

EDGE MEDIA NETWORK

The Largest LGBT Media Company in the World



2017 DIGITAL MAGAZINE & MOBILE MEDIA KIT

EDGE technology runs the largest community of LGBT native mobile apps on the planet. We are the exclusive mobile technology provider for Gay Pride Festivals along with LGBT Film Festivals, Parties, Conferences and more - and each month, more community businesses and organizations join the program. This is the largest mobile LGBT audience ever offered to marketers: a quality-conscious platform engaging consumers via the brands they trust most.

EDGE Mobile	Gay Scout	Pittsburgh Pride
Albuquerque Pride	Gurl Scout	Pride Arts Center
The Art House	Harlem Pride	Pride Fort Lauderdale
Aspen Gay Ski Week	Hong Kong Pride	Pride New Orleans Celebration
The Atlanta LGBT Film & Music Festival	Hudson Valley Pride	Pride Northwest
Atlanta Pride	image+nation LGBT Film Festival	Pride On The Sea
Augusta Pride	Indy Pride	Pride St. Louis
B'more QFest	Interpride Annual General Meeting	Pride Winston-Salem
Bay Area Pride Guide	Interpride Global Pride Calendar	Project Hard Hat
Big Gay Hudson Valley	Key West Pride	Provincetown International Film Festival
Black & Blue Festival	Las Vegas Pride	Queens Pride
Boston Gay Men's Chorus	Lexington Pride Festival	Rhode Island International Film Festival
Boston LGBT Film Festival	Little Rock Pride	Roux Provincetown
Boston Pride	Matinée USA	San Francisco Pride Guide
Calgary Pride	Maui Pride	Seattle Pride
Capital Pride	MCC General Conference	Silicon Valley Pride
Celebrate ORGULLO	Miami Beach Gay Pride	St. Louis Effort for AIDS
Central New York Pride	MiFo LGBT Film Festival	Snap It & Send It
Chicago Pride Guide	Montréal Pride	St. Pete Pride
Chutney Pride	NAESM Leadership Conference	TFAM Annual Conference
CMI Conference on LGBT Tourism & Hospitality	New Hope Pride	Tropical Heat Key West
Compass Community Center	New Orleans Pride	Tulsa Pride
Consolidated Association Of Pride Annual Conference	NYC Pride	Utah Pride
The Crown & Anchor	North Jersey Pride	Utah Pride Center
Dyke Night	One Magical Weekend	Vancouver Pride
El Paso Sun City Pride	The Original LGBT Expo	Varla Jean Merman
Family Week in Provincetown	Orlando Come Out With Pride	Well-Strung
Gay Days Anaheim	Out My Closet	White Party Palm Springs
Gay Days Orlando	Palm Springs Pride	White Party Week
Gay Key West	Philadelphia FIGHT	Winter Rendezvous
Gay Wedding Confidential	Phoenix Pride	Womenfest Key West
Gayosphere	Pinesfest Fire Island	Worcester Pride

- Isentress (HIV)
- Gilead
- Reyataz (HIV)
- GlaxoSmithKline
- CDC
- Lexus
- Fiat
- Subaru
- Ford
- Land Rover
- Wells Fargo
- Allstate
- Southwest
- Miami CVB
- Las Vegas CVB
- Hilton Hotels
- Caesars Hotels and Casinos
- New Orleans Tourism
- Visit Baltimore
- Crown & Anchor
- SWEET Travel
- Toronto Pride
- Toronto CVB
- Sand Blast
- Cape Air
- Lucky Strike
- Key West Tourism
- Gay Games 9, Cleveland
- Diamond Resorts
- Provincetown Tourism
- Palm Springs
- Island House
- Task Force
- Gay Consultants
- Canyon Ranch
- Visit London
- Visit Sweden
- LA Sports Clubs
- Discovery Homes



EDGE News Reader

Our own free native apps boast the world's largest LGBT mobile audience, with more than 2.8 million readers across iOS and Android devices. Featuring our trademark blend of hip coverage for news, entertainment, health, style, travel, business and technology, these apps offer marketers a unique opportunity to reach an affluent audience via the only comprehensive mobile gay news platform available to them.

Ad Opportunities

- Banner: 320x50, 300x50
- Rectangle: 300x250
- Interstitials
- IAB Rising Star Placements

Enhanced Advertising

- Rich Media Capabilities
- Streaming Video
- User Interaction
- Custom Design & Programming

Creative/Editorial Programs

- Sponsored Editorial
- Channel Sponsorship



EDGE's technology arm, called Pride Labs, offers our technology to community-oriented businesses, organizations and non-profits at no charge. The resulting native apps represent the exclusive, official apps for their businesses and events, providing a rich set of content tools and user interface variations to communicate to their audiences - and for the first time, marketers can access millions of consumers via advertising across mobile apps managed by the brands most trusted by the LGBT community.

