



MICHIGAN'S LGBTQ+ NEWS SOURCE SINCE 1993



2025 Pride Source Media Kit

PUBLISHERS OF: Between The Lines Newspaper | Pride Source Magazine | Pride Source Marketplace | Pridesource.com

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Michigan's Trusted Partners of the LGBTQ+ Community



Consumers are paying more attention than ever before to how businesses and organizations navigate around diversity, inclusion, and equality both internally and externally. In fact, more than 75% of LGBT adults and their friends have expressed they'd switch to brands that are known to be LGBTQ+ friendly. The LGBTQ+ community has long been underrepresented in business, be it in sales, advertising, or company culture in general. But that tide is changing. According to a report by the National LGBT Media Association, the LGBTQ+ community has \$1.7 trillion in annual spending power and is growing at its fastest rate ever. Companies that lay a strong foundation now are building genuine, lasting relationships that will pay dividends as the community continues to grow.

Pride Source Media has been an advocate and supporter of the LGBTQ+ community for over 30 years. Through topical, thoughtful news, politics and entertainment content, we've built a highly engaged readership who look to our

products to inform and enrich them. In 2022, Pride Source was recognized for Excellence in Transgender Coverage by The Association of LGBTQ+ Journalists (NLGJA) — a big win for the entire community.

By advertising with Pride Source's products, *Between The Lines*, *Pride Source Magazine* and *Pridesource.com*, you're making an investment in a community that is fiercely loyal to brands that support and welcome them. With 94% of our readers saying they're more likely to shop with businesses that advertise in our products, Pride Source has long been a trusted partner for the LGBTQ+ community in Michigan and across the nation.

Let us help you structure an advertising campaign that speaks to our readers — and grows your brand recognition within the thriving greater Michigan LGBTQ+ community.

Readership at a Glance

GENDER

52% Male **39%** Female
4% Trans **5%** Other

AGE

30% 18-30 years old
44% 31-59 years old
26% 60+ years old

ETHNICITY

72% White/European
14% Black/African Descent
11% Latinx/Latine
4% Other

RELATIONSHIP STATUS

28% Legally married
26% Partnered, not married
40% Single
6% Other

HOME OWNERSHIP

50% Own primary residence
34% Rent apartment/living space
16% Live with parents, family or friends

PETS

76% Have adopted at least one pet
37% Have dogs
34% Have cats
5% Other

EMPLOYMENT

63% Employed full-time
12% Own their own business
14% Students
11% Retired

HOUSEHOLD INCOME

31% > \$100,000
16% \$75,000 - \$99,999
19% \$50,000 - \$74,999
21% \$25,000 - \$49,999
13% < \$25,000

EDUCATION

66% Are College Graduates
32% Have Advanced Degrees
14% Have Associates Degrees

Virtually all are H.S. Graduates

ITEMS PURCHASED IN PAST 12 MONTHS

23% New car
53% Smartphone
60% Computer
70% Major appliance or TV

TRAVEL PURCHASED IN PAST 12 MONTHS

73% Hotel or other paid accommodation
58% Airline tickets
81% Vacation of 3+ days
9% Cruise

ENTERTAINMENT/DINING

41% See a live performance at least once a month
80% Dine out at least once a month
39% Dine out at least once a week
43% Attend a movie at least once a month
47% Go to a bar or nightclub at least once a month

MEDIA INTERACTION PAST 12 MONTHS

34% Prefer to read local LGBTQ+ media over national
49% Have increased reading of LGBTQ+ local media
80% Have read an LGBTQ+ news website

*CMI's 17th Annual LGBTQ Community Survey® CMI's 17th Annual LGBTQ Community Survey (June 2023)

94% of Our Readers Say They Are More Likely to Shop with Businesses that Advertise in Between The Lines or online at Pridesource.com



85%

say companies that support LGBTQ+ equality will “get more of my business this year.”



79%

say financially they are doing as well – if not better – than a year ago, despite the pandemic.



