

# The Rainbow Times<sup>®</sup>

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

**National/Agency**

## MEDIA KIT & RATES 2013

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 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

## Return on Investment

# 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



\*STATISTICS GATHERED IN 2012 FROM CMI MARKETING INC.'S SURVEY OF LGBT READERS. ALL RESULTS ARE VERIFIABLE. THE RAINBOW TIMES,® LLC ALL RIGHTS RESERVED.

# PRODUCTS '13



## BOSTON PRIDE GUIDE

*The Rainbow Times* will design & produce the only Pride Guide dedicated to Boston Pride 2013. 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 2013 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.

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## NEW ENGLAND PRIDE MAP

This foldable pocket-sized 11 x 17 full color glossy map is the perfect addition to New England's Pride Season. On the streets from May-September and distributed throughout New England's Pride celebrations, and via *The Rainbow Times*, it serves as a reference for all of the critical information needed in the spur of the moment for each Pride event (Boston, Northampton, CT, RI, etc.).

VIEW DEMO:  
<http://bit.ly/1Lm5fP>

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## 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 20,000 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 30,000 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 Social Media presence of any LGBT Publication in New England and receives nearly 3/4 million hits to its website each month.*

# The Rainbow Times

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

NATIONAL



## Boston Based ... New England Read

**The Rainbow Times (TRT)** is the Freshest LGBT newspaper 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, Northampton, and Connecticut Pride Guides. As a gay media mogul, TRT has launched its podcast, TRT Talk Radio, and has the greatest social media presence and reach than any other New England LGBT publication.

*The Rainbow Times ... The Freshest LGBT News 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

Standard E-blast ad .....	\$225	Dedicated E-blast .....	\$1299
Web banner: 468w x 60h .....	\$228	300w x 250h .....	\$293
Social network mentions (3x frequency) .....	\$500		
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: \$100/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

**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.*

# GUIDE TO BOSTON PRIDE 2013

RATES & SPECS



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

## BOSTON PRIDE GUIDE 2013

The *Rainbow Times* will design & produce the only Pride Guide dedicated to Boston Pride 2013. 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.** Your ad makes a difference!

The 2013 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!*

## ADVERTISING RATES 2012

\* All Rates Gross

### Glossy 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 3, 2011

**Camera-Ready Ad Deadline: May 10, 2012**

### Inside Page Rates

Full Page Color .....	\$1034
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 3, 2011

**Camera-Ready ad Deadline: May 10, 2012**

## SPECS & MECHANICS

**Full page with bleed**  
(glossy pages only)  
Size: 9 w x 11 h

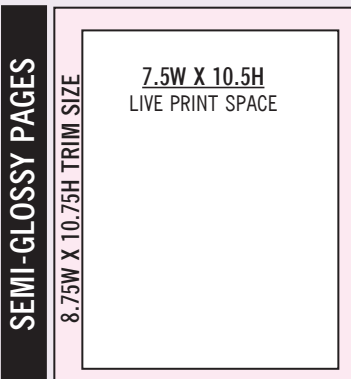
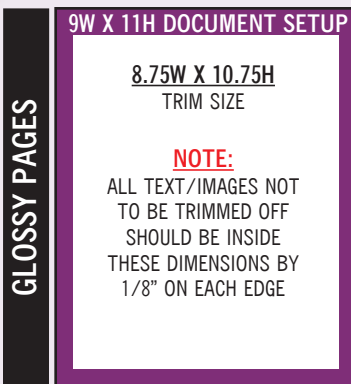
**Full page (semi-glossy)**  
Size: 7.5 w x 10.5 h

**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



## AD RESERVATION, UPLOAD & PAYMENT

For your convenience and our contribution to help create a greener environment, all ads should be reserved, uploaded and paid for online. You will receive a secured payment request via email. **To reserve your space or upload your ad, please email [sales@therainbowtimesmass.com](mailto: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 10, 2012**

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 not to 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**  
**4.25 W X 2.75 H**

SEEKING VOLUNTEERS...  
 BOSTONISREADY.ORG 617.927.6450

**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**

PRIDE FEST...  
 www.PrideRI.com

**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**

AaronAnson.com

**PREMIERE SPACE:**  
**VERTICAL COLUMN**  
**\$2999**  
**4.25 W X 11 H**

Win the Solar Backpack!  
 Call (978) 998...  
 http://www.solar...