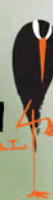
Initial verticals include:

- Gay Pride Festivals
- LGBT Film Festivals
- LGBT Parties & Celebrations
- LGBT Professional & Community Conferences

In 2016, our technology program will expand to the following new verticals:

- LGBT Entertainment
- LGBT Travel
- LGBT Nightlife

Current apps include:



Ad Opportunities

- Banner: 320x50, 300x50
- Rectangle: 300x250
- Interstitials
- IAB Rising Star Placements

Enhanced Advertising

- Rich Media Capabilities
- Streaming Video





Introducing the gay community's first and only digital magazine.

Since the company's founding, EDGE has been at the forefront of innovative new media for the LGBT consumer, developing innovative products that attract the attention of our affluent, tech-savvy communities. We're proud to continue that history of excellence with the introduction of our newest product. EDGE's digital magazine leverages the interactive power of the burgeoning electronic tablet market with a periodical designed exclusively for interactive tablets.

Arriving automatically on the launchpads of our subscribers the first of every calendar month, the EDGE Digital Magazine offers unique, in-depth stories about our community, replete with interactive functions, exclusive videos and world-class design – all in a state-of-the-art, custom-programmed user interface that also includes the functionality of our hugely popular mobile apps.

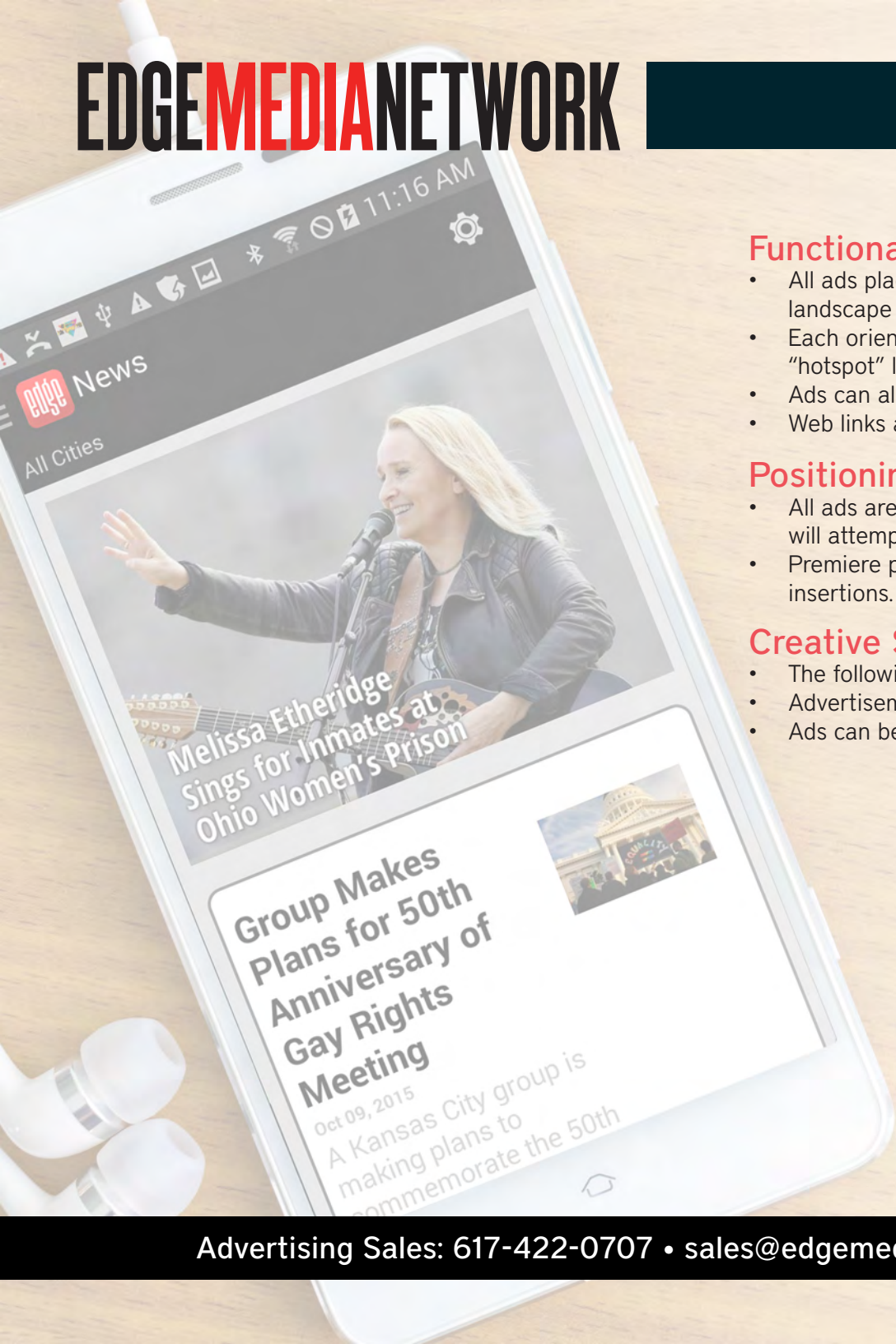
A growing, excited readership

In the first week it launched to Apple's App Store, the iPad version of EDGE's acclaimed News Reader - whose primary feature is the EDGE Digital Magazine - enjoyed over 30,000 downloads. Our inaugural issue was viewed over 40,000 times in that one week. And the community told us they were excited about it, writing to tell us that "I think your magazine is awesome," "I've been looking for something like this for a while," and "at last, my iPad has a gay app worth owning."