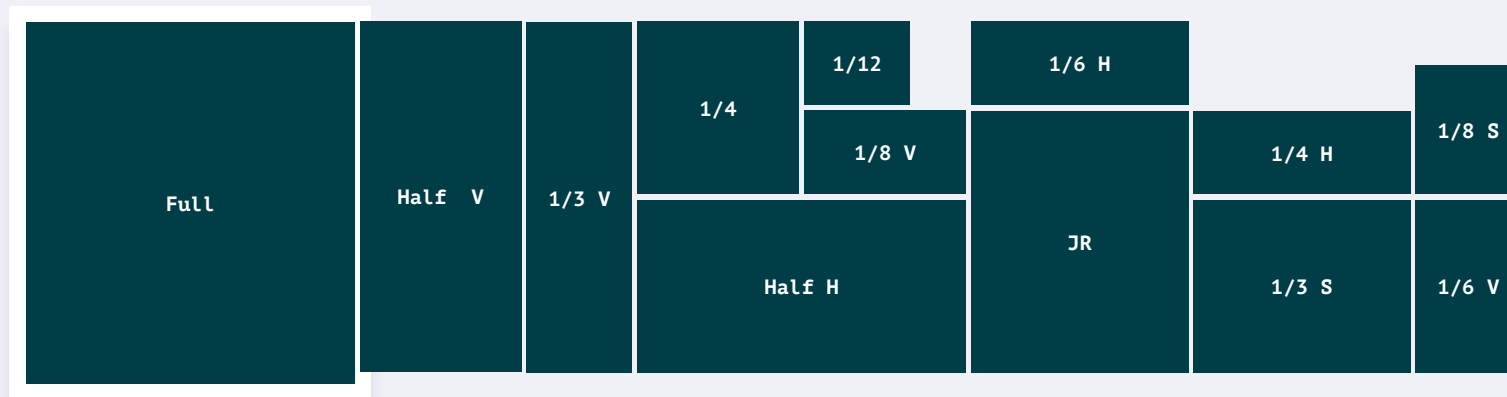
70%

have purchased at least one luxury good or purchased/leased a car in the past 12 months

MICHIGAN'S LGBTQ+ NEWS SOURCE SINCE 1993



Between The Lines is distributed every other week to hundreds of sites throughout Michigan, with the heaviest concentration within the greater Detroit, Oakland County and Ann Arbor areas. BTL is picked up at coffee shops, restaurants, stores and entertainment venues — as well as from our colorful street boxes! It's also mailed to hundreds of readers directly. Our top-level writers and content creators who have also written for National Geographic Traveler, GQ, Vanity Fair and The New York Times bring engaging stories on LGBTQ+ organizations, news and politics in Michigan and one-on-one celebrity features with international queer icons to the publication.



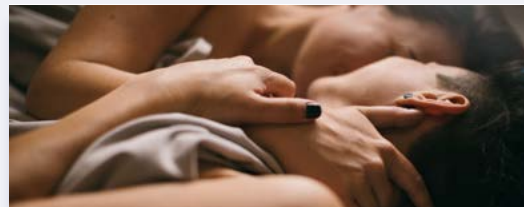
RATES PER INSERTION/AD	1x	6x	12x	26x
Back Cover	\$2,665	\$2,485	\$2,360	\$2,100
Inside Front Cover	2440	2300	2200	2000
Inside Back Cover	2125	2030	1970	1820
Full Page	1880	1780	1650	1575
Junior Page	1310	1275	1180	1070
Half Page	1035	995	940	900
Third Page	740	710	680	620
Quarter Page	615	550	510	465
Sixth Page	430	400	365	335
Eighth Page	370	325	305	260
Twelfth Page	215	204	195	170

AD SIZES

Full Page	10" x 11"	Quarter Horizontal	10 x 2.55
Junior Page	6.61 x 7.95	Sixth Vertical	3.22 x 5.25
Half Horizontal	10 x 5.25	Sixth Horizontal	6.61 x 2.55
Half Vertical	4.92 x 10.65	Eighth Horizontal	4.92 x 2.55
Third Square	6.61 x 5.25	Eight Square	3.22 x 3.9
Third Vertical	3.22 x 10.65	Twelfth	3.22 x 2.55
Quarter Square	4.92 x 5.25		

2025's Themed Issues

Advertising your business alongside Between The Lines' hyper-targeted, themed content is the turnkey opportunity that exposes your business to the super influencers in the LGBTQ+ market.



