PINK media.lgbt

WELCOME TO PINK MEDIA

Every campaign starts with your story.



Reaching your targeted LGBTQ+ audience online — with the right message, in the right place.

CONNECT | COLLABORATE 2026

WHO WE ARE

30+ years of LGBTQ+ digital leadership

1995 Co-founded GayWired.com — one of the first LGBTQ+ online media brands

2008 Pink Media launched — LGBTQ+ marketing, advertising & PR

Today Potential to reach millions of targeted LGBTQ+ individuals online worldwide using programmatic ad technology (including Google DV360), Meta's targeted ad platform and our exclusive #ILoveGay Advertising Network

Offices in New York & Los Angeles



Two disciplines, one partner: Social Media, Communications & PR + Advertising & Marketing

RESEARCH & INSIGHTS

The LGBTQ+ market is too big to reach only in June

$1.4T

U.S. LGBTQ+ annual purchasing power

7.6%

of U.S. adults identify as LGBTQ+

70%

prefer brands that support the community

Source: Pink Media 2026 LGBTQ+ Marketplace Guide

PINK MEDIA — EST. 1995

2026 LGBTQ+ Marketplace Guide

+ 30+ topical and 25+ regional market reports

Free PDF download

WHAT WE DO

Full-Spectrum LGBTQ+ Marketing Solutions

Social Media Advertising

Facebook, Instagram, LinkedIn & TikTok campaigns built for LGBTQ+ engagement.

Mobile App Advertising

Geo-targeted, full-screen ads on Grindr, Sniffies & more — up to 5% CTR.

Programmatic Display

Real-Time Bidding banner ads targeted to LGBTQ+ audiences across the web.

Influencer & Content

Turn viral LGBTQ+ influencer content into long-term brand assets.

PR Amplification

Turn press releases and earned media into a targeted marketing channel.

Podcast, Video & CTV

#ILoveGay Today sponsorships, pre-roll and Connected TV campaigns.

OUR GOAL

Helping companies large and small reach their targeted LGBTQ+ audience online.

We develop an online media placement strategy — then follow it all the way through to execution.

01

Strategy

Audience, demographic, geography and goals

02

Placement plan

The right mix of channels, ad units and content

03

Execution

Content, creative, buying and launch

04

Measurement

Reporting, pixels and optimization

WHERE WE REACH THEM IN 2026

Social, mobile and video lead the way

PRIMARY IN 2026

Targeted social media

Our primary outreach — reaching LGBTQ+ users by interest, behavior, demographic and location.

Geo-targeted mobile apps

Full-screen placements on LGBTQ+ apps, down to city, neighborhood or ZIP code.

Compelling video

YouTube, social video, pre-roll and Connected TV — the most engaging way to tell a story.

PLUS THE TRADITIONAL ESSENTIALS

Ad placements on websites & blogs

Email campaigns

WE START WITH YOU

We distill your campaign to its “story to tell”



Your needs & goals

We listen first — what you offer, who you want to reach, and what success looks like.



Your “story to tell”

We distill the campaign down to the story behind your product or service.



A relevant LGBTQ+ audience

We get that story in front of the LGBTQ+ people most likely to care — and act.

WHAT WE PLACE

Traditional ad units — and content that tells your story

We use standard ad units alongside content developed to get your “story to tell” out to your LGBTQ+ audience — in whatever form fits it best.



The written word

Articles, blog posts, interviews, social copy

Imagery & photos

Photography, graphics and display creative

Video

Short-form social, long-form, pre-roll and CTV

Any combination

Multi-format stories built for each channel

OUR TOOLBELT

The platforms behind every placement

Meta Advertising

Targeted campaigns across Facebook & Instagram.

YouTube via Google DV360

Targeted YouTube video advertising through Google's Display & Video 360.

Programmatic

Display, mobile and video buying on the latest ad-tech platforms.

OUR UNIQUE ASSET

The #ILoveGay Network

Direct placements with LGBTQ+ influencers, bloggers and publishers whose audiences are out of reach of technology-driven media buying.

Not on the programmatic ad exchange.

