

**A NEW STYLE OF
LGBTQ+ MEDIA
& MARKETING COMPANY**



**#I LOVE
GAY**

Pink Media

**Summary of our LGBTQ+ Marketing
Capabilities, Strategy & Work Flow**



**Ensure your organization is part
of the LGBTQ+ Conversation**

**ONE UNIFIED STRATEGY
ONE COHESIVE CAMPAIGN**

We integrate the power and reach of content & social media marketing with traditional online strategies including banner ads and e-mail campaigns.

We merge PR, Advertising, Marketing & Social Media

**Cutting-edge strategies for reaching your TARGET LGBTQ+ audience,
while elevating & amplifying LGBTQ+ voices worldwide!**



Be a part of the LGBTQ+ conversation! Is your LGBTQ+ Marketing putting **YOU** and **YOUR ORGANIZATION** at the **CENTER** of LGBTQ+ Conversations online? Let us help **AMPLIFY** your **#LGBTQ+** message to a **BROADER** LGBTQ+ online audience, **keeping your PRIDE message alive 24/7, 365 days per year!**

PinkMedia.LGBT – Ensure Your Organization is Part of the LGBTQ+ Conversation
One Unified Strategy | One Cohesive Campaign

Social Media | Content Marketing | Video | Targeted, Programmatic Advertising | LGBTQ+ Influencers | Mobile
(323) 963-3653 | info@PinkMedia.LGBT | New York & Los Angeles

Our Core Services

#ILoveGay Content Marketing Ad Network

Content as advertising across display, social media, and email — reaching 17M+ monthly LGBTQ+ impressions through one integrated platform. The most efficient way to saturate the LGBTQ+ online space with your message.

LGBTQ+ Social Media Marketing

Targeted campaigns across Facebook, Instagram, LinkedIn, TikTok, Threads, and YouTube — reaching both broad LGBTQ+ audiences and hyper-targeted niche communities.

Mobile App Advertising

Full-screen, geo-targeted ads on Grindr (#1 LGBTQ+ mobile app) and Sniffies (#2 men-seeking-men app). Click-through rates near 5% — far exceeding industry averages.

Programmatic / Display Advertising

Real-Time Bidding (RTB) banner advertising across a vast network of LGBTQ+ websites and beyond, with first-party LGBTQ+ data and people-based, cookie-free targeting.

Connected TV (CTV) Advertising

Video advertising on LGBTQ+ streaming platforms including Revry and other connected TV services. Full video views guaranteed before programming continues.

Email Marketing

Direct outreach to 250,000 LGBTQ+ consumers and 16,500+ B2B decision-makers in the LGBTQ+ business community.

Influencer & Content Creator Partnerships

Turn viral LGBTQ+ influencer content into long-term brand assets. We connect brands with authentic LGBTQ+ voices across all major platforms.

PR Amplification

Turning press releases and earned media into a targeted paid marketing channel — so your PR investment works harder and longer.

