

AMBUSH MAGAZINE

MEDIA KIT • 2018



Last Updated: December 20, 2017

Ambush Publishing
www.ambushpublishing.com

ABOUT AMBUSH MAGAZINE

Welcome to Ambush Magazine, direct from New Orleans. We endeavor to serve both travelers and locals throughout the Gulf South as the definitive Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) news source.

In 1982, Rip and Marsha Naquin-Delain launched Ambush Magazine in Baton Rouge, Louisiana, where it fast became the leader of LGBTQ entertainment throughout the state. Moving to New Orleans in 1985, Ambush Magazine setup shop on the world-famous Bourbon Street, and expanded to cover the entire Gulf South market from Texas to Florida. Carefully selecting the best professionals in the journalistic arena, Rip and Marsha established Ambush Magazine as the top source of Gulf South LGBTQ news. After 36 years, Ambush is the oldest and only surviving regional LGBTQ publication serving the Gulf South.

After Rip's unexpected passing in 2017, Marsha partnered with a local investor to insure the paper's continued success and Frank Pizzolato, a well-known executive in the LGBTQ community, was appointed Publisher. The infusion of new capital and management has breathed new ambition and energy into the award-winning publication. 2018 initiatives include increasing distribution to other major Gulf South metropolitan areas, expanding the content and topics covered, modernizing our web and social media presence, and building our newsletter and online subscribers database.

We're excited for 2018 as we strive to best serve the Gulf South LGBTQ community while maintaining the values of knowledge, credibility, and integrity Rip and Marsha founded the paper with.



FAST FACTS & DEMOGRAPHICS

Readership

1,000,000+ ANNUAL READERSHIP
Over 260,000 Print
Over 780,000 Online

Issues

Ambush Magazine is published bi-weekly with 26 issues printed total each year.

Circulation

Each issue is printed 4,000 times and distributed for free at local LGBTQ-friendly businesses in Texas, Louisiana, Mississippi, Alabama, and Florida. Each issue's print readership is estimated at 10,000 and online readership at 30,000.

Reader Demographics

male 72%
female 28%

median age 37
21-34 26%
35-54 37%

median HHI 84,500
HHI \$50k+ 62%
150 HHI \$75k+ 38%

college educated 88%

employed 81%
working full time 78%
professional/managerial 61%

significant other 26%

Source: In House Survey

NEW ORLEANS WINS: # 1 LGBT+ Festival in the World-Southern Decadence, 4th in Best LGBT+ Cities

DISTRIBUTION: Ambush Magazine boasts the largest readership as the oldest and only surviving Gulf South regional based Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) publication at over 40,000 per issue, with a print readership of 10,000 and online users numbering over 30,000. It remains New Orleans' only award winning locally Gay owned and operated regional tabloid. Celebrating its 36th year, 2018, Ambush Magazine is distributed throughout the Gulf South.

Press Report/Rivendell Media

- Spending is at a Record High-Ad spending in the gay press is estimated at \$381.4 million, up 18.2%.
- Circulation is Growing-While the number of titles remains about the same, circulation is up a remarkable 15.1%.
- Nine of Every Ten Ad Dollars Continue to be Spent on Local Publications-Local publications account for 91.2% of all spending and 95.3% of all ads.
- Gay-Specific Ads are on the Upswing-The percentage of gay-specific ads (ads with explicit references to gay and lesbian lifestyles in graphics and/or messages) stands at 56.2%, up 3.7%.

AWARDS: New Orleans Print Media Award/2015, Louisiana Excellence Award: Media & Internet/2014, New Orleans Print Media Award/2014, 25th NO/AIDS Task Force Humanitas Award/2013, New Orleans Print Media Award/2013, Krewe of Mwindo Media Honoree/2009, Krewe of Petronius Carnival Spirit of Gay Mardi Gras XLVIII Award/2009, Forum For Equality Acclaim Awards X Media Recipient/2008, NO/AIDS Task Force Prometheus "Torch of Truth" [media] Award/2001

Associations/Memberships

- Corporate Sponsor/Art Against AIDS
- Corporate Sponsor/Dining Out for Life
- Corporate Sponsor Gay Appreciation Awards/Gulf South
- Corporate Sponsor Gay Easter Parade/New Orleans
- Corporate Sponsor Gay Mardi Gras/New Orleans
- Corporate Sponsor Halloween/Project Lazarus
- Founder/Lesbian & Gay Community Center of New Orleans
- NO/AIDS Task Force
- Corporate Sponsor NO/AIDS Walk
- Corporate Sponsor Southern Decadence/New Orleans

