messages in gay-specific advertising, and support gay and lesbian community causes.

# OMG!

## mission statement



OMG! Magazine is about changing the status quo. It's about offering the best of both worlds by providing our audience with both engaging content and stimulating entertainment. It's a platform that highlights the Central Florida GLBT community (and our allies) in a way that truly grabs attention and makes you exclaim, "Oh My God!" OMG! is fresh, edgy, ambitious and, most of all, a publication unlike anything you've seen before.

OMG! Magazine proudly serves the Tampa, St. Petersburg and Orlando areas, as well as Key West. Our magazine is a hybrid of both entertaining and informative content for the educated reader, and one who is also interested in nightlife, culture, music, art, fashion, travel, politics, health and more. With our unique combination of content, our advertisers are able to reach a much broader audience.

We are pleased that you are considering advertising with OMG! Magazine. We take pride in the fact that we both serve and live in the areas that we cover. Since we are based in Central Florida, we have a keen sense of the community and local businesses. As such, we are able to offer a tailored experience that is unparalleled in other publications in Florida.

By publishing every two weeks, local businesses can keep their audience up-to-date with events, promotions and more. Furthermore, our dynamic Web presence offers additional opportunities for advertisement and promotion. Through devotion to both our print and online endeavors — as well as our commitment to excellence, quality and value — we offer our readers, advertisers and the overall GLBT community a great place to be seen, heard, informed, entertained, promoted and connected.

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## 2010 OMG! MAGAZINE ADVERTISER RATES

### FREQUENCY DISCOUNTS

#### NATIONAL ADVERTISERS:

	1x	6x	12x
FULL PAGE	\$600	\$540	\$510
HALF PAGE	\$350	\$315	\$300

#### LOCAL/SMALL BUSINESS ADVERTISERS:

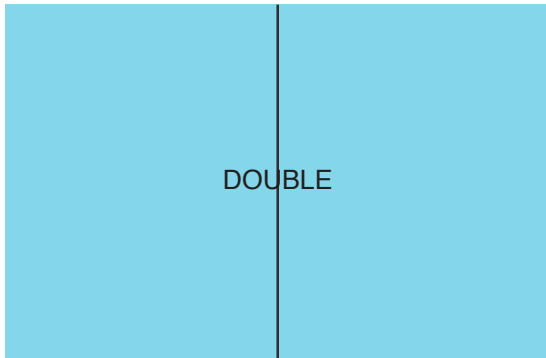
FULL PAGE	\$350	\$315	\$298
HALF PAGE	\$200	\$180	\$170
QUARTER PAGE	\$155	\$140	\$132

INSIDE FRONT COVER	\$415
INSIDE BACK COVER	\$415
CENTERFOLD (DOUBLE TRUCK)	\$675
BACK COVER	\$550

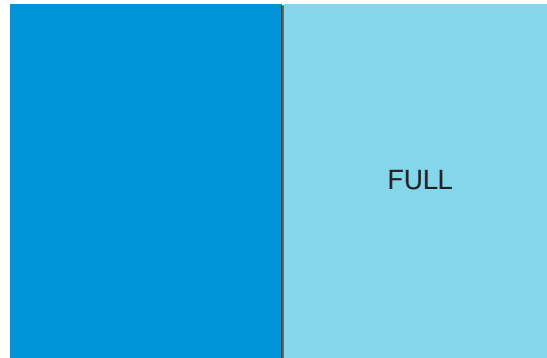
OMG! Magazine reserves the right to refuse any advertisement which is deemed to be inappropriate, offensive or in poor taste, or which advertises or promotes illegal items or activities.

Advertisers agree prior to placing ads that if there is a publication error by our magazine, the liability of OMG! Magazine is limited to the cost of the ad, by credit only. OMG! Magazine accepts no responsibility for errors or omissions in any published ad.

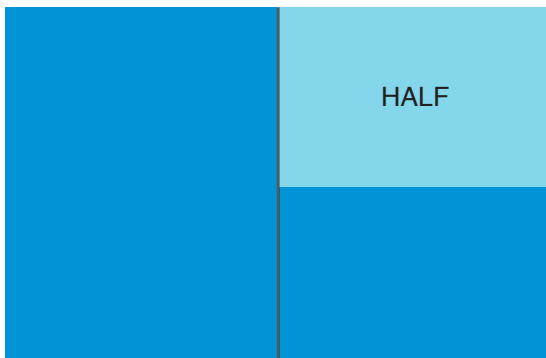
Advertisers agree upon submission of any materials for publication to assume all liability for any expense, loss or damages incurred as a result of publication. All written copy, display copy, illustrations and photographs are published with the understanding that the advertisers are fully authorized and have secured proper written consent for the use of all submitted materials.