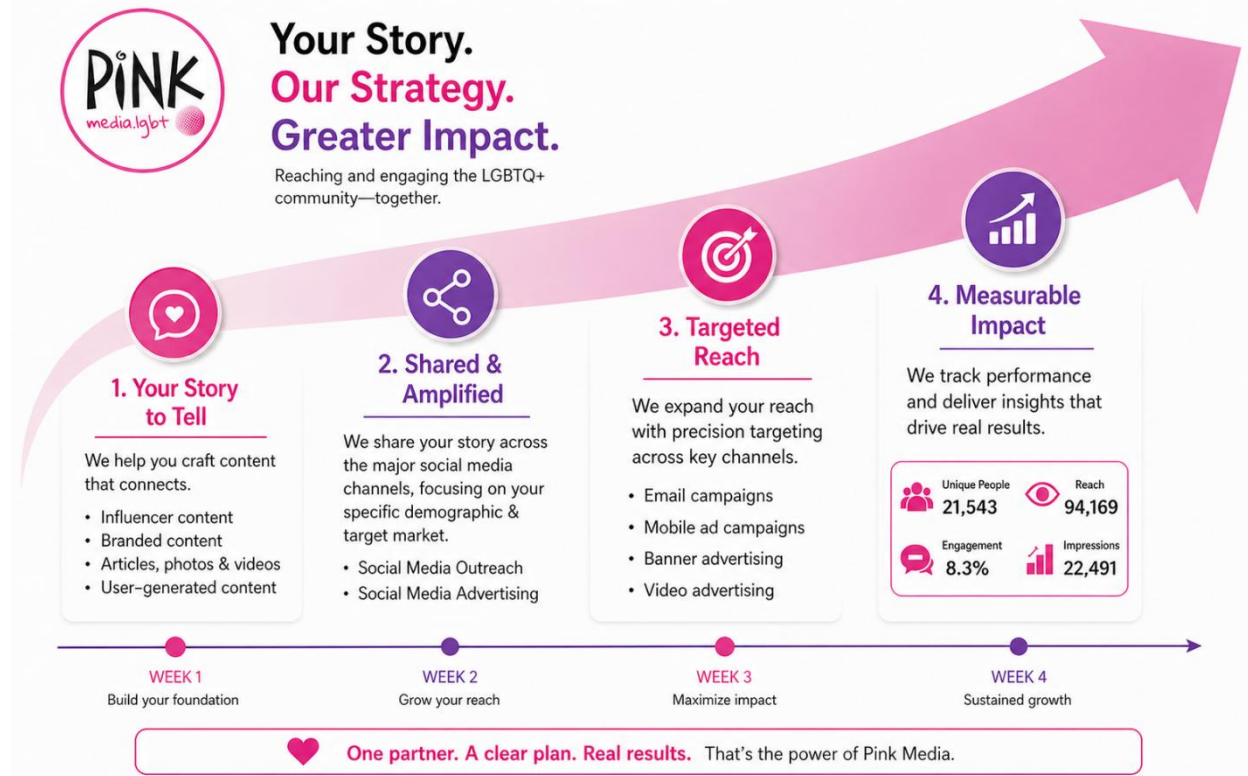
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Pink Media – Summary of our LGBTQ+ Marketing Services

Our primary LGBTQ+ marketing services fall into the following prioritization and workflow, designed to keep your content working for you 24/7, 365 days per year!



Are you a PR specialist? We help turn PR into a marketing channel for you.

We focus on getting our client's message in front of their specific, targeted LGBTQ+ demographic online. We start with our client's "story to tell", whether that's video, photos or a blog post, and we put that content to work via social media, mobile apps, email, banner ads, connected TV and more.

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LGBTQ+ Content Marketing

We start with...

Photos



Video



Editorial

RESTAURANTS WHERE YOU CAN BE YOUR FULL Q/L SEATTLE, WA


September 21, 2018

Seattle is one of the most progressive cities in the nation when it comes to LGBTQ+ visibility. The city is home to the first-ever LGBTQ+ ownership bank, the nation's largest LGBTQ+ chamber of commerce, and a significant number of LGBTQ+-owned businesses, bars, restaurants, and experiences.

Travel Out Seattle, a program of GSBA, helped us pick some of the best LGBTQ+-aware and welcoming bars, restaurants, and destinations in the Seattle where you can be your full queer self.

A la Mode Pies

Picture this: savory and sweet pies, morning quiche, hand pies, pies by the slice, coffee, ice cream, beer, wine, and more. All in a beautifully designed, award-winning cafe space... that's A la Mode Pies. LGBTQ+-friendly, owned, and operated. With two Seattle cafe locations in Phinney Ridge and West Seattle, A la Mode Pies is an easy stop on your route to or from the Woodland Park Zoo or Alki Beach. Answer menu questions and submit your order requests. A la Mode



Which come from...
Your Content + Influencers, Bloggers & Writers
(we coordinate this for you!)

