



2011 MEDIA GUIDE

Mission Statement

OMG! Magazine is about changing the status quo. It's about offering the best of both worlds by providing our audience with both engaging content and stimulating entertainment. It's a platform that highlights the LGBT community (and our allies) in a way that truly grabs attention. OMG! is fresh, edgy, ambitious and, most of all, a publication unlike anything you've seen before.

OMG! Magazine proudly serves Nashville, Atlanta, Miami, Fort Lauderdale and coming soon, Dallas. Our magazine is a hybrid of both entertaining and informative content for the educated reader, and one who is also interested in nightlife, culture, music, art, fashion, travel, health and more.

We are pleased that you are considering advertising with OMG! Magazine. We take pride in the fact that we both serve and live in the areas that we cover. By publishing bi-monthly, local businesses can brand themselves to our community with ease.

Through devotion to both our print and online endeavors — as well as our commitment to excellence, quality and value — we offer our readers, advertisers and the overall LGBT community a great place to be seen, heard, informed, entertained, promoted and connected.

Who Reads OMG! Magazine?

| | |
|--|----------|
| Age Range..... | 18-49 |
| Average Income..... | \$72,000 |
| College Education..... | 77% |
| Master's Degree and Above..... | 32% |
| Owns His/Her Home..... | 64% |
| Regularly Stays at a Hotel or Guesthouse..... | 71% |
| Dines Out More Than Six Times A Month..... | 84% |
| Travels Domestically..... | 76% |
| Travels Abroad..... | 36% |
| Frequently Uses Internet Services..... | 93% |
| Owns One or More Pets..... | 68% |
| Owns One or More Vehicles..... | 86% |
| Owns a Boat/Watercraft..... | 34% |

-Gay men and lesbians go out more, buy more, have more disposable income and are extremely loyal consumers.

-Gay and lesbian consumers purchase from companies/brands that advertise in gay media, deliver product messages in gay-specific advertising, and support gay and lesbian community causes.

Print Rates & Specs (2011)

| National Advertisers | 1x | 3x | 6x |
|-------------------------|---------|---------|---------|
| Double Page Spread | \$3200 | \$3000 | \$2800 |
| Full-Page | \$1800 | \$1600 | \$1240 |
| Local Advertisers | \$1000 | \$800 | \$650 |
| Inside Cover/Back Cover | \$2,500 | \$2,200 | \$1,900 |

DOUBLE

17.75" X 11.375" With Bleed
16.75" X 10.875" Trim
15.75" X 10.375" Safe Area

FULL

8.875" X 11.375" With Bleed
8.375" X 10.875" Trim
7.875" X 10.375" Safe Area

OMG! Magazine reserves the right to refuse any advertisement which is deemed to be inappropriate, offensive or in poor taste, or which advertises or promotes illegal items or activities.

Advertisers agree prior to placing ads that if there is a publication error by our magazine, the liability of OMG! Magazine is limited to the cost of the ad, by credit only. OMG! Magazine accepts no responsibility for errors or omissions in any published ad.

Advertisers agree upon submission of any materials for publication to assume all liability for any expense, loss or damages incurred as a result of publication. All written copy, display copy, illustrations and photographs are published with the understanding that the advertisers are fully authorized and have secured proper written consent for the use of all submitted materials.

Better value. Outstanding results.

OMG! is printed on high-quality, glossy paper and feature saddle-stitch binding for added value and convenience.

Distribution

OMG! is distributed bi-monthly and is featured in a combination of restaurants, coffee houses, offices and nightlife venues for optimal exposure.

Features & Editorial Content

- FASHION
- MUSIC
- CELEBRITY
- ADVICE
- TRAVEL
- FILM
- DINING
- INSPIRATION



**To View Our Current Issue, Please Visit Our
Website: WWW.OMGMAG.COM**