

THE GAY ISSUE

WIJHOUDEN VAN MANNEN, ALLE MANNEN

NATIONAL

RATES
2017

THE GAY ISSUE BELGIUM

THE GAY ISSUE • THE LIFESTYLE BIBLE FOR ALL GAYS.

THE GAY ISSUE is a distinctive glossy magazine that provides a platform for the homosexual community in general and gays in particular. THE GAY ISSUE offers the very latest trends in fashion & lifestyle, from high-end fashion and accessories to travel, going out and art & culture. It includes exclusive interviews and reports delving into every possible topic. THE GAY ISSUE is bold and exclusive: a lifestyle bible for all gays.

TARGET GROUP

THE GAY ISSUE is aimed at modern, educated and successful homosexual men between the ages of 25 and 55. The reader likes class and style, is socially aware, aims for quality of life, has an eye for detail as well as a broad international outlook, and can afford a certain degree of luxury. He or she wants to be inspired, has a wide range of interests and also seeks inspiration at home.

MEDIA INFORMATION

Target group

Age (core): 25 - 55 years, homosexual men, international perspective, educated.

Print-run

Regular edition: - 35,000 copies (Belgium and The Netherlands)

Distribution

Individual sales - subscriptions - promotional campaigns (trade fairs) - manufacturers - distributors - general.

Publication dates in 2017: 4x per year regular edition

Edition	Date of issue	Supply material by
March 2016 / 06	March 17 2017	February 24 2017
June 2017 / 07	June 23 2017	June 2 2017
September 2017 / 08	September 29 2017	September 8 2017
December 2017 / 09	December 22 2017	December 1 2017

COMMUNICATIONS OPPORTUNITIES AND RATES

Rate	
1/1 page	€ 3.720
2/1 page (spread)	€ 6.690
Special positions	
Cover 2	€ 4.270
Cover 2 double spread (2/1 pages)	€ 8.160
Cover 2 (fold-out 3/1 pages)	€ 8.950
Cover 3	€ 3.905
Cover 4	€ 4.650
1st double spread after cover 2	€ 7.450
Page in addition to content	€ 3.905
Page in addition to credits	€ 3.905
Page in addition to editorial (foreword)	€ 3.905

Plus-proposals (on request)

Gatefold cover (4 – 6 pages), Outsert, Insert, Banderole, Paste-on card, Seal imprint, Tailor-made

Online

1 month online presence

Banner	€ 550
Advertisement	€ 1.250
By placement from print to online	€ 350
Post	€ 550
Review	€ 650 + product to review
Article (max. 200 words)	€ 650

TECHNICAL DATA AND FORMATS**Coupe**

1/1 page: 225x 300 mm + mm bleed type page

2/1 page: 450 x 300 mm +5 mm bleed type page

Advertisement material

Electronic files in PDF file format (certified PDF 1.3 files) or CD-ROM (photos at least 300 dpi). Electronic files must also have a colour proof which is compatible with printing process used for the title. This must be fully in line with the printer specifications. Costs incurred as a result of non-print-ready advertising material being supplied will be charged.

Supply address for THE GAY ISSUE

For questions and information about sending material to THE GAY ISSUE, contact: info@thegayissue.be

CONTACT**Publisher**

Exclusivity Media bvba

Physical address, Oudeleeuwenrui 7, box 8, 2000 Antwerp, Belgium, Phone: +32 (0) 3 770 63 83

Editor in Chief: Brigitte Midavaine, E: info@thegayissue.be, W: www.thegayissue.be

Sales Belgium

Tine Martens – Tine.martens@talkiesmagazine.be - +32(0)495 80 92 05

Sales The Netherlands

Peter Kroes/PAR Media – info@parmedia.nl – +31(0) 6 121 84 893

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