**MAP COVER**

BOSTON PRIDE 2011

RAINBOW TIMES

**BOSTON PRIDE PARADE 2011**

**START 12PM: TREMONT & CLARENDON**

**PARADE DESTAGING: CAMBRIDGE & NEW SUDBURY**

**BOSTON PRIDE FESTIVAL**

PRIDE FESTIVAL will take place on CITY HALL PLAZA, the last stop on the Parade route! There you'll find live entertainment, the Celebrity Lounge (for the 21+ crowd!), over 125 merchandise, community, and business vendors, and the Family Fun Zone (ages 1 to 100 are welcome!).

GETTING AROUND BOSTON PUBLIC TRANSIT  
 Boston has plenty of public transit to get you around the city - by bus or by subway. Parking is at a premium during Pride, so consider taking public transportation when attending events. Get routes and schedules at: www.mbta.com.

THIS IS THE OFFICIAL BOSTON PRIDE MAP PRODUCED IN ITS ENTIRETY BY THE RAINBOW TIMES, THE FRESHEST LGBT NEWSPAPER IN NEW ENGLAND.

FOR AN HIV TEST OR FREE COUNSELING CALL 617.267.0159  
 FENWAYHEALTH.ORG/SIXTEEN

**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**

SA... HOLYOKE CANOE CLUB

www.lgbtcoalitionwma.org

**BOSTON PRIDE PARADE 2011**

RAINBOW TIMES

We're in you in celebrating PRIDE WEEK 2011

Find your strength

Partners in Health, Spaulding, etc.

**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**

Pioneer Valley Gay Wedding Expo  
 November 12, 2011 • 4PM-8PM

www.pione...

**DOUBLE PREMIERE SPACE**  
**\$1755**  
**8.5 W X 2.75 H**

GOSPEL NIGHT AMERICAN PASTIMES TRIPLE CROWN

2011 Season May 11 - June 26  
 617-266-1200 • bostonpops.org

**30 YEARS OF PRIDE**

Bushnell Park - Saturday September 17th

**New England Pride Map:** This foldable pocket-sized 11 x 17 full color glossy map is the perfect addition to New England's Pride Season. On the streets from May-September and distributed throughout New England's Pride celebrations, and via The Rainbow Times, it serves as a reference for all of the critical information needed in the spur of the moment for each Pride event (Boston, Northampton, CT, RI, etc.)

**Reach:** This map will also be available throughout Pride Season (May-Sept.) at more than 2000 locations throughout New England and as a centerspread in the May 30 edition of The Rainbow Times. With a readership of 75K, you're sure to reach your market.

**25% off**  
 WITH THE PURCHASE OF A 1/2 PAGE COLOR AD OR GREATER IN THE 2013 BOSTON PRIDE GUIDE

# STANDARD SPACE

\$780

4.25 W X 2.75 H

# STANDARD SPACE

\$780

4.25 W X 2.75 H

# STANDARD SPACE

\$780

4.25 W X 2.75 H

# STANDARD SPACE

\$780

4.25 W X 2.75 H

# DOUBLE PREMIERE SPACE

\$1755

8.5 W X 2.75 H

# DOUBLE PREMIERE SPACE

\$1755

8.5 W X 2.75 H

**GO BIG. GO PROUD.**  
 Sunday, September 18, 2011  
**PREMIERE SPACE:**  
 Six Flags NEW ENGLAND THE PARK  
**1/2 VERTICAL COLUMN**  
**\$1495**  
**4.25 W X 5 H**  
 VOTED #1 VODKA OF 2013

**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**  
 READY TO QUIT SMOKING?  
 Free Tobacco Cessation Sessions  
 now being offered at Fenway Health!  
 For more information or to schedule an appointment,  
 contact Chrissina at 617.927.6026.

**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**  
 Girl Twirl  
 Second Saturday of Every Month  
 458 WETHERSFIELD AVENUE - HARTFORD, CONNECTICUT

