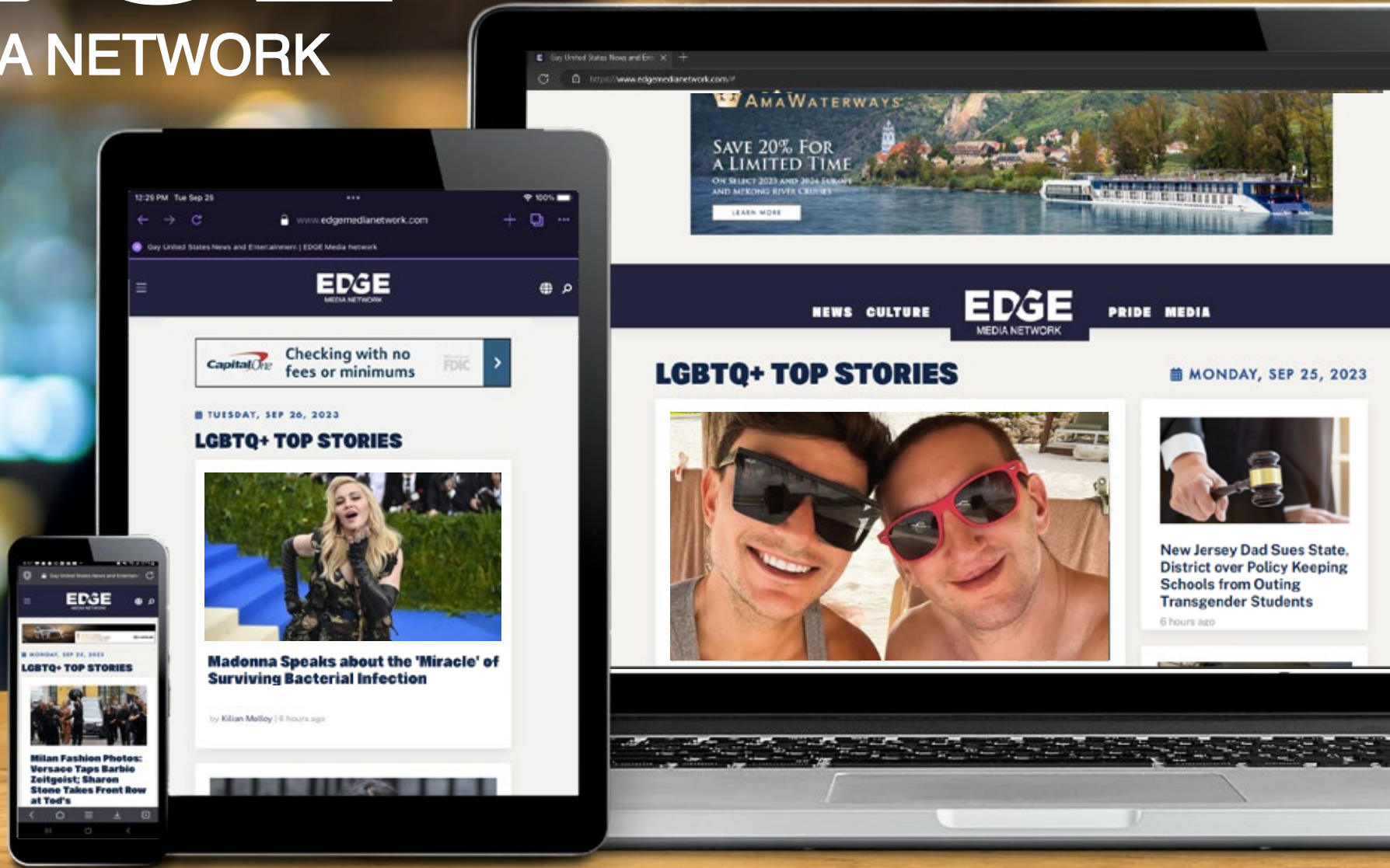


EDGE

MEDIA NETWORK

EDGEMEDIANETWORK.COM
The Largest LGBTQ+ Media Company in the World



MEDIA KIT

EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World

EDGE
MEDIA NETWORK

Who are we?

Who We Are

Over 20 years strong, EDGE is the world's largest digitally driven LGBTQ+ media company with a reputation for high-tech solutions and award-winning editorial content. Our cross-platform solutions and integrated partner network represent a unique opportunity to reach the expansive, well-educated, engaged, and affluent LGBTQ+ audience.