THE #ILOVEGAY NETWORK

Reach the audiences technology can't buy

Programmatic, done right

Most "LGBTQ+ targeting" is a data segment laid over general-market inventory. Where it fits, we use PrismRiot, the only LGBTQ+ CTV programmatic exchange.

#ILoveGay Network

One partner, one plan: 35+ LGBTQ+ apps, publishers, creators, podcasts and connected TV. Many sell direct only and are never on the exchange.

Authentic LGBTQ+ content turned into always-on advertising, then planned, bought and reported as one campaign.

35+
network partners: apps, publishers, creators, podcasts & CTV

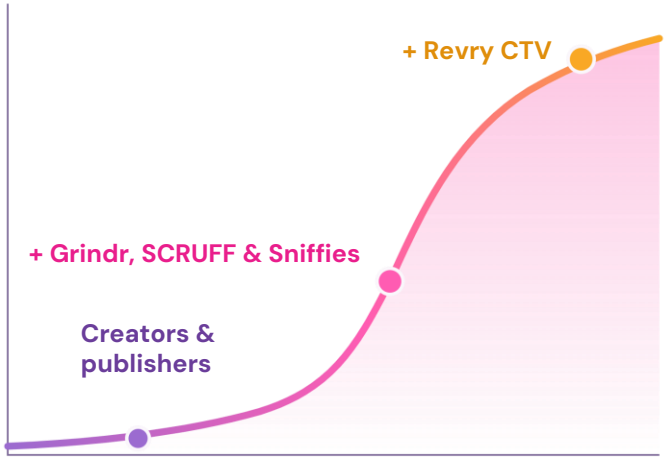
60M+
US connected-TV households via Revry

190+
countries reached through partner apps

Partners include Grindr, SCRUFF & Jack'd, Sniffies, Revry, Bear World Magazine, Gayming Magazine, Metrosource, Two Bad Tourists and The Zach Sang Show.

THE APP MULTIPLIER

Add the apps, and reach grows exponentially



Illustrative, not to scale → channels layered into the plan

Creators bring trust. The apps bring daily, full-screen, geo-targeted scale, with your creator content as the creative.

Grindr	Interstitials, video MRECs, inbox, launch takeovers	**190+ countries**
SCRUFF + Jack'd	Full-screen + inbox alerts; no programmatic	**2.7M MAU**
Sniffies	Browser-based; strong bi and straight-identifying reach	**#2 MSM app, US**
Taimi	Queer women, gay, bi, trans; native ads at 1.3–7.4% CTR	**860K+ MAU**
Bindr	Bi and lesbian dating; push, in-app and email	**20M+ impr./mo**
Squirt.org	Geo-targeted banners; 79% mobile	**26.4M visits/mo**

Sources: partner media kits (Perry Street 2026; Sniffies 2026; Taimi 2022; Bindr; Squirt.org)

CONNECTED TV & VIDEO

The big screen, and the feeds, in one buy



REVRY · CTV

The largest LGBTQ+ streaming platform, and the only one with first-party LGBTQ+ data.

60M+
US households

7.2M+
monthly viewers

70%
see advertisers as allies

PRISMRIOT · PROGRAMMATIC CTV

The only LGBTQ+ CTV programmatic exchange: 15M+ matched households, non-skippable :06–:90 video, 95%+ completion.

VIDEO AS CONTENT, VIDEO AS ADVERTISING



The Zach Sang Show

160M+ monthly social impressions

A-list pop culture interviews



Dylan Goodrich

57.2M 90-day views

Miami creator; reels, UGC, paid-ready ads



The Gay Rugby Podcast

200M+ views across social

Rugby meets queer culture, live activations

Sources: Revry Overview 2026; MRI-Simmons 2025–26; PrismRiot Overview; partner decks and Instagram Insights (Aug–Sep 2026)

CONTENT CREATION

Three ways we build ad-ready content

Your own content

Many clients already have messaging, imagery and video. We adapt and place it for LGBTQ+ audiences.

Influencers & creators

Creators develop content in their own voice and style and share it on their social channels and websites.

They also provide select content we can run as advertising.

UGC as advertising

Our program encourages less-polished, user-generated content — authentic posts that often outperform studio ads.