PUBLICATION & DEADLINE DATES

Publication dates are alternate Tuesdays every month. Ad reservation and submission deadlines are alternate Tuesdays, 3pm, prior to publication week except for special holidays. The Publisher assumes no responsibility for the claims of advertisers and has the right to reject any advertisement. **ALL AD PAYMENTS ARE REQUIRED AT THE TIME OF SPACE RESERVATIONS. First time by credit card or cash.**

	Print Date	Ad Deadline	Edition / Theme	Guide
#1	2-Jan-18	26-Dec-17	King's Day Celebration & New Orleans Tricentennial Kick-Off	Mardi Gras Parades & Balls Guide
#2	16-Jan-18	9-Jan-18	Martin Luther King, Jr. Day	Mardi Gras Parades & Balls Guide
#3	30-Jan-18	23-Jan-18	Pre-Mardi Gras & Pre-Valentine's Day	Mardi Gras Parades & Balls Guide Valentine's Day Dates & Gifts Guide
#4	13-Feb-18	6-Feb-18	Mardi Gras Day & Valentine's Day	
#5	27-Feb-18	20-Feb-18	Mardi Gras Highlights & Buku Music and Art Project	
#6	13-Mar-18	6-Mar-18	St Patrick's Day & Pre-Easter	Brunch Guide
#7	27-Mar-18	20-Mar-18	Easter, Saints & Sinners Festival, NOEW & CCC	Easter Parade Guide
#8	10-Apr-18	3-Apr-18	French Quarter Festival & Pre-Navy Week	
#9	24-Apr-18	17-Apr-18	Navy Week, Jazz Fest & Cinco de Mayo	
#10	8-May-18	1-May-18	Mother's Day & Bayou Boogaloo	
#11	22-May-18	15-May-18	Memorial Day & Pre-Pride	Pride Guide Wedding Guide
#12	5-Jun-18	29-May-18	Pride & Father's Day	Pride Guide Restaurant Guide
#13	19-Jun-18	12-Jun-18	Gay Appreciation Awards	Summer Travel
#14	3-Jul-18	26-Jun-18	4th of July & Essence Festival	Gay-Friendly Business Guide
#15	17-Jul-18	10-Jul-18	Tales of the Cocktail	Cocktail Guide
#16	31-Jul-18	24-Jul-18	Satchmo SummerFest, Red Dress Run, White Linen & Dirty Linen	Coolinary Guide Fall Festival Guide
#17	14-Aug-18	7-Aug-18	Pre-Southern Decadence	Coolinary Guide Southern Decadence Guide
#18	28-Aug-18	21-Aug-18	Southern Decadence & Labor Day Weekend	Bar Guide Southern Decadence Guide
#19	11-Sep-18	4-Sep-18	TBD & Southern Decadence Highlights	
#20	25-Sep-18	18-Sep-18	Gay History, National Bullying-Prevention Month & Pre-Oktoberfest	Brewery/Distillery Guide
#21	9-Oct-18	2-Oct-18	Oktoberfest, National Coming Out Day & Pre-Halloween	20 under 40 Guide
#22	23-Oct-18	16-Oct-18	Halloween & Voodoo Music + Arts Experience	
#23	6-Nov-18	30-Oct-18	Halloween Highlights & Pre-Thanksgiving	Gym, Trainer & Spa Guide
#24	20-Nov-18	13-Nov-18	Thanksgiving & World AIDS Day	Thanksgiving Menu/Restaurant Guide
#25	4-Dec-18	27-Nov-18	Holiday Shopping Guide & Hanukkah	Holiday Gift Guide
#26	18-Dec-18	11-Dec-18	Christmas, Kwanzaa & New Year's	

SIGNATURE EVENTS & TOUCHPOINTS

Ambush Magazine connects with our readers and expands our audience through:

- Print Distribution
- Ambush Online Websites
- Digital Edition
- Social Media
- E-Newsletter
- Signature Events & Guides

Signature New Orleans Annual Events

- Gay Mardi Gras
- Gay Easter Parade
- New Orleans Pride
- Southern Decadence
- Gay Halloween

The Ambush conglomerate of websites bring in an average of over 3.5 million hits per month and out of that over 375,000 are unique visitors.

