

www.lgbtmediamarketing.com.au

LGBT+ MEDIA MARKETING

MEDIA • MARKETING • SALES SPECIALIST





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ABOUT US

LGBT+ Media & Marketing is Australia's premier agency specialising in booking advertising across multiple LGBTQ+ media outlets. We are dedicated to helping brands and businesses connect with the LGBTQ+ community through strategic and impactful advertising campaigns. With years of experience in LGBTQ+ publishing and marketing, we understand the nuances of this diverse audience and the importance of authentic, inclusive messaging.

Our team has built campaigns for small, medium, and large businesses, non-profits, and government organisations, ensuring they effectively reach and engage with LGBTQ+ audiences. We simplify the process of multi-channel advertising by offering an all-in-one solution that spans digital, print, and radio platforms. By working directly with the most respected and widely read LGBTQ+ media outlets in Australia, we help our clients amplify their messages, increase brand loyalty, and foster meaningful connections with the LGBTQ+ community.

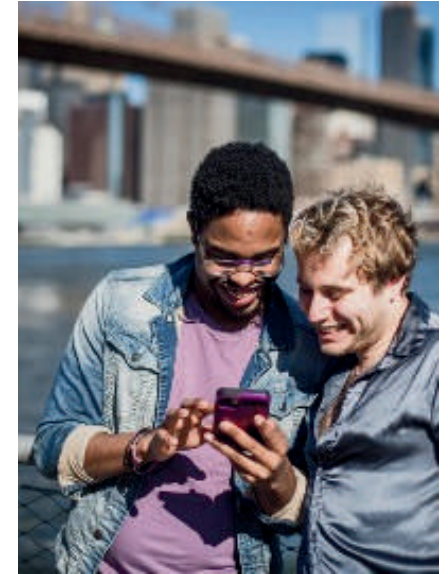
LGBT + MEDIA & MARKETING

WHY IT IS IMPORTANT TO ADVERTISE TO THE LGBTQ+ COMMUNITY!

The LGBTQ+ community is a diverse and influential market with significant purchasing power and a strong sense of brand loyalty. Inclusive advertising not only aligns businesses with progressive values but also allows brands to tap into a highly engaged audience that appreciates visibility and representation.

Key reasons to advertise to the LGBTQ+ community include:

- **Economic Power:** LGBTQ+ consumers contribute billions of dollars to the global economy and prioritize brands that show genuine support for their community.
- **Brand Loyalty:** Studies have shown that LGBTQ+ consumers are more likely to support brands that actively demonstrate inclusivity and representation in their advertising.
- **Expanding Market Reach:** The LGBTQ+ audience extends beyond just individuals identifying as LGBTQ+—it includes allies, family members, and progressive consumers who seek inclusivity in the brands they support.
- **Social Responsibility & Corporate Image:** Advertising in LGBTQ+ media helps businesses establish themselves as inclusive, forward-thinking, and socially responsible, which can improve overall brand perception.
- **Visibility & Representation:** LGBTQ+ individuals often seek out media outlets that reflect their identities and experiences, making targeted advertising an effective way to connect authentically.



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WHY WE WORK TO HELP CLIENTS ADVERTISE TO THE LGBTQ+ COMMUNITY

The LGBTQ+ community represents a powerful and engaged market with strong brand loyalty and significant purchasing power. However, reaching this audience requires an understanding of their unique needs, interests, and the platforms they trust.

We work with our clients to create campaigns that are not only effective but also respectful, inclusive, and aligned with the values of the LGBTQ+ community. By advertising with LGBTQ+ media, businesses can:

- **Increase brand visibility** among an influential and loyal audience.
- **Demonstrate inclusivity and corporate social responsibility.**
- **Boost engagement and trust** by appearing in platforms trusted by the community.
- **Reach niche sub-groups** within the broader LGBTQ+ spectrum through tailored campaigns.
- **Enhance reputation** by supporting LGBTQ+ representation in media and advertising.

We believe in the power of representation and work closely with our media partners to ensure that LGBTQ+ voices are heard and celebrated. Whether you're a global brand or a small business, we help tailor your message to create an authentic connection with the LGBTQ+ audience.



HERE ARE
SOME OF THE
LGBTQ+
MEDIA
OUTLETS WE
WORK WITH!



WHAT WE CAN OFFER (RADIO)

ON-AIR SPONSORSHIP & ADVERTISING



30s SPOT
65-75 WORD LENGTH

15s SPOT
30-35 WORD LENGTH

LIVE READS
65-75 WORD LENGTH

FM, DAB+, LIVESTREAM

BREAKFAST/DRIVE
DAYTIMES
EVENINGS
OVERNIGHT
WEEKENDS

NEWS PRE-ROLL & END SPOT



PODCAST SPONSORSHIP



Station-Wide Podcast Sponsorship

15s pre-roll and 15s post-roll on every JOY Podcast for an entire month. Requires two week lead time. Excludes branded/partnered podcasts

SHOW SPONSORSHIP



Sponsor one of JOY's flagship daily programs, JOY Breakfast or JOY Drive or Sponsor one of JOY's weekly specialist programs (Pending show approval)

WHAT WE CAN OFFER (PRINT)

MAGAZINE COVERS & COVER STORY



MAGAZINE ADVERTS (BIG & SMALL)



DOUBLE PAGE SPREADS



BACK COVER & FULL PAGES



ADVERTORIALS (BIG & SMALL)