#ILOVEGAY CONTENT MARKETING

Your content becomes the ad

- Partners create editorial, video and reels about your brand, or we license their best work
- Carried on partner feeds and podcasts, amplified via banners, apps, email and CTV
- Top performers keep running as ads, 24/7, 365 days a year

35+ LGBTQ+ partners in one network: publishers, creators, podcasts, apps and CTV

Content Marketing Partners

- Bear World Magazine
- Gayming Magazine
- Metrosource
- The Pink Pulse
- Pride Journeys
- Gay Desert Guide
- Two Bad Tourists
- Nomadic Boys
- Janine & Gen
- The Zach Sang Show

+ More across the full 35+ partner roster

WHAT CONTENT MARKETING LOOKS LIKE

Quality posts that land in your audience's newsfeed

1. Our #1 goal: appear in your target market's social media newsfeed — discovery & crowdsourcing.

2. We get there by being engaged with others, not just broadcasting.

3. These posts often do ALL of the heavy lifting in your marketing outreach.



#ILoveGay Seattle spotlighting Thompson Seattle and Executive Chef Derek

WHAT CONTENT MARKETING LOOKS LIKE

A call to action turns a post into website traffic

A call to action with a link is often one of your #1 sources of traffic to your website.



#ILoveGay Kentucky — drag brunch at Le Moo, "Kentucky-style"



#ILoveGay Italy — LGBTQ+ tours with a direct link to book

WHAT CONTENT MARKETING LOOKS LIKE

Anatomy of a post that works



A niche network handle

#ILoveGay Italy speaks to people already interested in LGBTQ+ travel to Italy.

Hashtags & mentions

Tags like #GayItaly and partner mentions carry the post to “friends of friends.”

Imagery that stops the scroll

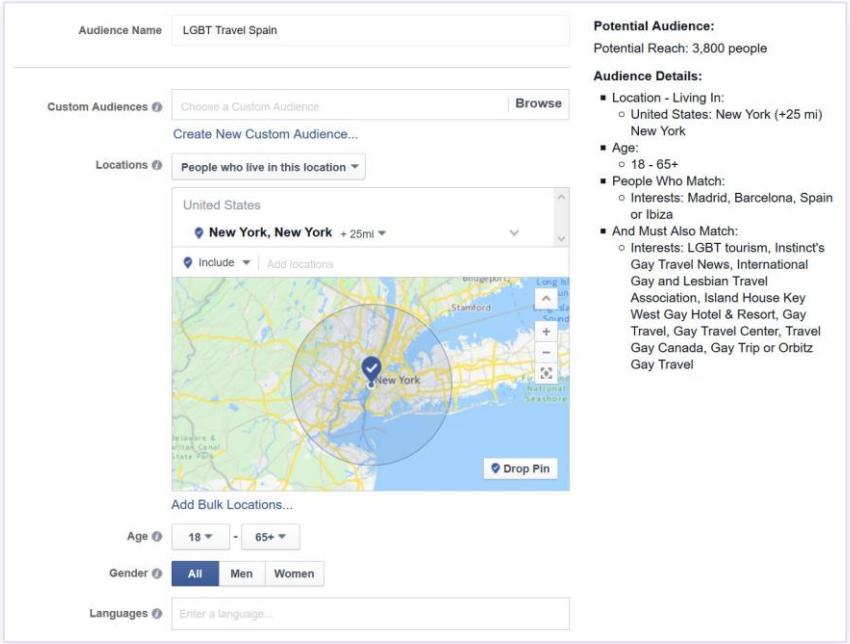
Real people, real places — authentic over polished.

A clear call to action

A direct link sends interested readers straight to the client’s site.

WHAT DOES TARGETING LOOK LIKE?