Sex Issue Feb. 6, 2025

Sharing stories about sexuality, relationships, healthy expressions of love, and 'coming out'



Wedding Magazine Apr. 3, 2025

Inspiring stories, resources and more for planning the perfect celebration.



Home Issue March 6, 2025

Promoting everything from real estate and interior design to home improvement and beyond



Travel Issues May 1 & Sept 4, 2025

Guiding travelers to LGBTQ+-friendly resorts, tours, excursions, etc.



Ferndale Pride May 22, 2025

The annual guide to all things Ferndale and Ferndale Pride. (With expanded distribution at the festival!)



PS Magazine June 1, 2025

Michigan's go-to resource and directory of equality vendors – for all things LGBTQ+



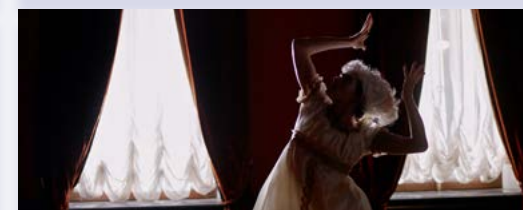
Motor City Pride June 5, 2025

The annual guide to all things Detroit and Motor City Pride. (With expanded distribution at the festival!)



Family Issue July 10, 2025

Telling real stories from LGBTQ+ families, couples and individuals in their efforts to build a family



Arts Issue Aug. 21, 2025

Vibrant LGBTQ+ arts, cultural, musical and event content, designed to inspire and entertain.



Health Issue Oct. 30, 2025

Exploring and storytelling for our community's mental and physical health

2025 Editorial Schedule

Issue	Publication	Deadline	Special Issue
33.02	1/9/2025	1/3/2025	
33.04	1/23/2025	1/17/2025	The Finance Issue *Sp Ed
33.06	2/6/2025	1/31/2025	The Sex Issue
33.08	2/20/2025	2/14/2025	
33.10	3/6/2025	2/28/2025	The Home Issue
33.12	3/20/2025	3/14/2025	The Music Issue
33.14	4/3/2025	3/7/2025	Pride Source Wedding Magazine
33.16	4/17/2025	4/11/2025	The Cannabis Issue *Sp Ed
33.18	5/1/2025	4/25/2025	Spring Travel Guide
33.20	5/15/2025	5/9/2025	
33.21	5/22/2025	5/16/2025	Ferndale Pride Issue
10.06	6/1/2025	5/9/2025	Pride Source Magazine
33.23	6/5/2025	5/30/2025	Motor City Pride Issue
33.25	6/19/2025	6/13/2025	

Pride Season

Issue	Publication	Deadline	Special Issue
33.26	6/26/2025	6/20/2025	
33.28	7/10/2025	7/3/2025	Family Issue
33.30	7/24/2025	7/18/2025	Hotter than July Issue
33.32	8/7/2025	8/1/2025	Ann Arbor Pride Issue
33.34	8/21/2025	8/15/2025	Arts Issue
33.36	9/4/2025	8/29/2025	Fall Travel Guide
33.38	9/18/2025	9/12/2025	
33.40	10/2/2025	9/26/2025	
33.42	10/16/2025	10/10/2025	
33.44	10/30/2025	10/24/2025	Health Issue
33.46	11/13/2025	11/7/2025	
33.48	11/27/2025	11/21/2025	The Holiday Guide
33.50	12/11/2025	12/5/2025	
33.52	12/25/2025	12/19/2025	

