
GAY LETTER

**MEDIA KIT
2012**

GAYLETTER

WHAT IS GAYLETTER?

GAYLETTER is a weekly email newsletter designed to help the discerning homosexuals of New York figure out what to do with their time. We feature the best of New York culture, from parties, to art openings, films and performance. Each newsletter is sent to our subscribers' personal email inboxes, creating a more intimate reading experience. Something we don't take for granted.

Our readers trust us to only recommend things we truly believe in, and it's this trust that has fueled our rapid growth, helping us to double our readership in the last year. Our independence is what sets us apart from other publications.

Sent out weekly, we offer a 5-day guide to what to do in New York City. Each issue of **GAYLETTER** reaches over 55,000 readers through our email newsletter.



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WHO READS GAYLETTER?

GAYLETTER reaches over 55,000 cultural consumers each week, with 200,000 unique views per month on our website, Twitter and Facebook pages.

Our readers are engaged and active in New York nightlife and culture.

- 85% male
- 82% between 25-44 years
- 75% live in New York
- 9.55% Average Ad CTR

As an independent publication we've managed to build a strong relationship with our readers. Because of this we only wish to partner with advertisers we know our readers will be interested in.

Each week GAYLETTER features an ad from just one advertiser. We believe this creates a better reading experience and a more attractive publication. For advertisers, this format gives their brand the undivided attention of our readers.

We look forward to partnering with you in an upcoming issue of GAYLETTER.

WHAT ARE PEOPLE SAYING?



"...A must-read for the kind of downtown gay man whose Thursday night might start at an Envoy gallery opening and end up at Ryan McGinley's party at BEast." **The New York Times, November 2010**



"[Tom & Abi] know their demographic and select only things that evoke "that little click of excitement" – things they would want to go to themselves."
Paper Magazine, December 2010



"Making sure the city never sleeps...the new webzine that's highlighting gay life in New York beyond Eighth Avenue!"
The Advocate, February 2010

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WHAT WE CAN DO FOR YOUR BRAND?

We offer a range of advertising packages. Whether you're looking for a single ad in the letter, or full integration including our website, Facebook page and Twitter.

We're able to create a package that meets your needs and objectives.

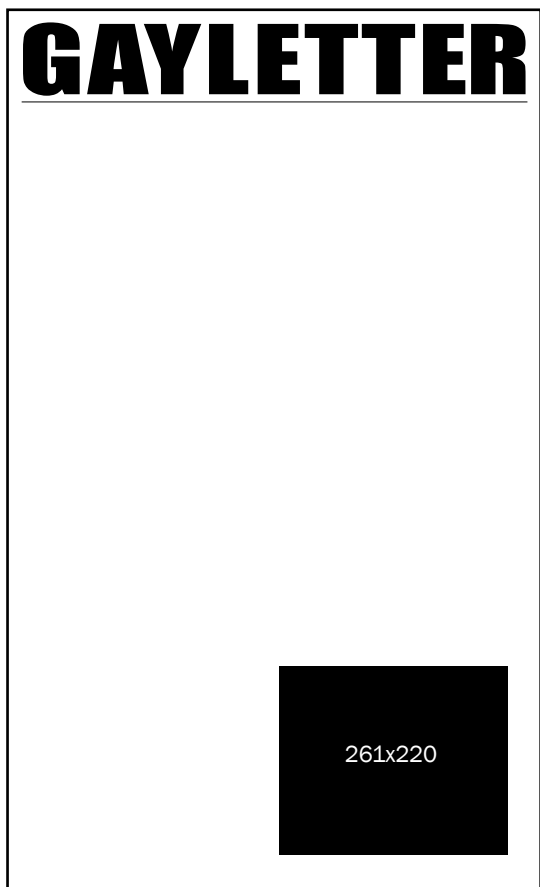
Each week we feature only one ad, meaning your brand gets exclusive exposure over as many channels as you like.

COST	LENGTH OF CAMPAIGN	AD SPACE
\$1900	1 GAYLETTER	
\$3700	2 GAYLETTERS	261x220 in
\$5300	3 GAYLETTERS	the Newsletter
\$6700	4 GAYLETTERS	

COST	LENGTH OF CAMPAIGN	AD SPACE
\$2400	1 GAYLETTER	261x220 in
\$4150	2 GAYLETTERS	the Newsletter.
\$5700	3 GAYLETTERS	Plus 160x600
\$7050	4 GAYLETTERS	& 250x250 on GAYLETTER.com

We prefer to rotate ads in the letter as much as possible, so if you're purchasing for more than one week, please provide, more than one ad option. Or speak to us and we can create something for you.

ADS@GAYLETTER.COM



newsletter



GAYLETTER.com

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WHAT ELSE CAN WE DO FOR YOUR BRAND?

CUSTOM AD CREATION BY GAYLETTER:

We have many years of experience in the advertising and design industry, and have collaborated with many leading brands through **GAYLETTER** to create custom advertising that talks directly to our audience. And if you're looking to reach an even broader audience we can help you with that too, developing a strategy, brand position and full 360 campaign.

OUR GROWING LIST OF ADVERTISERS:

Gilt Man
Brooklyn Museum
American Apparel
Butt Magazine
BAM - Brooklyn Academy of Music
Lord's Hotel - South Beach
NewFest Film Festival
Awmoo

EVENTS:

We have a pretty good idea of what makes a good event. We also have an extensive list of contacts at venues around town. So if you're looking to produce an original, talked about event let us know and we'll organize it for you.



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WHAT OUR READERS ARE SAYING:

"This is a great idea. Modern, simple, easy to read and so informative. Plus its not a magazine you have to go through, it's just one page. Thanks GAYLETTER."

— Jordan, Queerty

"The GAYLETTER is an extraordinarily sharp and most of all independent publication in the overly commercialized world of gay media. It's a must for anyone really interested in queer culture and leisure."

— Rochstar, Queerty

"I love GAYLETTER because it's funny, very well done and easily accessible on your iPhone."

— Gar, Queerty

"Fantastic and original concept!"

— Stewart McKenzie, Queerty

"This newsletter is fast, sharp, and funnily written. It's like you're listening to your quick-witted, hilarious, potty-mouthed friends talking about their week ahead. They find so many cool things happening around the place that maybe you might not have heard about otherwise... it's a weekly investment in your fun planning!"

— Georgina Padgham, Queerty

"With its honest writing to pure sharp and bold comments, this letter will make you remember that it is good to be you."

— Clément, Queerty

"Short and sweet...perfect for the Twitter generation"

— Quills McMuffin, Village Voice

"As exuberant in content as it is in format, whether or not you actually attend the events, GAYLETTER is an experience in and of itself."

— Abigail, The Advocate

"There are a lot of lists out there that just recommend anything and everything but these boys comb through the bulk and are always spot on with their highlights. Everything from the down n' dirty to the more intellectually stimulating."

— Patrick, The Advocate

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Cheers,
TOM & ABI