We build the exact audience before we spend



Example: an LGBTQ+ travel audience in the New York area, built in Meta's audience tools

Location

Country, city, ZIP code — or a radius around a venue

Demographics

Age, gender and language

Interests & behaviors

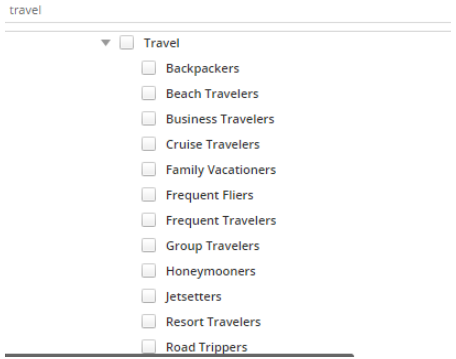
LGBTQ+ interests layered with travel, dining, finance and more

Audience size

Potential reach estimated before a dollar is spent

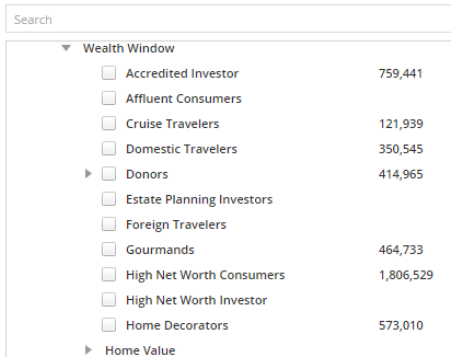
WHAT DOES TARGETING LOOK LIKE?

Thousands of targeting options at our fingertips



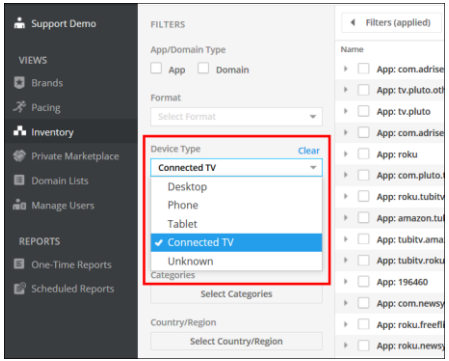
Interest segments

Travel alone breaks down into backpackers, beach, business, cruise, family travelers and more.



Lifestyle & wealth

Segments like affluent consumers, cruise travelers and high-net-worth consumers — with audience sizes.



Device & channel

Desktop, phone, tablet, apps and Connected TV — reach people on the screen they use.

WHAT DOES TARGETING LOOK LIKE?

Layered targeting = less waste



EXAMPLE · 2025

For an LGBTQ+ tour operator, we reached LGBTQ+ travelers interested in both cruise travel and Croatia with a $1,000 geo-targeted social campaign — precise reach, minimal waste, no large budget required.

CLIENT PROJECTS

What goes into each campaign

	Social ads	Video / YouTube	Mobile apps	Program-matic	#ILoveGay Network	Influencers & creators	UGC
Palm Springs Tourism Destination · 2022–23	●	●		●	●	●	●
Spain Tourism Destination · 2016 & 2019	●	●		●	●	●	●
Matthew 25 AIDS Services Healthcare · 2025	●	●	●				
Archer Dating App Technology · 2024–25	●	●				●	●
Disney Music / Morgxn Entertainment · 2019	●	●			●		
VACAYA LGBTQ+ Cruises Travel · 2019	●	●				●	



FEATURED PROJECT · DESTINATION

Palm Springs Tourism

Story to tell: Palm Springs as a year-round LGBTQ+ destination — not just a Pride weekend.

Influencers & creators

Existing creator content, plus Pride-season influencers' blogs and videos

#ILoveGay Network

Tourism content shared and posted across the network

Video as ad units

Social video ads, website pre-roll and Connected TV targeting LGBTQ+ travelers

UGC & #ILoveGay Today

Engaged Pride UGC; local interviews shared by every guest

CASE STUDY: PALM SPRINGS

From creator content to ad-ready video









01 Curate

Partnered with LGBTQ+ influencers & media to put existing content to work 24/7.

02 Share

Shared Palm Springs Tourism content across the #ILoveGay network.

03 Advertise

Video became social ads, pre-roll and Connected TV, targeting LGBTQ+ travelers.

04 Amplify Pride

Amplified Pride influencers' blogs & videos as year-round ad content.