Pride Continued

NEW OPPORTUNITY

Sponsored Editorial

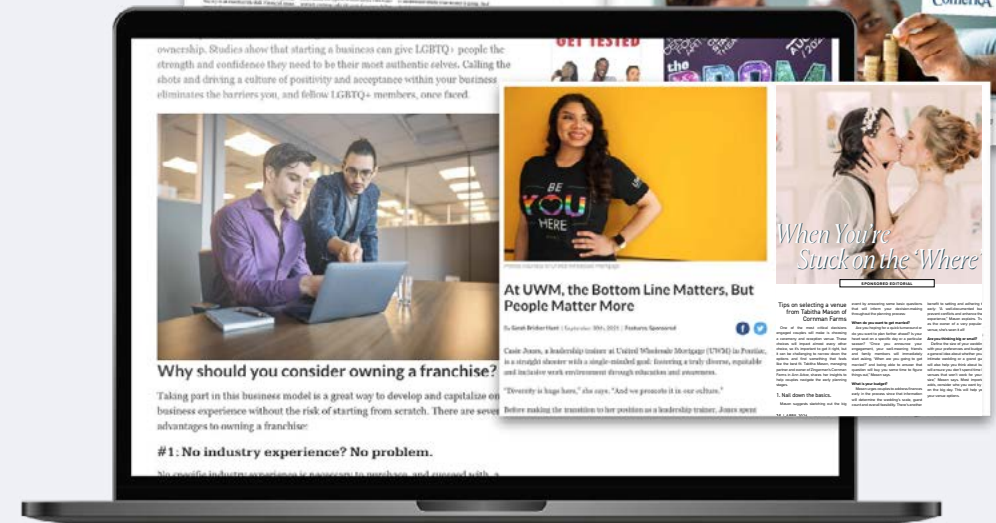
Partner with us today to craft impactful, curated stories that captivate, convert and cultivate customer loyalty.

When you partner with Pride Source as a branded content sponsor, you'll elevate your brand organically through authentic, compelling content designed to engage, educate and delight your target audience.

Sponsored content helps brands stand out in a saturated market. Our sponsored editorial products offer a unique way for your brand to put its stamp on stories that seamlessly blend your message with valuable, informative content geared toward an audience known for rewarding authenticity with loyalty.

You'll not only build trust and forge meaningful, lasting relationships with existing and potential customers, but your endorsement on quality content will help establish your brand as part of the local conversation on important topics that impact daily life for our readers.

71% of LGBTQ+ community members are more likely to purchase from a company that does outreach and advertises to the LGBTQ+ community (CMI).



NEW OPPORTUNITY

Sponsored Editorial Continued

Each sponsored product is crafted in partnership with your brand. Together, we can land on a topic that meshes with your brand's message and your goals for this investment while meeting the expectations of our readership. Our broad range of content offers wide, intersectional appeal across our target audience, the Michigan LGBTQ+ and ally community. From entertainment to politics to news and features on topics big and small, we're sure to land on a strong topic in the style that best suits your needs.

Elevate your brand's reach and resonance with our premium sponsored content opportunities.

Are you ready to introduce your business to **LGBTQ+ Michigan?**

Call 734-263-1476 or email sales@pridesource.com to get started today.

RATE CARD

Sponsored Article

A single article that appears **Between The Lines** and on our website \$2625

A single article that appears **Pride Source Magazine** and on our website \$3625

Recurring Column

A package of single column-style articles centered around a unifying theme or series. Schedule a Call

Pillar Page

A pillar page, or "branded aggregate page," located in the top navigation section on our site. Articles collected here are connected by your overarching topic, presented by your brand and are an ideal SEO opportunity. \$4000/mo

List-Based Article

A list form article, or "listicle," is a quick, skimmable read that breaks a large concept into digestible chunks. These are often more light-hearted and especially well-suited for social sharing. For smaller budgets, get your event, product or service incorporated as one of several in our list form articles. \$875

ADD - ONS

Promoted Social Posts (Facebook & Instagram) \$500

Dedicated E-Blast (15k+ Subscribers) \$500 - \$1,000

Placement in 5 Things Event Column \$525

Video and Photography Services/Content Schedule a Call



88% of LGBTQ+ people say it's more important than ever for businesses to show support for the community.

PRIDESOURCE

MAGAZINE

Pride Source Magazine comes out each Pride season and is distributed at Michigan's largest Pride festivals. It is also mailed to 1000+ households. This beautiful, glossy feature magazine is a staple on coffee tables in thousands of LGBTQ+ homes. It also features a print version of an entire directory of hundreds of LGBTQ+ businesses. Both the print and digital version are a "must-use" resource when readers look for equality-conscious businesses.