Is placed on...

Targeted Facebook



Social Media



Websites

#I LOVE GAY travel

FEATURED #ILOVEGAYTRAVEL CONTENT & ARTICLES



9 BARS & RESTAURANTS WHERE YOU CAN BE YOUR FULL QUEER SELF IN SEATTLE, WA




DISCOVERING HELSINKI, FINLAND AND ESTONIA - AN LGBT TOUR & ROAD TRIP



CAST A SPELL, DRINK THE POTION: FOUR HALLOWEEN DESTINATIONS FOR LGBT TRAVELERS

...and is monitored and measured!

Twitter Performance



Hashtag Performance

TWEEETREACH SNAPSHOT FOR #clexacon

ESTIMATED REACH: 451,607

EXPOSURE: 1,449,253

ACTIVITY: 1,500 TWEETS, 632 CONTRIBUTIONS, 41 MINUTES

Monitoring

MOST RETWEETED TWEETS

- 3 @ILoveGayTravel @GayMondTravel 6 days ago: Where to Stay for OfficialPrideWeekend #GayPride #GayPalmSprings #PSPride #Pride2016 @palmsspringslife... twitter.com/web/status/7...
- 2 Sarah M. Gilbert @sarahmeaghang about 9 hours ago: Join us TONIGHT at 8 for a live #LeadersGC #Twitterchat about #PSPride. Follow along & join in using #LeadersGC. It's so much fun!! #engage
- 2 Palm Springs Sisters @pssisters 7 days ago: Hello Sisters and Brothers and others #PSPride is coming soon. Please contact us if you're planning to manifestfac... twitter.com/web/status/7...

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Pink Media Capabilities

Having been at the forefront of the LGBTQ+ online business world since its inception in 1995, our team has evolved over the years with how we approach our core competency – helping companies reach the LGBTQ+ community online, wherever they may be. Having created early on one of the largest LGBTQ+ websites worldwide, we started with banner ads and e-mail campaigns and have evolved over the years to taking a wider, 360° approach to creating campaigns which connect with the LGBTQ+ Community on websites, social media, mobile phones, tablets and more.

Where we are at today is in helping companies build strategies, as well as design and place advertising, across the entire spectrum of LGBTQ+ media, ranging from some of the largest LGBTQ+ websites online to Facebook groups, Threads, Instagram, LinkedIn and more.



Our capabilities include:

Relationships: We've been very active in the LGBTQ+ business community, having both attended LGBTQ+ conferences over the past 30+ years, as well as served on various boards of LGBTQ+ non-profits, including IGLTA, Travel Gay Canada, the Los Angeles Gay & Lesbian Chamber of Commerce and more. We're currently very active with the NGLCC, Lambda Legal, Community Marketing, the Greater Seattle Business Association (GSBA) and various local LGBTQ+ business groups in the New York and Los Angeles area. It's this wide network of long-standing LGBTQ+ business relationships that we're able to put to work for you.

Our external capabilities that are part of our wider LGBTQ+ agency partner group include:

- Creative and Graphic Design
- Event Management
- Video Production
- LGBTQ+ Market Research