CASE STUDY: PALM SPRINGS

Staying in the conversation all year

05 Engaged with Pride UGC on Instagram & other social media, and captured on-site content with local media.

06 Produced local interviews for #ILoveGay Today — shared again by every guest.

07 Monitored and engaged with LGBTQ+ destination content year-round.

08 Repurposed it all into stories (culinary, Pride, family travel) with targeted ads.

PALM SPRINGS CAMPAIGN · STEP 1

Creator & media content, put to work 24/7



Two Bad Tourists on Facebook



Nomadic Boys: "The 8 best gay resorts in Palm Springs"



Two Bad Tourists Instagram Story

PALM SPRINGS CAMPAIGN · STEP 2

Palm Springs Tourism content, shared across the #ILoveGay Network









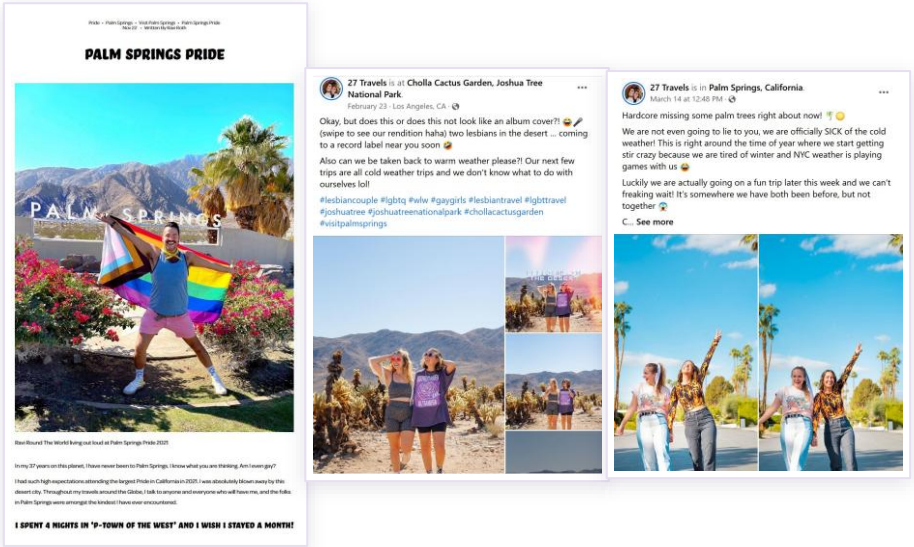
Posts from @PalmSpringsCA amplified to LGBTQ+ travelers through our network profiles

PALM SPRINGS CAMPAIGN · STEP 4

Pride influencers, amplified year-round



We amplified the influencers Palm Springs brought in for Pride — their blog posts and videos — and used them as advertising content, giving the destination content it can use all year.



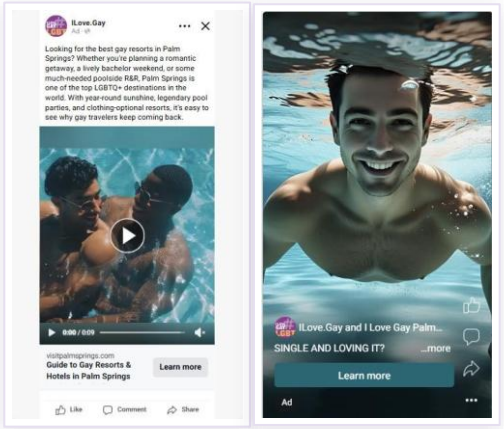
Pride blog coverage and 27 Travels posts from Palm Springs & Joshua Tree

CAMPAIGN RESULTS · VISIT PALM SPRINGS

A year of results for Visit Palm Springs

Facebook & Instagram · September 2025 – June 2026 · Year-over-year vs. 2024/25

662,678 IMPRESSIONS	**444,719** +22% PEOPLE REACHED	**128,755** +252% ENGAGEMENTS
27,113 +9% CLICKS	**23,556** +20% LANDING PAGE VIEWS	**$0.30** -6% COST PER LANDING PAGE VIEW