The early success of our iPad-based digital magazine aligns with core research on the LGBT community: they are early adopters of technology and are interested in engaging with advertisers who market directly to them. And with Apple selling approximately 8 million iPads per quarter, our digital magazine has already won over a significant readership within the gay community. As a result of this early success, EDGE will launch the digital magazine to Android tablets in Q1 2015.

A rich canvas for advertisers

The EDGE Digital Magazine has been hand-coded by our own team of software engineers; as such, it features both the advanced capabilities of mainstream digital magazines and the ability to custom-create rich, interactive elements for marketers. Full-screen, colorful ads permit inclusion of video, interactivity, hotspots and an extraordinary amount of attention from engaged readers.



Functionality

- All ads placed in the EDGE Digital Magazine offer a rich experience inclusive of both landscape and portrait orientation;
- Each orientation can include up to three interactive elements, inclusive of three "hotspot" layers;
- Ads can also include one video of a length not longer than 120 seconds;
- Web links are included and count as an interactive element.

Positioning

- All ads are full-page; while editorial sensitivities should not need consideration, EDGE will attempt to comply with all requests for placement.
- Premiere positioning is available for advertisers who commit to multi-issue insertions.

Creative Submission

- The following pages provide advertising specifications for designers and developers;
- Advertisements must be submitted at least three days prior to issue launch;
- Ads can be corrected as necessary after the issue has launched.

How to connect with EDGE

For more information, to ask a question, or to place an order, please contact one of our senior account representatives.

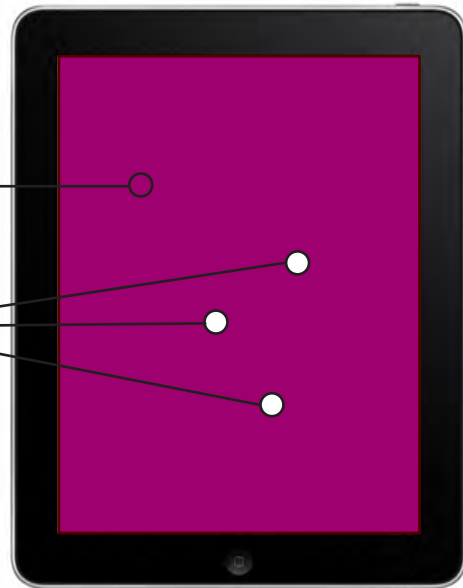
Advertising Sales :: 617.422.0707
sales@edgepublications.com

Background Ad

768x1024px

Hot Spots

Tappable area icon
can be any shape
(circle, square, text, etc.)

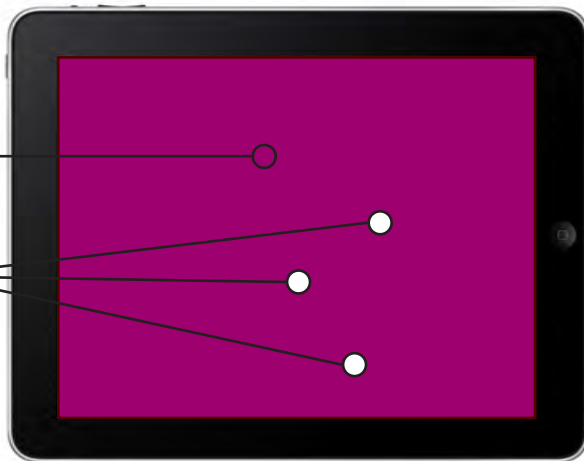


Background Ad

768x1024px

Hot Spots

Tappable area icon
can be any shape
(circle, square, text, etc.)