RATES

Back Cover	\$4595	Quarter Page	1395
Inside Front Cover	3995	Eighth Page	925
Inside Back Cover	2995	Bold Box Listing	399
Full Page	2445	Regular Listing	299
Half Page	1595		

AD SIZES

Trim Size	8.125" x 10.875"	Half Vertical	3.45 x 9.375
Two-Page Spread	16.5 x 11.125 in	Quarter Horizontal	7.125 x 2.175
Full Page w/ Bleed	8.375 x 11.125	Quarter Vertical	3.45 x 4.575
Full Page Floated	7.125 x 9.375	Eighth Square	3.45 x 2.175
Half Horizontal	7.125 x 4.575		

2025 SPONSORED CONTENT OPPORTUNITIES

Wedding - Inspiring stories, resources and more

Contact sales@pridesource.com for more info

Home & Garden – All things real estate, home improvement and landscaping

Health & Wellness – All things better living, physical and mental self-care

Pride Highlights – Stories of LGBTQ+ Pride and Celebrations

Travel – The LGBTQ+ Guide to traveling Michigan





SPECIAL OPPORTUNITY

PRIDESOURCE

WEDDINGS MAGAZINE

The wedding bells are ringing! Pride Source Media is pleased to continue to offer our yearly Wedding Issue – staple bound, glossy, and packed full of incredible LGBTQ+ stories and local advertisements.

Partner with Pride Source Media to connect with LGBTQ+ readers in search of vendors just like you! From engagement rings, wedding venues and destinations, event planners and beyond, our publications are the one-stop source for LGBTQ+ wedding essentials.

RATES

Back Cover	\$4595	Half Page	1595
Inside Front Cover	3995	Quarter Page	1395
Inside Back Cover	2995	Eighth Page	925
Full Page	2445	Wedding Listing	399

AD SIZES

Trim Size	8.125" x 10.875"	Half Vertical	3.45 x 9.375
Two-Page Spread	16.5 x 11.125 in	Quarter Horizontal	7.125 x 2.175
Full Page w/ Bleed	8.375 x 11.125	Quarter Vertical	3.45 x 4.575
Half Horizontal	7.125 x 4.575	Eighth Square	3.45 x 2.175