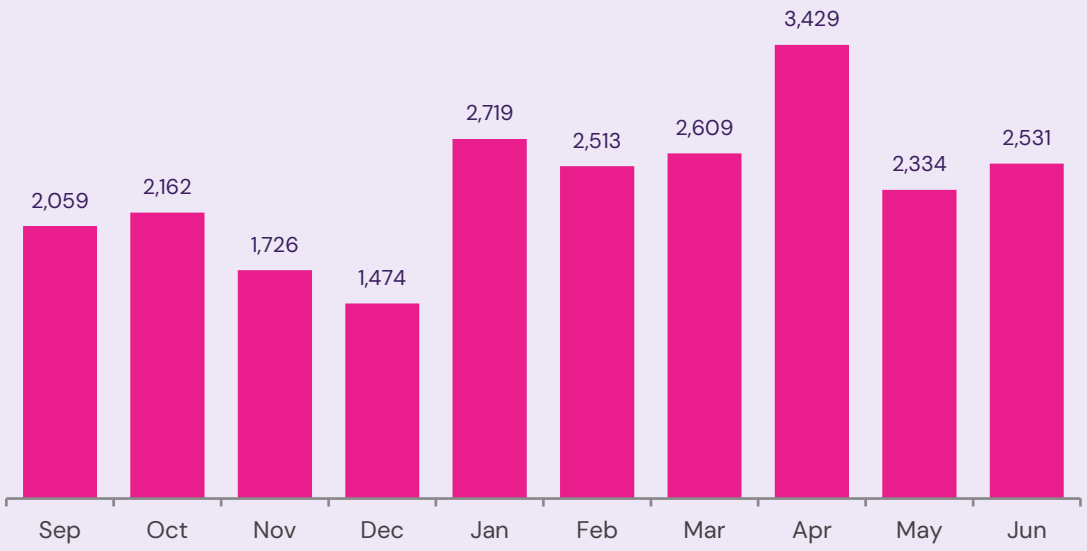
All on a total ad spend of $7,100 across 26 creative units.

Green figures show the change from the 2024/25 campaign year.

CAMPAIGN RESULTS · VISIT PALM SPRINGS

Month by month: more visits, lower cost

Landing page views per month (Sep 2025 – Jun 2026)



April peak

3,429 landing page views at just $0.20 each

June

Highest landing page view rate of the year: 6.14%

Steady spend

About $700 a month, every month

CAMPAIGN RESULTS · VISIT PALM SPRINGS

Top-performing creative

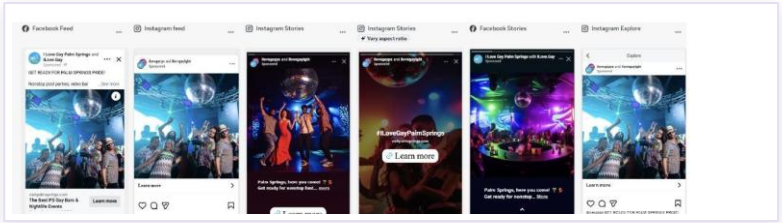
Creative	Landing page views	Clicks	LPV rate	Cost / result
Gay Resorts	9,756	10,769	4.23%	$0.20
Sunny Dunes	4,833	5,911	3.50%	$0.35
Solo Travel	2,203	2,468	3.56%	$0.33
Gay Bars	1,438	1,954	2.76%	$0.44
Art Scene	1,076	1,264	6.13%	$0.32

Gay Resorts drove the most traffic at the lowest cost; Art Scene had the highest landing page view rate.

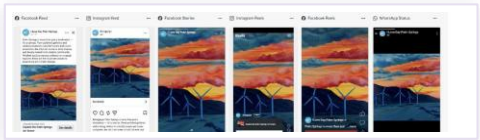
GAY RESORTS



GAY BARS



ART SCENE



CAMPAIGN RESULTS · VISIT PALM SPRINGS × KGAY

The Palm Springs Summer Escape

Giveaway with KGay 106.5 Palm Springs · June 2026

99,943 IMPRESSIONS	**69,810** PEOPLE REACHED	**28,459** VIDEO PLAYS
1,475 LINK CLICKS	**1,827** GIVEAWAY ENTRIES	**40** ON-AIR LINERS

- KGay radio: 10 on-air liners a week, June 8–30
- Awareness: #ILoveGay Palm Springs promoted “Come find us at OUTLOUD”
- Traffic: #ILoveGay & #ILoveGay Palm Springs drove 1,827 entries



PERFORMANCE REPORT SUMMARIES

Real campaigns. Real numbers.