Standard Full-Page Ads

All ads should be submitted in both portrait and landscape orientations. One each page, the top and bottom 40 pixels will occasionally be obscured by menus and/or the magazine previewer; it's advisable to keep critical text out of these areas.

DIMENSIONS: Portrait: 768x1024px, Landscape: 1024x768px

FORMAT: JPG, PNG or PDF

FILE SIZE: 100-250k

Hot Spots

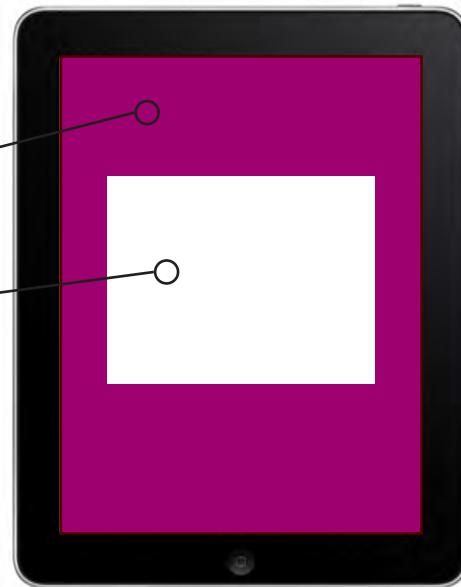
Ads can include up to three Hot Spots for user interactivity. Hot Spots can link to your website, or "pop up" an overlaying image at a specified coordinate. Hot Spots must be a minimum size in order to react correctly to a tap. Due to the fact that most readers will swipe on your ad to reach the next page in the magazine, Hot Spots are the only way to engage them; we are unable to make your entire ad link to a website.

It's critically important to overtly suggest that the user interact with your ad if you desire them to visit a website via a Hot Spot. Merely placing a URL into your ad will not effectively communicate to users that interactivity is available; moreover, it's important to remember that users tap on iPads; they do not "click" as they do on the web.

DIMENSIONS: At least 44x44px

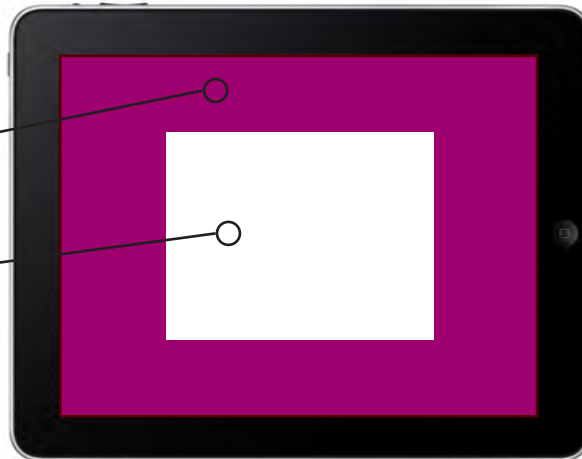
DESIGN: Can be any shape

FORMAT: For overlaid images, JPG, PNG or PDF. PNG required for transparent background overlays.



Background Ad
768x1024px

4:3 or 16:9 Video
4:3: 600x450px
16:9: 600x338px



Background Ad
768x1024px

4:3 or 16:9 Video
4:3: 600x450px
16:9: 600x338px

Video Advertising

Advertisers submitting video ads should include a background graphic against which the video will initially play; users will be able to enlarge the video to full-screen mode from EDGE's player menu, embedded within the video. As such, videos should be produced at full size.

All videos are advised to include an end frame that encourages the user to tap through to a URL.

BACKGROUND AD DIMENSIONS: Portrait: 768x1024px, Landscape: 1024x768px

FORMAT: JPG, PNG or PDF

FILE SIZE: 100-250k

VIDEO DIMENSIONS: 4:3: 1024x768px; 16:9: 1024x576px

VIDEO CODEC: H.264 (MP4 or M4V or MOV)

VIDEO SETTINGS: 1 megaBits/sec, 30 frames/sec

AUDIO SETTINGS: AAC-LC (160 kbps 48 kHz)

VIDEO LENGTH: Not to exceed 120 seconds

FILE SIZE: Not to exceed 5MB