Our Audience

The EDGE Media Network annually reaches more than 8.5 million consumers nationally. With the highest in-category time spent on-site, our readers engage with our newsworthy content and become brand champions.

- Digital and Mobile: 8.5+ million unique readers
- Average age: 40
- Average time on site: 17 minutes, 5x per week
- Trendsetters & influencers
- Creative & Status-Seeking
- Drawn Toward Quality & Design
- 70/30 M/F
- Average HHI: \$150,000+
- Style, Travel & Entertainment Enthusiasts
- Early Adopters/Adapters
- Open-Minded Toward Different Cultures

Competitive Advantage

EDGE is the LGBTQ+ publisher of choice, offering top-tier editorial and a unique media network for premium brands. We're more than just an ad network; our products feature integrated, high-quality content delivered through cutting-edge technology platforms. Our dedicated client services team ensures real ROI by tailoring programs in real-time to reach the finest LGBTQ+ audience worldwide.



EDGEMEDIANETWORK.COM

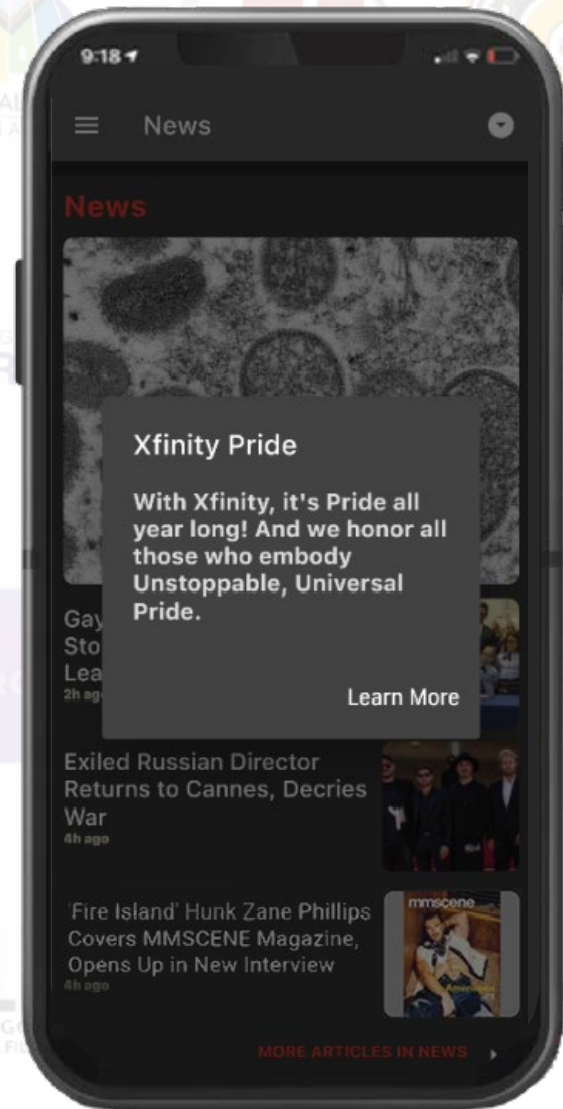
The Largest LGBTQ+ Media Company in the World



OUR PARTNERS

Our Partners

Boost your reach with Pride Labs LLC, our tech group. Advertisers can connect with unique audiences nationwide through our 150+ LGBTQ+ community partner platforms. Our technology powers websites and apps for leading LGBTQ+ Pride festivals, news outlets, and community organizations, allowing your brand to seamlessly reach millions of local consumers seeking essential news and event information.



EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World

PRODUCTS

Channels

Our digital-first approach delivers impactful news, lifestyle, and event information to our consumers via beautifully hand-crafted, and high-performing platforms, along with social media and in-person promotions at selected events across the globe. Campaigns can integrate seamlessly across multiple channels:

- Digital and Mobile Advertising
- Geofencing at LGBTQ+ Events
- Social Networking
- Native Mobile Apps (iOS and Android)
- Email Newsletters and eBlasts
- Ground Marketing

Display Advertising

Maximize your brand footprint with impression-based advertising by EDGE, including:

- Desktop and mobile IAB-compliant positions
- Roadblocks and fixed positions
- Site Skins
- Social Media
- Interstitials
- Rich Media, including Streaming Video
- Custom Design and Programming

Enhanced Editorial

- Sponsored Content
- Channel Sponsorship
- Event Sponsorship
- Microsites
- Custom Content Integration

Direct Consumer Contact

- Email
- SMS
- Geofencing
- Ground activation



EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World



CUSTOM SPONSORSHIP OPPORTUNITIES

Let EDGE tell your story! Working with our creative marketing team, EDGE will curate just the right narrative to get your brand creatively in front of an LGBTQ+ audience.