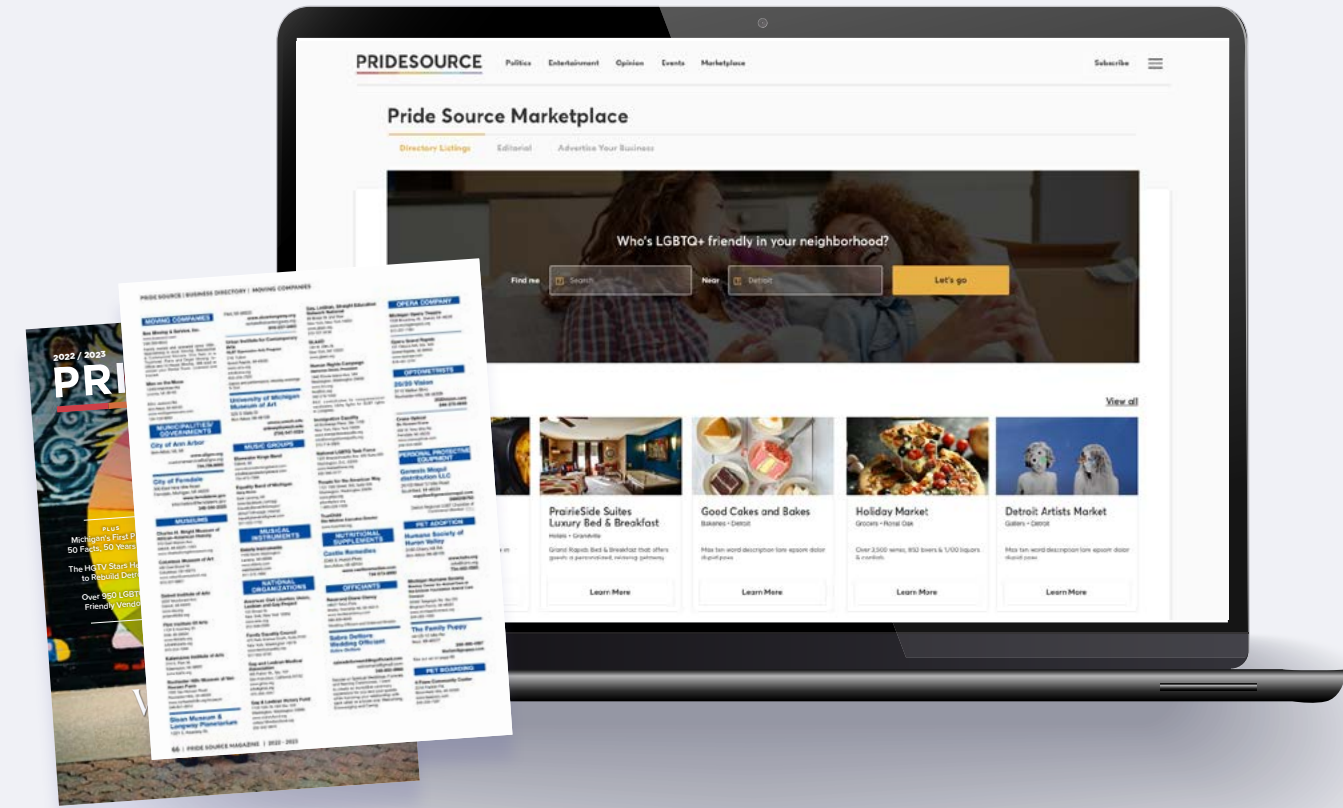
PRIDESOURCE

MARKETPLACE LISTINGS

Become an Equality Vendor and Get Listed in The Official “Yellow Pages” of the LGBTQ+ Community – Online and In-Print All Year Long

Featured online in the [Pridesource.com](https://pridesource.com) Marketplace section and in print in the annual **Pride Source Magazine**, business directory listings are a trusted resource for finding businesses that support and understand the LGBTQ+ and ally community.

Get listed for a nominal yearly fee and be featured across our entire product suite today.



80% of our readers say companies that support LGBTQ+ equality and market to the community are likely to get more of their business this year.

RATES

Regular Listing	\$299/yr
Enhanced Listing	\$399/yr

Interested in native editorial opportunities online and in print? Contact sales@pridesource.com for more info.

More than half of
LGBTQ+ people
say they are doing
better than most
financially.



PRIDESOURCE

DOT COM

Pridesource.com is widely regarded as the most popular LGBTQ+ website in the Midwest. With over a million unique visitors and 12 million ad impressions served every year, Pridesource.com provides readers with remarkable content that's important to this community, from breaking news, political commentary, entertainment and community activist coverage.