Official Event Guides

- Official Gay Easter Parade Guide ©
- Official Gay Mardi Gras Guide ©
- Official Gay New Orleans Guide ©
- Official Pride Guide ©
- Official Southern Decadence Guide ©

2018 Initiatives

- Increasing distribution to other major Gulf South metropolitan areas
- Expanding the content and topics covered
- Modernizing our web and social media presence
- Building our newsletter and online subscribers database

THE ADVANTAGES OF AN AMBUSH ADVERTISER

EXPERIENCE & COMMITMENT

Gulf South Entertainment/Travel Guide since 1982, Ambush is the area's largest and most popular magazine celebrating "Gay Life, Music & Culture!" It's commitment to the community at large is undisputed in Louisiana and the Gulf South. Ambush has donated over 3.5 million dollars to causes and charities it deems worthy. Disbursed through its *AMgrant [Ambush Advertising Grant Donation] program, donations are made through print ads, Internet banners and site sponsorships, and corporate monetary disbursements.

PROFESSIONALISM

Ambush has the largest staff of professionals available. Instead of having a mag of mostly rewrites, Ambush chooses to host original features on everything from community profiles to what's hot and what's not. The extensive photo pages in each issue expands the coverage of the entire area this mag services.

POPULARITY

Ambush popularity speaks for itself. As soon as the latest issue of Ambush hits the streets, copies vanish within 48 hours at most locations.

LATEST TECHNOLOGY

Expecting only the best, Ambush clients are afforded the latest technological advances through its extensive network providing the cutting edge in this market producing the best quality Web printing available.

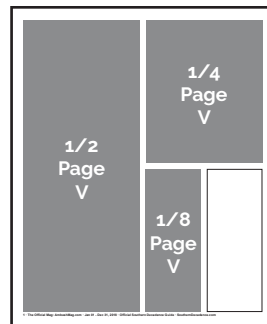
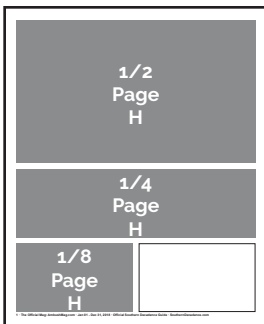
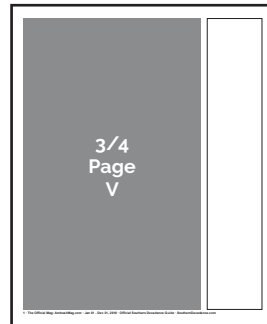
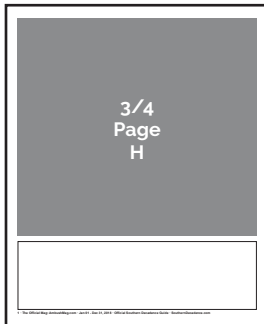
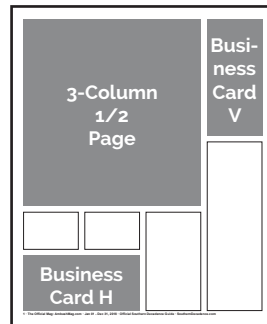
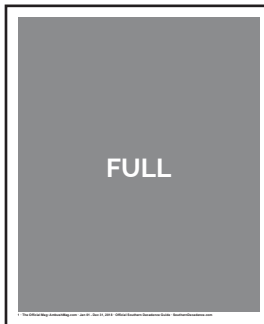
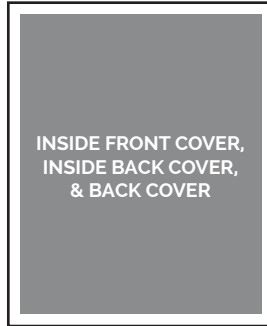
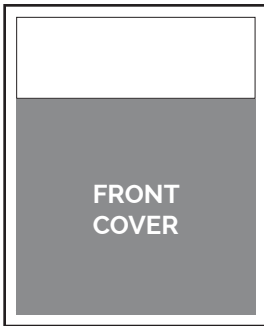
CIRCULATION