DISNEY MUSIC / MORGXN · PRIDE 2019

105,243
social impressions

3,883
video views

1,091
engagements

1.04% engagement rate · 0.55% CTR

VACAYA INAUGURAL CRUISE · 2019

Millions
of social impressions

100K+
video views

20%
peak engagement

Influencer team before, during & after the voyage

35+
bookings in the first month

"The smartest advertising decision we could have made." — Jayson Remillard, TravelingGays.com

540K+
campaign site visitors

SAS Scandinavian Airlines — "Love is in the Air"

FEATURED PROJECTS

Geo-targeted outreach & creator content

Matthew 25 AIDS Services

Healthcare · 2025

Three-part geo-targeted campaign for a Kentucky HIV care clinic with four regional locations, supporting Ryan White (RWHAP) grant documentation of LGBTQ+ outreach.

Meta | Mobile apps | YouTube / Google | In-house video | Weekly reports | ZIP-code tear sheets

Archer Gay Dating App

Technology · 2024–25

Recruited and managed LGBTQ+ content creators to film “man on the street” video interviews, each with a clear download CTA, used as targeted ad assets across social.

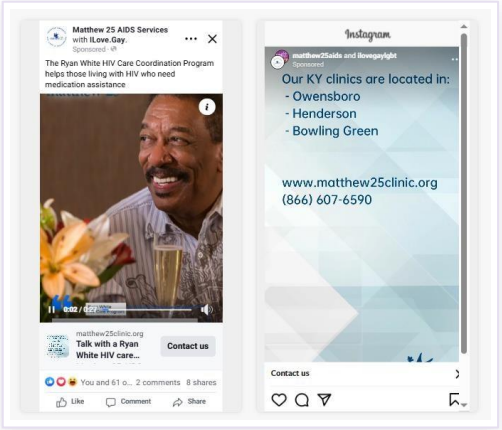
Content creators | UGC-style video | Content as advertising | Social ads | $10K+ investment

CAMPAIGN RESULTS · MATTHEW 25 AIDS SERVICES

Ryan White HIV Care Program campaign

Grindr, Meta & Google/YouTube · Kentucky · May – June 2025

559,538 IMPRESSIONS	**219,052** PEOPLE REACHED	**34,379** ENGAGEMENTS
13,263 LINK CLICKS	**2.37%** CLICK-THROUGH RATE	**38,157** VIDEO VIEWS (META)



Documented LGBTQ+ community outreach for the clinic's Ryan White grant — while driving calls and visits to four Kentucky locations.

CAMPAIGN RESULTS · MATTHEW 25 AIDS SERVICES

Three channels, optimized in flight

Grindr mobile ads

236,711	8,639	3.66%
impressions	clicks	CTR

Best day May 26, at a 6.43% CTR.

Facebook & Instagram

317,402	25,484	4,368
impressions	engagements	clicks

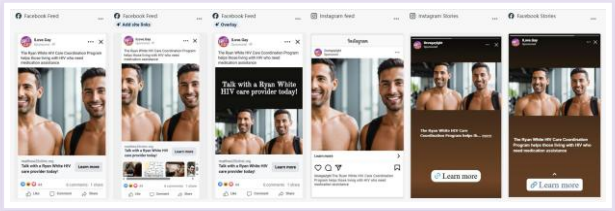
4 video ads reached 210,157 people, with the clinic's 800 number shown.

Google & YouTube

5,425	256	4.72%
impressions	clicks	CTR

Slow ad approval, so we moved the remaining budget to Meta.