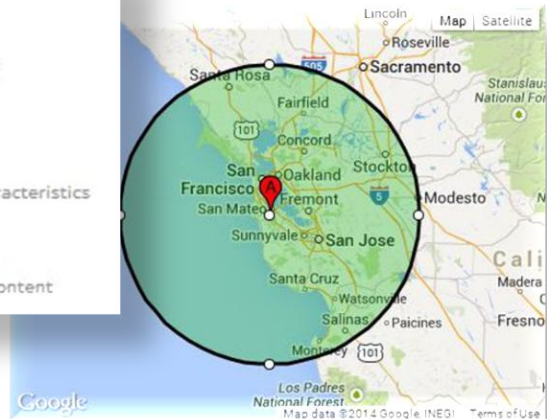
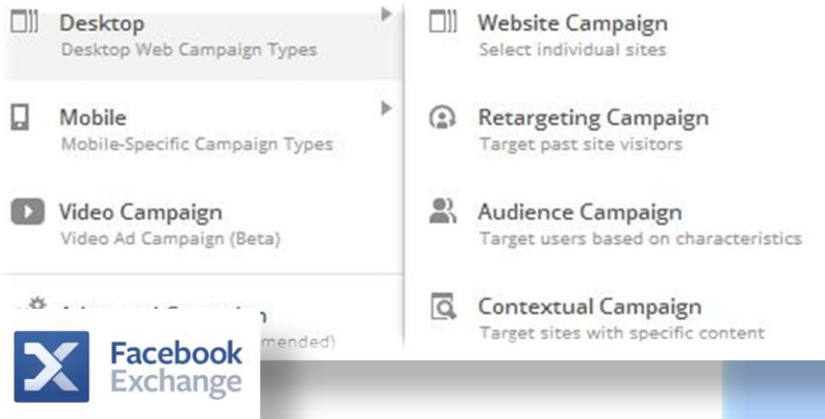
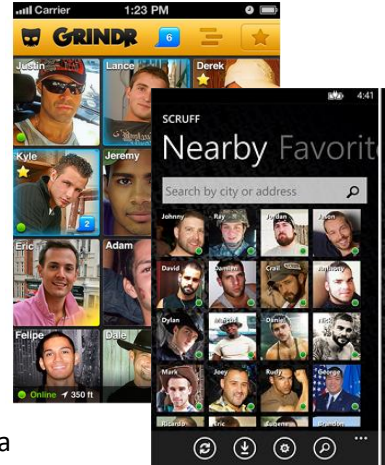
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LGBTQ+ Media Buying: we currently purchase most of our clients' advertising using **Programmatic Ad Buying** and **Real-Time Ad Bidding (RTB)**, tapping into the wide inventory of banner advertising opportunities available to us in **Demand-Side Platform (DSP)** ad buying. We're able to target specific demographics (travelers, sports fans, moviegoers) in specific regions worldwide, with the capability of targeting LGBTQ+ consumers in specific neighborhoods via **Hyper-Local mobile targeting**. The ad inventory we have access to includes the **Gay Ad Network**, **InstinctMagazine.com**, **Pride Media (Advocate.com, Out.com, etc.)**, **Towleroad.com**, **Queerty/GayCities.com**, **Grindr**, **Scruff** and **Hornet**, just to name a few. We also have **first-party LGBTQ+ data** via programmatic ad buying. This allows us to reach this LGBTQ+ audience wherever they may be on the Internet (*now including Facebook Ad Exchange*), with the added capability of reaching your specific target demographic.



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VIDEO: Do you have video ready to go? If so, we can get it seen by an LGBTQ+ audience online. If not, let us help you create amazing video content for a wide variety of formats!

First, we start with the creation of your video content. We have the option of working with some first-class video producers and editors, as well as influencers and content creators, who can all create their own unique voice for you in video.

Second, we then focus on the various platforms this video will be distributed on, including:

- **Revry** and other **Connected TV** video streaming platforms
- **Influencer/content creator's social media reach** on YouTube, Instagram, Twitter and Facebook
- **Our social media platforms** with 2-minute versions on Instagram, Twitter and Facebook
- **Your YouTube channel**, with the video in longer format
- **:15 and :30 second** format for pre-roll, mid-roll and post-roll video advertising online

All platforms have a mobile, desktop and social media component to ensure your videos are viewed on as many devices as possible.