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LUCRATIVE CONSUMER MARKET

With median income levels of \$45,000 to \$55,000 per year, lesbian and gay men prove to be loyal consumers to advertisers. Recent studies estimate approximately 12.5 million lesbians and gays in the United States with an economic spending power estimated at \$500 billion*. [*Overlooked Opinions]

AD SPECIFICATIONS: PRINT



Placement	Dimensions
Front Cover	10.25" x 9.25"
Back Cover	10.25" x 12.75"
Inside Front Cover	10.25" x 12.75"
Inside Back Cover	10.25" x 12.75"
Center Page Spread	21.5" x 12.75"
Full Page	10.25" x 12.5"
3/4 Page V	7.625" x 12.5"
3/4 Page H	10.25" x 9.3125"
1/2 Page 3-Column	7.625" x 8"
1/2 Page V	5" x 12.5"
1/2 Page H	10.25" x 6.125"
1/4 Page V	5" x 6.125"
1/4 Page H	10.25" x 2.9375"
1/8Page V	2.375" x 6.125"
1/8Page H	5" x 2.9375"
Business Card V	2.375" x 5"
Business Card H	5" x 2.375"

Electronic submission All advertisements must be submitted prior to the ad deadline for each issue. Ads may be submitted via email to info@ambushpublishing.com.

Formats accepted PDF-X 1/a (with fonts embedded), tiff (flattened), or jpg (highest compression for best quality)

Formats not accepted Microsoft Word, Publisher, PowerPoint, Pagemaker, or any word processing program

Color specifications CMYK or grayscale only, all non-image black needs to be 100% black only

Resolution Minimum resolution of 300 dpi for all advertising elements

Text No text smaller than 8pt

Bleeds Sizes are specific; no bleeds

Questions? For questions, please contact Ambush Publishing at info@ambushpublishing.com.

2018 AD RATES: PRINT

Rates

	1x	4x	13x	26x
	BW / Color	BW / Color	BW / Color	BW / Color
Full Page	\$460 / 760	\$393 / 693	\$371 / 671	\$327 / 627
3/4 Page	\$405 / 655	\$347 / 597	\$327 / 577	\$288 / 538
1/2 Page (3-Column)	\$330 / 530	\$283 / 483	\$267 / 467	\$236 / 436
1/2 Page	\$295 / 495	\$253 / 453	\$239 / 439	\$211 / 411
1/4 Page	\$210 / 360	\$181 / 331	\$171 / 321	\$152 / 302
1/8 Page	\$155	\$134	\$127	\$113
Business Card	\$130	\$113	\$107	\$96

Premium Rates

	1x	4x	13x	26x
Front Cover	\$1,790 / Color	\$1,525 / Color	\$1,437 / Color	\$1,261 / Color
Back Cover	\$1,290 / Color	\$1,100 / Color	\$1,037 / Color	\$911 / Color
Centerfold/2 Page Spread	\$1,640 / Color	\$1,488 / Color	\$1,437 / Color	\$1,336 / Color
	BW / Color	BW / Color	BW / Color	BW / Color
Inside Front Cover	\$790 / 1,090	\$675 / 975	\$637 / 937	\$561 / 861
Inside Back Cover	\$790 / 1,090	\$675 / 975	\$637 / 937	\$561 / 861

Frequency discount

The frequency discounts listed above are only valid for ad placements in 4, 13, and 26 consecutive issues OR 13 issues alternating every other.

Prepayment Discounts

Prepay 4 Ads	Receive 1 Free Ad*
Prepay 13 Ads	Receive 1 Free Ad* & 5% Off
Prepay 26 Ads	Receive 1 Free Ad* & 10% Off

*Free ad of equal or lesser value. Free ad must be placed in the same issue as one of your pre-paid ads.

Non-profit organization rate

Valid non-profit organizations receive the 26x rate

Special placement

Guaranteed high visibility ad placement is available, at a \$175 additional cost, for full-page ads where possible, and at a \$100 additional cost for smaller ads where possible.

Contact information

Questions? For questions and sales, please contact Ambush Publishing at:

Local Sales: info@ambushpublishing.com

National Sales: info@rivendellmedia.com

Frank Pizzolato: (504) 952-7908

Payment Mailing Address

P.O. Box 2587
LaPlace, LA 70069