AD CREATIVE · TARGETED BY DEMOGRAPHIC





CAMPAIGN RESULTS · KELLI GREGG TRAVEL

Two LGBTQ+ trips, two different jobs

Out in Thailand 2026

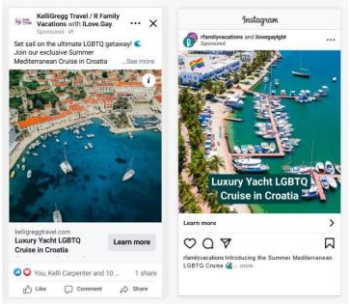
TRAFFIC DRIVER · MAY 2025 · VIDEO ADS



79,045	IMPRESSIONS
60,089	REACH
3,450	LINK CLICKS
4.36%	CTR
$0.43	COST PER CLICK
6,783	ENGAGEMENTS

Luxury Yacht Cruise in Croatia 2025

AWARENESS AT SCALE · MAY 2025 · VIDEO ADS

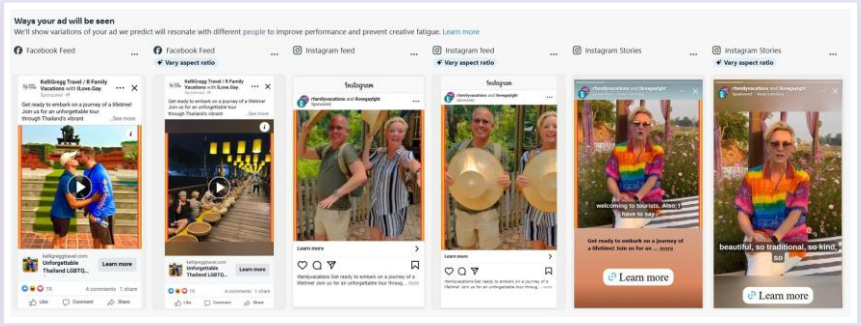


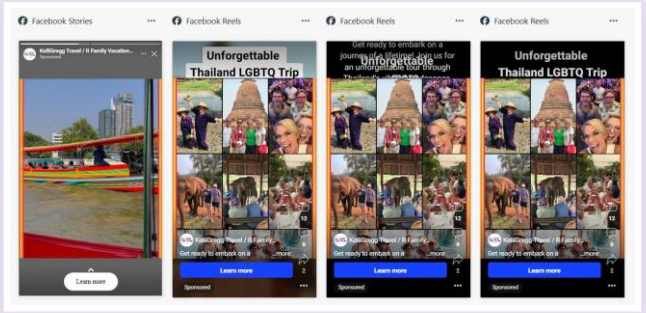
475,775	IMPRESSIONS
340,923	REACH
981	LINK CLICKS
0.21%	CTR
$1.01	COST PER CLICK
995	ENGAGEMENTS

CAMPAIGN RESULTS · KELLI GREGG TRAVEL

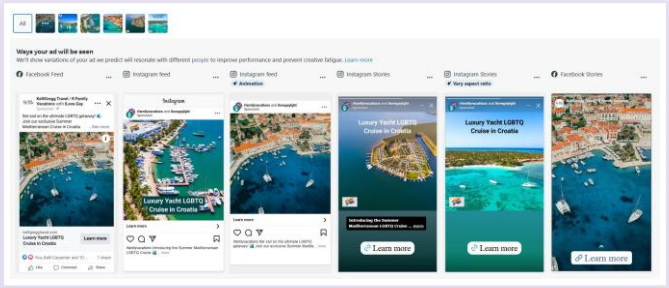
The creative behind the clicks

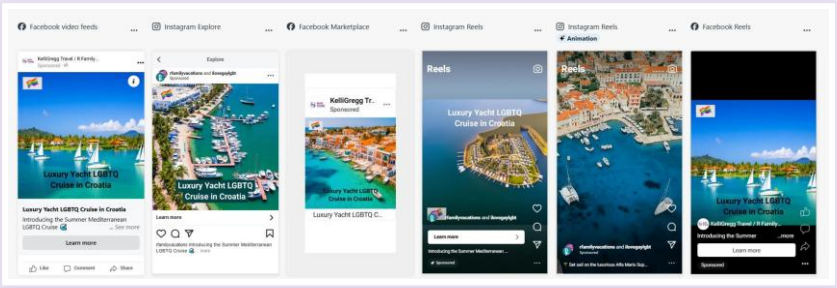
OUT IN THAILAND 2026





LUXURY YACHT CRUISE IN CROATIA 2025





MEASURING WHAT MATTERS

Pixels connect every ad to leads and sales



A tracking pixel on your website records each visit, sign-up and purchase — and credits it back to the campaign that drove it.

Meta Pixel

Facebook & Instagram conversions, retargeting and lookalike audiences

Google tag / Floodlight

Conversions from YouTube and DV360 campaigns

Programmatic pixels

Site visits and conversions from display, mobile & CTV

PINK media.lgbt

What's your story to tell?

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