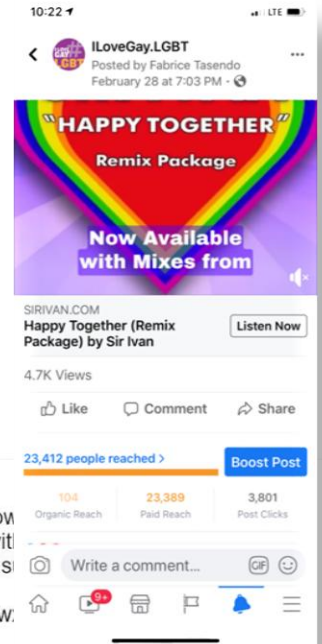
Note: *Connected TV has full video views before users can continue to watch programming, but no click-throughs. The benefit is that your video is seen, but the downside is that the call-to-action must be embedded in the video. Pre-roll, mid-roll and post-roll video advertising all have click-throughs, but users can choose to watch 25, 50 and 75% of video as well and then skip to programming. The benefit is that you have a strong call-to-action for a user to follow up for more information. The downside is that they may not watch your full video.*



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Third, we then focus on getting you VIDEO VIEWS! The example below shows that for a budget ranging from \$300-500 per platform (Facebook, Twitter, etc.), we can ensure your video is viewed by your target LGBTQ+ demographic.



Impressions 24,135
times people saw this Tweet on Twitter



Media views 8,307
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images



Total engagements 503
times people interacted with this Tweet



[View all engagements](#)



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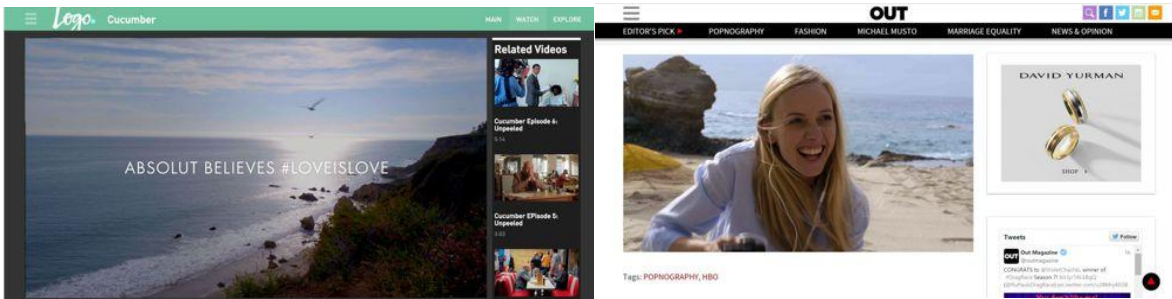
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Pre-Roll Video Advertising: typically 15-30 seconds long, which is positioned to play as part of, but in advance of, a video that has been matched to our client's message based on the video's LGBTQ+ content. Pre-Roll Video Advertising allows for measured video views and click-throughs.

Videos: #Absolut's #LoveIsLove campaign and Wells Fargo Lesbian Couple Adoption campaign

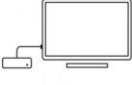
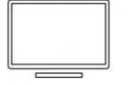




Pre-Roll Video Advertising Placements



Connected TV Video Advertising

WHERE TO WATCH
Free TV on all your favorite devices.

 <p>Connected TV Devices Due to streaming rights, channels may vary.</p> <p>Download Channel Guide</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Roku TV</td> <td>Apple TV</td> </tr> <tr> <td>amazon fireTV</td> <td>android tv</td> </tr> <tr> <td>chromecast</td> <td>More Coming Soon...</td> </tr> </table>	Roku TV	Apple TV	amazon fireTV	android tv	chromecast	More Coming Soon...	 <p>Smart Televisions 75+ Channels</p> <p>Download Channel Guide</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>VIZIO</td> <td>SAMSUNG</td> </tr> <tr> <td>SONY</td> <td>More Coming Soon...</td> </tr> </table>	VIZIO	SAMSUNG	SONY	More Coming Soon...	 <p>U.S. Mobile App 75+ Channels</p> <p>Download Channel Guide</p> <p>App Store Google Play</p>	 <p>U.S. Desktop App 75+ Channels</p> <p>Download Channel Guide</p> <p>Windows Mac</p>
Roku TV	Apple TV												
amazon fireTV	android tv												
chromecast	More Coming Soon...												
VIZIO	SAMSUNG												
SONY	More Coming Soon...												
		 <p>International Mobile App Due to streaming rights, channels may vary.</p> <p>Download Channel Guide</p> <p>App Store Google Play</p>	 <p>International Desktop App Due to streaming rights, channels may vary.</p> <p>Download Channel Guide</p> <p>Windows Mac</p>										