EDGE FAST 5 VIDEO SERIES

Relevant, immediate, and concise - the EDGE "Fast 5" video series expertly distills the top trending LGBTQ+ stories of the week into an engaging and highly sharable asset.



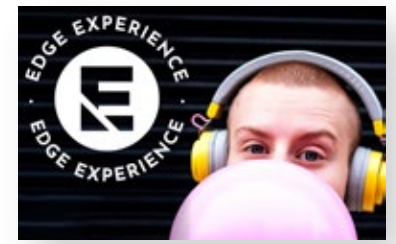
QUEER CHRONICLES VIDEO SERIES

Captivating, engaging, and informational - the EDGE "Queer Chronicles" series shines a spotlight on the influential individuals and events that have sculpted and enhanced the LGBTQ+ community and created our shared heritage.



EDGE NEXT VIDEO SERIES

In this viral series, EDGE turns the spotlight towards remarkable LGBTQ+ individuals and social media influencers who will engage and inspire.



EDGE EXPERIENCE PODCAST

Tune in to our dynamic LGBTQ+ "drive-time" podcast, where an eclectic ensemble of queer voices come together to explore an array of diverse subjects.



CUSTOM VIDEO PROGRAMS

Let EDGE tell your story! Working with our creative marketing team, EDGE will curate just the right narrative to get your brand creatively in front of an LGBTQ+ audience.

EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World

EDGE
MEDIA NETWORK

**ADVERTISING
OPPORTUNITIES**

Desktop & Mobile Web

- Leaderboard: 728x90, expandable
- Half Page: 300x600
- Roadblocks & Fixed Positions
- Rectangle: 300x250, expandable
- Interstitials
- IAB Rising Star Placements: 970x250



Enhanced Advertising

- Rich Media Capabilities
- User Interaction
- Custom Design and Programming
- Streaming Video
- Site Skins

LGBTQ+ TOP STORIES

WEDNESDAY, SEP 27, 2023



School Book Fair Truncated After Parent Complains About 'Heartstopper'
by Kilian Melloy | 6 hours ago

Creative and Editorial Programs

- Sponsored Editorial
- Microsite
- Custom Video
- Channel Sponsorship
- Custom Content Integration

Sponsorships

Advertising sponsorships allow your brand to reach the highly engaged audiences of our growing portfolio of multi-platform media series' featuring influential LGBTQ+ personalities.

- The EDGE Podcast
- On The EDGE Video Series
- Event Photo Galleries
- Fast 5 Video Series

EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World

EDGE
MEDIA NETWORK

ADVERTISING OPPORTUNITIES

Geo-Targeted Mobile Advertising

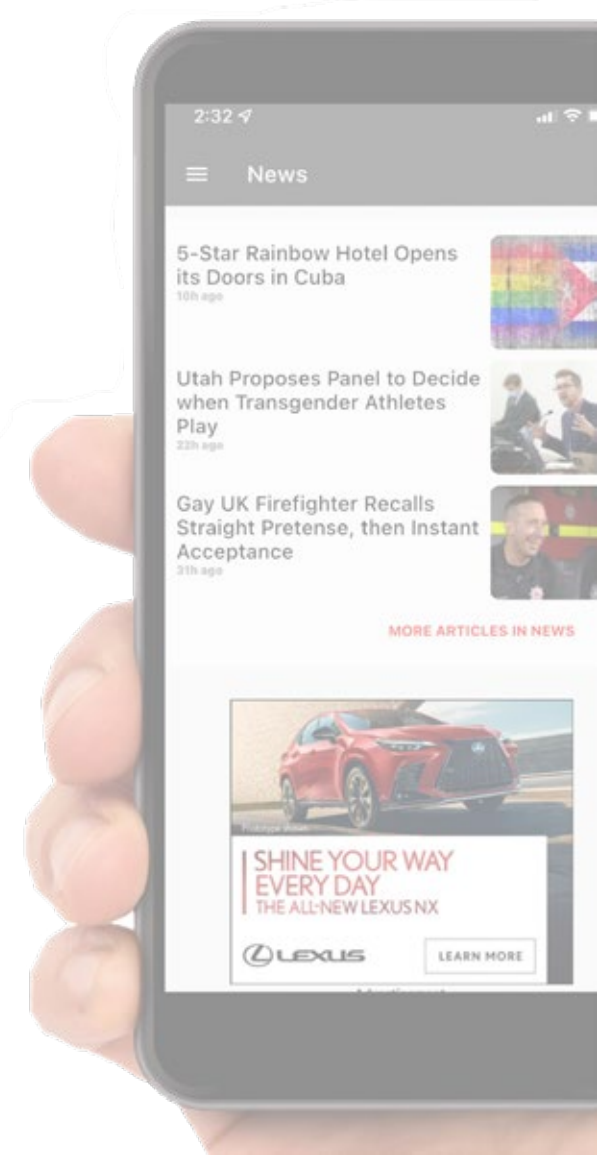
EDGE Media is proud of our exclusive LGBTQ+ Pride festivals and event sponsorship! EDGE will erect geofences surrounding LGBTQ+ Pride celebrations and LGBTQ+ events in each major market. Each geofence will:

- Surround targeted locations and events
- Attendees 'trip' each fence as they traverse the city and events taking place
- Run for the entire campaign season
- Push a notification to users within each market
- 100% SOV throughout all Prides
- Video or Text activation (luxury image)

iOS & Android Apps

The award-winning EDGE mobile app boasts the world's largest LGBTQ+ mobile audience. EDGE also provides mobile technology for Pride Festivals, LGBTQ+ Film Festivals, LGBTQ+ Events, LGBTQ+ Conferences, LGBTQ+ Non- Profits, and LGBTQ+ Organizations. Together, these 150+ native mobile applications for iOS and Android represent the most effective way to reach this community on the go – and they allow your brand to associate with large numbers of iconic LGBTQ+ organizations within a single campaign.

- Mobile Banners
- Interstitials
- Sponsored Content
- Custom Design and Programming
- Category-wide Advertising in Third-Party Apps



EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World

EMAIL NEWSLETTERS & EBLASTS

EDGE
THE INSIDER
LGBTQ+ Exclusive Promotion
EDGE Deals
WWW.EDGEMEDIANETWORK.COM
Taste Relief, Transform Your Health



Your suffering ends here. With 2.5x the relief packed into one delightful bite, our CBD Gummies are the perfect pick-me-up for anyone who needs a little help to feel like themselves again. Use code **EDGE25** now to save 25% off your purchase.

SHOP 25% OFF

- 93% - Felt an improved sense of calm
- 97% - Felt less anxious
- 98% - Would recommend to a friend

Calm Your Mind. Having trouble finding your bliss? These gummies will lead the way.

Quality Sleep. Do not disturb. It's time to catch up on those quality z's.

Tasty Relief. Made from all-natural ingredients, your taste buds will thank you!

Edge INSIDER Dedicated/ Sponsored eBlast

EDGE distributes dedicated marketing emails on behalf of companies periodically; each email is sent to an opt-in email list and is co-branded with the EDGE INSIDER moniker. Dedicated eblasts are sent out to our entire subscription database or may also be targeted geographically.

- Average Open Rate: 10%

Fast 5 Daily eNewsletters

Our newsletters arrive regularly to national and local opt-in subscribers.

Advertising opportunities include:

- Rectangle: 300x250
- Average Open Rate: 10%

**EDGE
FAST 5**

Today's Top
**LGBTQ+ News
& Entertainment**
WWW.EDGEMEDIANETWORK.COM



ettitude
Eco-luxe bedding & bath *Luxury Reimagined*



4

Watch: Matt Bomer and
Jonathan Bailey Get Sexy
in 'Fellow Travelers'
Trailer

In a new clip, the audience gets a

EDGEMEDIANETWORK.COM

The Largest LGBTQ+ Media Company in the World



SOCIAL MEDIA PROMOTION

Social Media Promotion

With a growing social media audience of over 500K, EDGE expands your brand's reach to new demographics with branded content posts on our social media platforms. (Facebook, Instagram, TikTok, and X (Twitter))

