

# PRIDE

LGBT

## ADVERTISEMENT

### **PRIDE: THE MOST INFLUENTIAL VOICE OF THE LGBT+ WORLD IN ITALY.**

LGBT is an acronym which means Lesbian, Gay, Bisexual, Transgender people and the "+" sign is used as an umbrella to include other groups not specifically related to sexual orientation or gender identity such as intersex people.

From June 1999 to July 2018 PRIDE was the number one magazine for the Italian gay community. For 221 issues we have spread advertisements on our pages for over 300 national and international clients. Now we are ready to face the challenge of what the Internet can do for our publication.

### **OUR READERS ARE YOUR TARGET.**

Statistics show that the LGBT+ population represents between 5% and 10% of the world's population, thus estimating about 7.5% of roughly 60 million Italian citizens. There are about 4.5 million people belonging to the rainbow community.

A true market segment, that is evolving at 360 degrees, increasingly visible, increasingly powerful and growing at all levels of civil society. Men and women conscious of themselves, their own peculiarities and preferences, which are combined with all the people who are close to them: family, friends, colleagues and employers.

### **RAINBOW IS THE NEW PINK.**

*The Wall Street Journal* on July 18, 1991 called the gay market "a dream market". In less than thirty years, the dream has become a solid reality: the target of LGBT+ people and their allies is a rich market, loyal to brands that openly support the rainbow community and, finally, attentive to diversity policies and inclusiveness openly promoted by companies.

LGBT+ people have always been early adopters of technologies, spending more time on surfing the internet and interacting on social networks than the mean, annually traveling much more than the average in other communities.

### **GAY FRIENDLY? NO, GAY SUPPORTIVE.**

A simple rainbow flag on a catalogue, however, won't affect LGBT+ consumers to purchase, because being homosexual or transgender is not a private bedroom issue, but a conscious integration of one's personality into daily life, including a behaviour of purchase ever more public and shared.

### **WELCOME TO OUR WORLD.**

It's time that in Italy brands openly welcome the new mainstream, now and throughout the year, as minority communities are challenging how we see the world and have significant purchasing power.

The LGBT+ community is an important and growing voice, which should not be simplified or even neglected, or considered only for gay pride. It's incredibly complex, but we know it well and have been listening to it every day for over 18 years. We also know that it must be better represented and understood within marketing efforts.

Get in touch with us for any doubt or to get more information. We can create customized packages and provide a discount scale.

Info: [pubblicita@prideonline.it](mailto:pubblicita@prideonline.it) - +39 342 0526979

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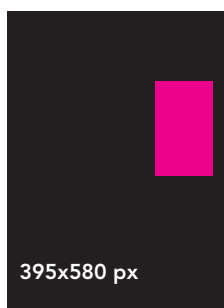
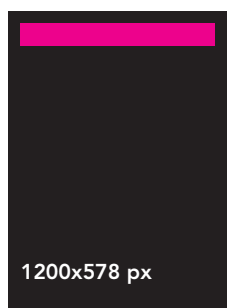
### BANNER MEASURES

The banners have different formats and can be:

- > Fixed banners: there will only be one banner in an advertising space
- > Rotating banners: different banners alternate in the same advertising space. The alternation is linked to the page refresh, each time the page is loaded, a different banner will be loaded.

Thanks to the careful study of page layout and contextualised positioning between contents, banners ensure full visibility and consequently high performance in terms of clicks and revenue.

#### On the homepage:



#### Supported files:

jpeg, gif, png

#### Graphics:

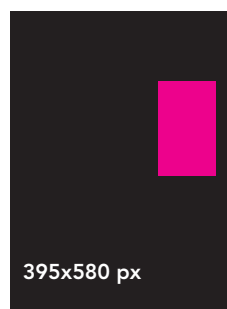
Created by the client (or by us, upon request)

#### Planning:

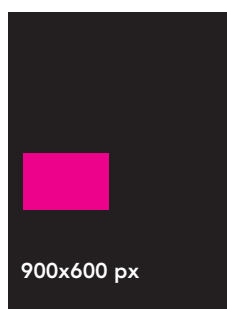
timed: banner positioned, chosen on one or more pages of the portal, for a certain period at a certain cost. With unlimited banner views.

CPM (Cost per thousand views): positioned banner, chosen on one or more pages of the portal, with a cost linked to every thousand views of the banner.

#### In the articles, side banner:



#### In the articles, inside the article:



UPON REQUEST,  
WE ARE  
ABLE TO DEVELOP  
COMMUNICATION  
PROJECTS THAT  
INTEGRATE MINI SITES,  
GALLERY AND  
VIDEO