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MEASUREMENT: The opportunity to measure the results and performance of a campaign will vary for each client, depending on the priority as to what is most important to measure. For some, performance will be based on increased product or service sales. For others, performance will be based on increased traffic to the website or perhaps increased brand recognition as measured either through formal focus groups or informally through peers in your particular line of business. Some proven methods of tracking performance of social network marketing include:

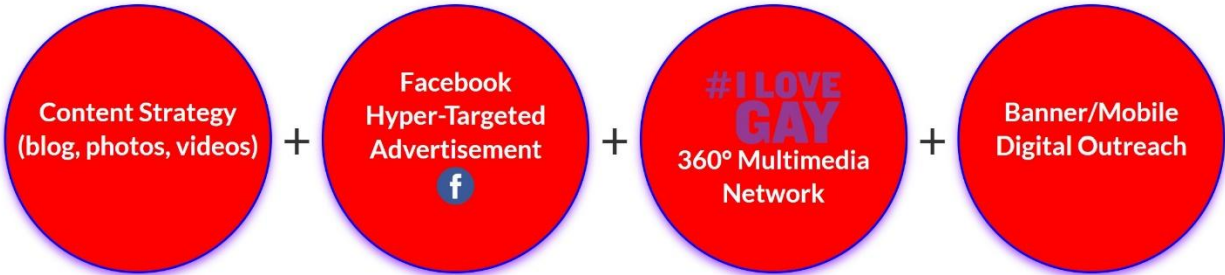
1. **Increased traffic to your website**, as measured by both the current visitor traffic when this campaign began (set as your basis), along with measurement of where a visitor came from when arriving at your site (i.e., measurement from your new blog, Facebook Page, Instagram profile, etc.)
2. **Increased product or retail sales**, as measured by current retail sales when this campaign began (i.e., if you were at \$500 per month on average and with this campaign alone, retail sales grew to \$1,000 per month, this would be one form of our measurement of success).
3. **Number of members** in your Facebook Page (*Facebook offers a wide array of key metrics for your page, including Global Ranking statistics, information on who is sharing your posts and how wide your social media reach is, just to name a few*).
4. **Number of followers** to your social media accounts
5. **Blog traffic**, as measured by Google Analytics
6. **Search Engine Placement**, as measured by your current Google ranking for perhaps 5 specific search terms related to your company and how that Google ranking and search results placement improves over a 30-day period.



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Small Business Entry-Level Opportunities

We have a few opportunities highlighted below, which summarize some of our entry-level programs you can start with us today!

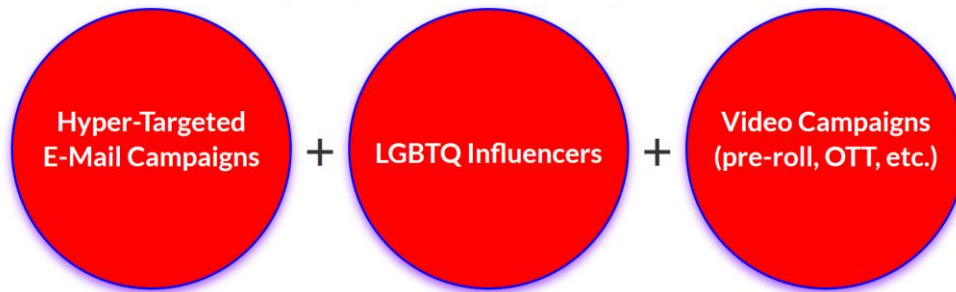


Targeting an LGBTQ+ audience that has shown an interest in YOUR business category and/or region.