DOUBLE PAGE, FULL & HALF ADVERTORIALS

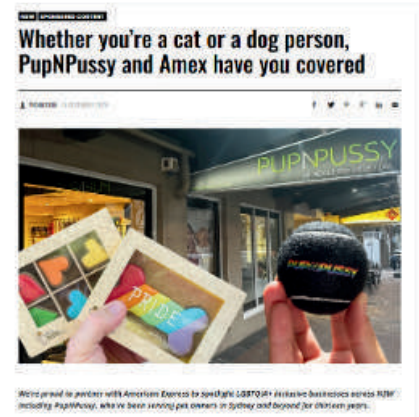
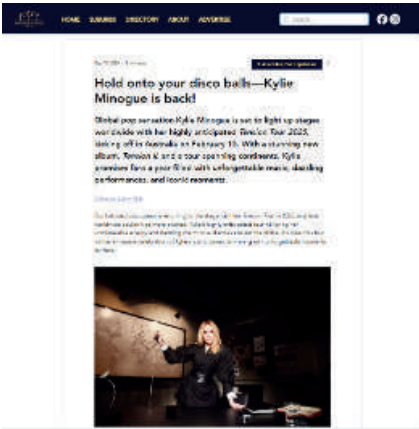


HALF PAGE & QUARTER PAGE ADVERTS

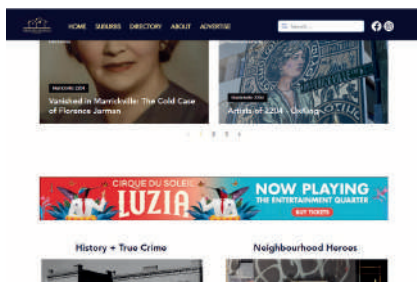
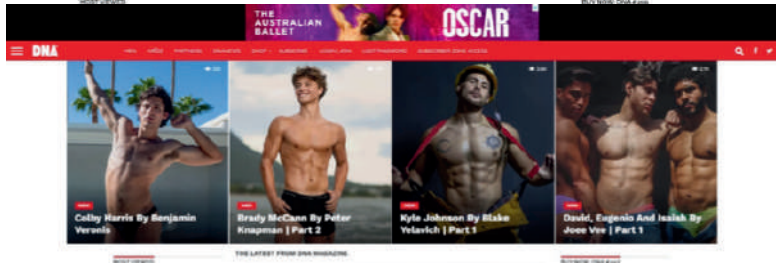
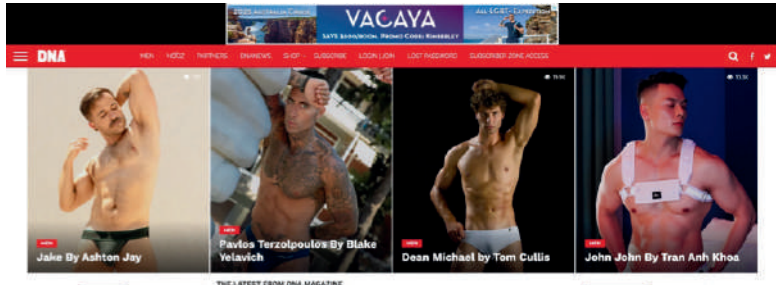


WHAT WE CAN OFFER (DIGITAL)

ONLINE ADVERTORIALS



ONLINE IMPRESSIONS



SOCIAL MEDIA POSTS



eNEWSLETTER

DEDICATED, DISPLAY ADVERTS & EDITORIAL INCLUSIONS



The Australian Ballet's Oscar® Redefines What Ballet Can Be Coming to Sydney Opera House this November.

"Oscar swishes with death, it represents an important moment in ballet, as a dance in which queer narratives are foregrounded in a mainstream production." — The Saturday Paper

Play Online

The Australian Ballet brings Oscar®, a groundbreaking new ballet choreographed by Tony Award-winning Christopher YOUNG, to the Sydney Opera House this month.



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WHO HAVE WE WORKED WITH?

LGBT+ Media & Marketing has successfully collaborated with a diverse range of organisations across various industries. Our experience includes working with:

- **American Express (AMEX)** – Supporting initiatives to connect with LGBTQ+ consumers through inclusive marketing and advertising.
- **RSPCA** – Promoting pet adoption and responsible pet ownership within the LGBTQ+ community.
- **RMIT University** – Engaging students through inclusive education initiatives.
- **Sydney Symphony Orchestra** – Driving ticket sales for LGBTQ+-friendly performances.
- **Frontier Touring** – Advertising major concerts and music events.
- **Vacaya Travel** – Reaching LGBTQ+ traveller's with tailored travel packages.
- **Positive Life NSW** – Promoting health and wellness initiatives for the community.
- **Intersex Human Rights Australia** – Raising awareness on intersex issues and advocacy.
- **Government & Non-Profit Organisations** – Supporting public health campaigns, community outreach, and policy awareness.
- **Corporate Brands** – Partnering with businesses that value diversity and inclusivity in their advertising strategies.

SYDNEY
SYMPHONY
ORCHESTRA

FRONTIER



VACAYA

open sea. open mind.

OPERA AUSTRALIA



Australian Government



The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



THE UNIVERSITY OF
SYDNEY



SUMMARY

LGBT+ Media & Marketing is your trusted partner in reaching and engaging Australia's diverse LGBTQ+ community. With extensive experience in multi-platform advertising, we provide tailored campaigns across **print, digital, and radio** to ensure your brand connects authentically with this influential audience. Partnering with Australia's most respected LGBTQ+ media outlets, we help businesses of all sizes increase brand visibility, foster inclusivity, and build lasting customer loyalty. We work with **budgets of all sizes**, from small businesses to large corporations, and can run **campaigns as short as one week** or develop long-term strategies. Whether through strategic media placement, sponsored content, or radio promotions, we simplify the process of advertising, making it seamless and effective.



GET IN TOUCH

READY TO REACH AUSTRALIA'S LGBTQ+ AUDIENCE?
CONTACT US TO DISCUSS A TAILORED ADVERTISING
STRATEGY THAT WORKS FOR YOUR BRAND.



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