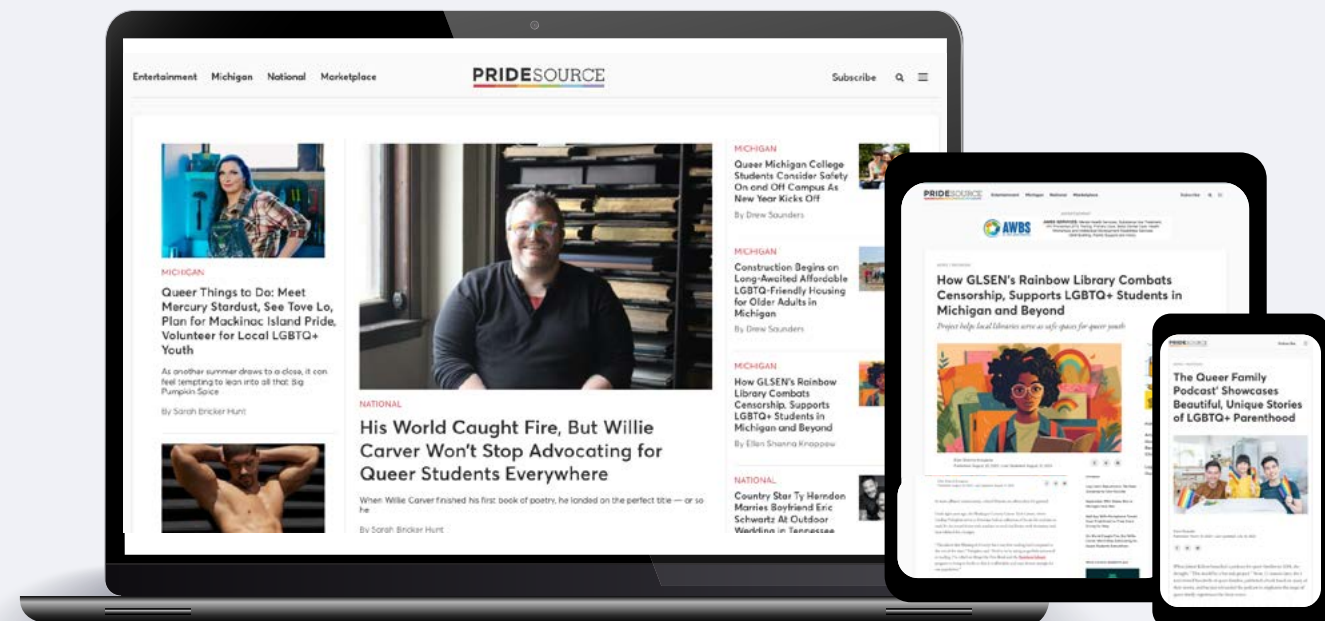
Our sophisticated delivery software tracks views and clicks on every ad and can generate easy-to-read reports for any online campaign. Take your campaigns even further through our social network channels and by including your ad in our bi-weekly digest that goes directly to our subscribers.

Need help with creative? Pride Source Media's partner agency and sister company, Merithot, will be happy to design your ad creative for you.

FACT: The average reader spends over **4 minutes** on each article!

FACT: Pridesource not only serves compelling local content, but features exclusive celebrity interviews with names like Dan Levy, Cher, Meryl Streep, Charlize Theron, Billy Porter, Lady Gaga and Dolly Parton.

PLACEMENT	AD SIZE (W X H)	ACCEPTED MEDIA	MAXIMUM FILE SIZE	LOOPING & ANIMATION	COST
WEBSITE: www.Pridesource.com					PER MONTH
Inline Rectangle	300 x 250	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$510
Mobile Leaderboard	320 x 50	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$510
Leaderboard	728 x 90	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$805
Leaderboard	970 x 90	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$805
Wide Skyscraper	160 x 600	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$905
Half Page	300 x 600	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$905
Billboard	970 x 250	JPEG, GIF, HTML5	160k	:15 length, 3 loops	\$905
E-BLAST: 14,000 SUBSCRIBERS					PER BLAST
E-Blast Tower Ad	160 x 600	JPG	100k	N/A	\$350
E-Blast Banner Ad	728 x 90	JPG	100k	N/A	\$350
E-Blast Button Ad	300 x 250	JPG	100k	N/A	\$350
Dedicated Email Blast					\$1000





75% of LGBTQ+ people increased or maintained active readership of their local LGBTQ+ print in the last year.

Campaigns, Video & Beyond

Through partnership with Pride Source Media's sister company, Merithot Creative Marketing, Pride Source can now offer dynamic creative and digital marketing services to help Pride Source's advertisers take their marketing programs to the next level.

PRIDESOURCE

Powered by Merithot

Web Design

- Information Architecture
- Web Design
- Web Development
- Ecommerce Solutions
- Search Engine Optimization

Video

- Scripting
- Storyboarding
- Production
- Post-Production
- Motion Graphics
- Webinars

Design

- Brand Development
- Branding Workshops
- Logo
- Identity Systems
- Iconography
- Graphic Design

Strategic Growth

- Consulting
- Customer Persona Mapping
- Messaging
- Campaign Development & Execution
- PPC/Search Ad Campaign Management
- Geofencing Campaign Management



Are you ready to introduce your business to **LGBTQ+ Michigan?**

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to get started today.