Campaigns starting at \$500 per month.

Corporate Entry-Level Opportunities

If you're a larger, corporate business, we have additional opportunities (*in addition to the above*) that could enhance your LGBTQ+ online outreach when leveraging our strategies for your organization.



Campaigns starting at \$2,500 per month.

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Banner Ads, Mobile Apps, E-Mail Campaigns, Social Media - Hyper-Targeted Advertising: Offering highly targeted advertising to reach your company's LGBTQ+ demographic. In the following example shown below, this targeting selects individuals living in the New York City area, 18-65+, who have shown an interest in Barcelona, Madrid, Ibiza or just Spain in general, AND show an interest in LGBTQ+ travel. Layering these interest data sets together allows us to target gays men and/or lesbian women who would like to travel to Spain. This type of targeting allows us to focus on your key demographic like never before.

Costs starting at \$500, with typical budget range of \$1,500 - \$7,500 per month

Audience Name

Custom Audiences [Browse](#)


[Create New Custom Audience...](#)

Locations

United States

New York, New York +25mi

Include [Add locations](#)



[Drop Pin](#)

[Add Bulk Locations...](#)

Age -

Gender All Men Women

Languages

Potential Audience:
Potential Reach: 3,800 people

Audience Details:

- Location - Living In:
 - United States: New York (+25 mi) New York
- Age:
 - 18 - 65+
- People Who Match:
 - Interests: Madrid, Barcelona, Spain or Ibiza
- And Must Also Match:
 - Interests: LGBT tourism, Instinct's Gay Travel News, International Gay and Lesbian Travel Association, Island House Key West Gay Hotel & Resort, Gay Travel, Gay Travel Center, Travel Gay Canada, Gay Trip or Orbitz Gay Travel

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The performance of these posts can be seen here, with budgets to achieve these results ranging from \$300-500. Compare these impressions, video (media) views and engagements to other forms of advertising and you'll see that these numbers place our organic and paid Facebook, Instagram & TikTok work as one of your top performing elements in your LGBTQ+ online marketing mix!

Post Details

Everything To Sea
Published by Fabrice Tasendo [?] · October 14 · 🌐

Whether it's the beauty of 17,000 islands surrounding you, the exotic animals & aquatic life or knowing that you're with other men that enjoy the complete freedom that nudity brings, Everything To Sea is sure to give you a once in a lifetime cruising experience!

Performance for Your Post

52,638 People Reached

192 Reactions, Comments & Shares

167 Like	166 On Post
14 Love	14 On Post
1 Haha	1 On Post
1 Wow	1 On Post
3 Angry	3 On Post
2 Comments	2 On Post
4 Shares	4 On Post

2,588 Post Clicks

0 Photo Views

2,329 Link Clicks

NEGATIVE FEEDBACK

0 Hide Post

1 Report as Spam

Impressions **24,135**
times people saw this Tweet on Twitter

4,613 organic | 19,522 promoted

Media views **8,307**
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

293 organic | 8,014 promoted

Total engagements **503**
times people interacted with this Tweet

121 organic | 382 promoted

Boosted on Oct 14, 2019
By Fabrice Tasendo

Completed

People Reached **52.2K** | Link Clicks **2.3K**

View Results

Summary

- You targeted **men and women, ages 65 - 65+** who live in **6 locations**, and have **14 interests**.
- Show full summary
- This ad ran for **27 days**.
- Your total budget for this ad was **\$500.00 USD**

Reach More People

- Add \$100 for 1 day
Reach 2,075 - 5,780 people
- Add \$180 over 3 days
Reach 1,298 - 3,677 people per day
- Add \$400 over 5 days
Reach 1,684 - 4,722 people per day
- Add \$500 over 7 days**
Reach 1,518 - 4,273 people per day
- Add \$1,000 over 9 days

Preview

There's no need to go back into the closet just because you are aging, come see why our out LGBTQ seniors call @243918689131341:274:Stonewall Gardens],... Completed

Results

10,914 People Reached [?]
854 Link Clicks [?]
\$500.00 Total Spend [?]