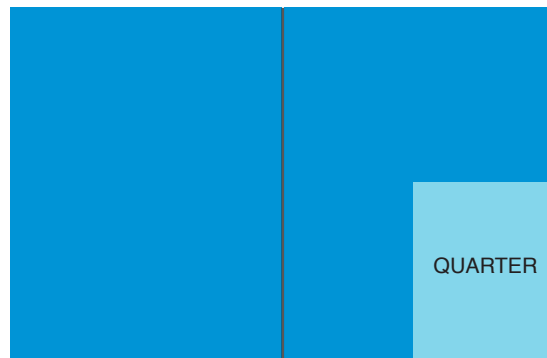
13" x 9.5" With Bleed  
12" x 9" Trim Area  
11" x 8.5" Live "Safe" Area



6.5" x 9.5" With Bleed  
6" x 9" Trim Area  
5.5" x 8.5" Live "Safe" Area



5.25" x 4"



2.5" x 4"

# Results

## Circulation

OMG! is printed on high-quality, glossy paper and feature saddle-stitch binding for added value and convenience. With a distribution of 10,000 throughout Central Florida, as well as in Key West, you can be sure that your ads will be seen.

## Distribution

OMG! is distributed every other Thursday and is featured in over 130 locations throughout Central Florida, including Tampa, St. Petersburg and Greater Orlando. We also have the pleasure of distributing in Key West. The magazine is found in a variety of venues, including restaurants, resorts, bars, clubs, hotels, retail stores and more. In addition, our robust Web site features a high-quality digital copy of the magazine, feature stories, photo galleries, and exclusive content that capitalizes on the massive potential of today's Internet. Wherever our audience is, so are we.

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# Features & Editorial Content

## Politics

With domestic partnerships, civil unions, gay marriage, anti-discrimination bills, hate crime legislation, gay adoption, Don't Ask, Don't Tell, and other issues gaining traction, we are there to cover every last issue. With a new administration in office and change in the air, this is truly an exciting time for the community. Whether it be local, state or national leaders and politicians, our readers are kept up to date and informed about GLBT rights, issues and more.

## Fashion

You see it in high-end magazines, on the Web, on your favorite celebrity, in the news, on your friends and in the mirror. Fashion is an integral part of our daily lives, whether we choose to acknowledge it or not. It also happens to be something that the GLBT community is keenly in tune with. Words like "fierce," "work" and "runway" have entered our vernacular in a grand way. From the gaudy to the chic, from drag queens to regular Joes, the GLBT community is full of fashion.

## Entertainment & Culture

This section covers everything from food, drinks and dining, travel, the latest music, movies and TV shows, to books, theater shows, local events, clubs, nightlife and concerts, and also the hottest technology, Internet sites and gadgets. Furthermore, we're here to offer informative reviews of the latest albums, movies, concerts and more. You'll be in the know and able to make an educated decision as to where you should spend your hard earned cash.

## News & Gossip

In this age of Google, MySpace, YouTube, Facebook, Twitter and more, it's easy sometimes to miss the bigger picture. We believe it's important to know what's happening in the community, state and world. In an increasingly globalized, interconnected world, GLBT issues that affect our neighbors around the world also tend to affect us. We also cover the hottest celebrity gossip, breaking news in the community, businesses, arts, entertainment and more.

## Photo Galleries

Titled "Caught With Ur Pants Down," this section includes candid photos of the beautiful people who read our magazine — in the best restaurants, clubs and events around. As an added component, we will be including a dynamic Web gallery of our photos, including additional photos not in print, as well as the ability to browse full-screen images and download images to users' computers. This will also help drive traffic to our Web site.

## Health

This section of the magazine features informative pieces on issues that directly relate to the GLBT community, as well as the region and nation as a whole. We cover issues such as HIV/AIDS and related research, safer sex, physical wellness, diet and exercise, mental health and tips, substance abuse and more. Our topics are highly important to our readers and are addressed in an engaging yet entertaining way.

## Columns

From dating advice to political commentary, our columns have it all. Our columnists touch on various subjects in the GLBT world and provide a unique voice and outlet for the community. Combining humor, wit and useful information, our columns are an engaging section of the magazine each issue. We also bring in guest columnists from time to time to add additional perspective.

## Lesbians On Line! (LOL!)

Catering to a somewhat overlooked part of the GLBT community, this section covers all aspects of the lesbian lifestyle. Lesbians On Line! (LOL!) is a tutorial for any woman dealing with the trials and tribulations of being in the pink triangle called love. Fixing fashion faux pas and mending broken hearts is just a taste of the advice LOL! will give readers. Along with sharing horror stories, our readers can keep abreast with current issues that affect the lesbian population.



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**MAGAZINE!**

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