# GET OUT DURING BOSTON PRIDE

FRIDAY, JUNE 3	MONDAY, JUNE 6	TUESDAY, JUNE 7	WEDNESDAY, JUNE 8	THURSDAY, JUNE 9	FRIDAY, JUNE 10	SATURDAY, JUNE 11	SUNDAY, JUNE 12
<b>Flag Raising</b> Join Mayor Thomas M. Menino's office in raising the rainbow flag over City Hall <b>12pm - City Hall Plaza, Boston</b> FMI: <a href="http://www.bostonpride.org">www.bostonpride.org</a>	<b>Pride Pageant</b> This is not your grandmother's beauty pageant... <b>7 - 10pm - Machine Nightclub</b> Featuring special guest performances & a star-studded panel of celebrity judges. <b>7pm - Machine Nightclub</b> FMI: <a href="http://www.bostonpride.org">www.bostonpride.org</a>	<b>The Equality Lounge: Forum on the Impact of Assimilation (new!)</b> <b>6pm - Radisson Theatre Cafe</b> <b>200 Stuart Street, Boston</b> FMI: <a href="http://www.truthserum.org">www.truthserum.org</a>	<b>Pride Idol!</b> Do you have what it takes to become Boston's next STAR? <b>7pm - Club Cafe</b> <b>209 Columbus Ave, Boston</b> Pride Idol is produced and hosted by Club Cafe as a benefit for Boston Pride. FMI: <a href="http://www.gwopride2011.eventbrite.com">www.gwopride2011.eventbrite.com</a>	<b>Pride Presents The Go-Gos and the B-52s in Concert</b> Presented in conjunction with Live Nation <b>7:30pm - Bank of America Pavilion</b> <b>Macy's Eyes!</b> Presented and hosted by Macy's <b>Downtown Crossing</b> <b>12pm - Downtown Crossing</b> FMI: <a href="http://www.bostonpride.org">www.bostonpride.org</a>	<b>Dyke March</b> <b>6pm - Boston Common Parkman Bandstand, Boston</b> <b>Movie Night #3</b> Presented and hosted by the LGBT Film Festival <b>FMI: <a href="http://www.bostonpride.org">www.bostonpride.org</a></b>	<b>Parade &amp; Festival / Entertainment</b> <b>12 - 6pm - Parade starts in the South End and ends at the Festival at City Hall Plaza</b> <b>Fame Women's Block Party</b> 16th Annual Women's Pride Block Party <b>2pm - Boylston Place, across from the Boston Common</b> <b>Club SIZZLE - Boston</b> <b>Pride's under 21 dance party!</b> <b>7 - 11pm - Quincy Market, Upper Rotunda</b> Admission: \$10.00 FMI: <a href="http://youthpride@bostonpride.org">youthpride@bostonpride.org</a> <a href="http://www.bostonpride.org">www.bostonpride.org</a>	<b>Jamaica Plain Block Party</b> <b>12 - 7pm - Perkins Street, Jamaica Plain</b> Boston Pride's Signature Dance Party Returns! <b>Between South Huntington Ave. &amp; Centre St. / Wash (Green) - Jackson (Orange) - Perkins (P9 Bus)</b> \$10 admission supports the work of Boston Pride. Open to all 21+ w/ proper ID to drink. For the 2nd year in a row, food sales at the JP Block Party will benefit The Network/Lo Bed! FMI: <a href="http://jp-blockparty@bostonpride.org">jp-blockparty@bostonpride.org</a> <a href="http://www.bostonpride.org">www.bostonpride.org</a>

**Life's Shorter Without Play Safe.**  
**DOUBLE PREMIERE SPACE**  
**\$1755**  
**8.5 W X 2.75 H**  
 Public Health Clinic: STD Testing & Treatment  
 Problem? Talk-in or by Appointment.  
 I want to get Syphilis  
 Shapiro Center  
 725 Albany St. 9th Floor  
 617-414-4290 option #3  
 BOSTON MEDICAL CENTER

Promoting the economic prosperity of...  
**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**  
 Visit [www.theCABO.org](http://www.theCABO.org)

FENWAY HEALTH  
**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**  
 Follow us on Twitter @FenwayHealth and find us on Facebook!

Pioneer Valley Gay Wedding Expo  
**STANDARD SPACE**  
**\$780**  
**4.25 W X 2.75 H**  
 Official Media Sponsor: Rainbow Times


**Fine Print:** Limited space available. Reservations are made on a first come first serve basis. All ads must be provided in 300 dpi resolution and as a jpeg or .pdf format. Ad design available for a discounted design fee.

**Reservation Deadline:** April 12, 2013  
**Artwork Deadline:** April 15, 2013  
**Payment Deadline:** At time of reservation (Pre-payment)  
**Send Artwork:** [sales@therainbowtimesmass.com](mailto:sales@therainbowtimesmass.com)

**25% off**  
 WITH THE PURCHASE OF A 1/2 PAGE COLOR AD OR GREATER IN THE 2013 BOSTON PRIDE GUIDE

FMI: [sales@rainbowtimesmass.com](mailto:sales@rainbowtimesmass.com) or call 617-444-9618

View a Live Demonstration online at: <http://bit.ly/ILm5fP>



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