Actions | People | Locations

Link Clicks **854**

Page Like **1**

Comments **11**

Shares **11**

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post | Close

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Performance Estimates

Depending on your product and who your customer is, if you are looking to brand your company or sell a specific product, with a limited budget of \$500, these are the most cost-effective ways to reach customers and get them to point of sale:

	<u>Impressions</u>	<u>Clicks</u>	<u>CTR</u>
Email Campaign	10,000	200	2.0%
Banner Ads	50,000	250	0.5%
Social Media Ads	20,000	400	2.0%
#ILoveGay 360° Network	30,000	450	1.5%

	<u>Impressions</u>	<u>Engagement</u>	<u>ER</u>
Social Media Ads	20,000	1,000	5.0%
#ILoveGay 360° Network	30,000	750	3.5%

**Engagement: Likes, Comments and Shares / ER = Engagement Rate*
**Estimates based on a \$500 investment in each line item above*

Recent Video campaign performance:

<u>Platform</u>	<u>Amount</u>	<u>Video views</u>	<u>Cost per 1000 views</u>	<u>Impressions</u>	<u>CPM</u>
Twitter/X	\$100	7,353	\$13	17,870	\$6
Facebook/Instagram	\$100	2,570	\$39	12,347	\$8
YouTube	\$100	1,836	\$54	77,103	\$1



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Who Are We?

President: Matthew Skallerud

Currently heading up our new New York City office

Matt Skallerud began his online career in May 1995 with the co-founding of GayWired.com, which became one of the top 3 LGBTQ+ websites worldwide. Over more than 30 years, he has worked with companies large and small to help them reach the LGBTQ+ online consumer — evolving from early banner ads and email campaigns to today's cutting-edge programmatic buying, social networking, mobile advertising, connected TV, and influencer marketing.

Matt has been featured in The New York Times (multiple times), USA Today, BEQ Magazine, and NewsNation, and is recognized as one of the industry's foremost thought leaders on LGBTQ+ digital marketing, DEI strategy, and corporate LGBTQ+ engagement. He is a former Board Chairman of the International Gay & Lesbian Travel Association (IGLTA) and former board member of Travel Gay Canada and the LAGLCC.

Matt hosts the #ILoveGay Today video podcast, amplifying LGBTQ+ voices worldwide across LinkedIn, Threads, Instagram, TikTok, Facebook, and Spotify Video Podcasts.



Executive Vice President: Fabrice Tasendo

Heading up our Los Angeles office

Fabrice Tasendo is an activist, educator, and marketer who has dedicated his career to creating positive social change through LGBTQ+ media. He co-founded GayWired.com alongside Matt in 1995 — a portal the Wall Street Journal called 'the best garage start-up.' Prior to joining Pink Media, Fabrice served as SVP of Digital Strategies for Here Media, overseeing Advocate.com, Out.com, and OutTraveler.com and their respective editorial and sales operations.

Fabrice leads the Pink Media Los Angeles office, bringing his deep experience in LGBTQ+ digital media, editorial strategy, and audience development to every client engagement.



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Let us be your
LGBTQ+ marketing partner

We Can Hyper-Target Your Message
To YOUR LGBTQ+ Demographic
& Amplify Your Story



Call (323) 963-3653 or Visit

www.LGBTBrandVoice.com

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www.LGBTDestinationMarketing.com

Interpersonal
Marketing

Online
Marketing

PiNK
media.lgbt 

reach the
LGBTQ+ community

leverage the
power of social relationships