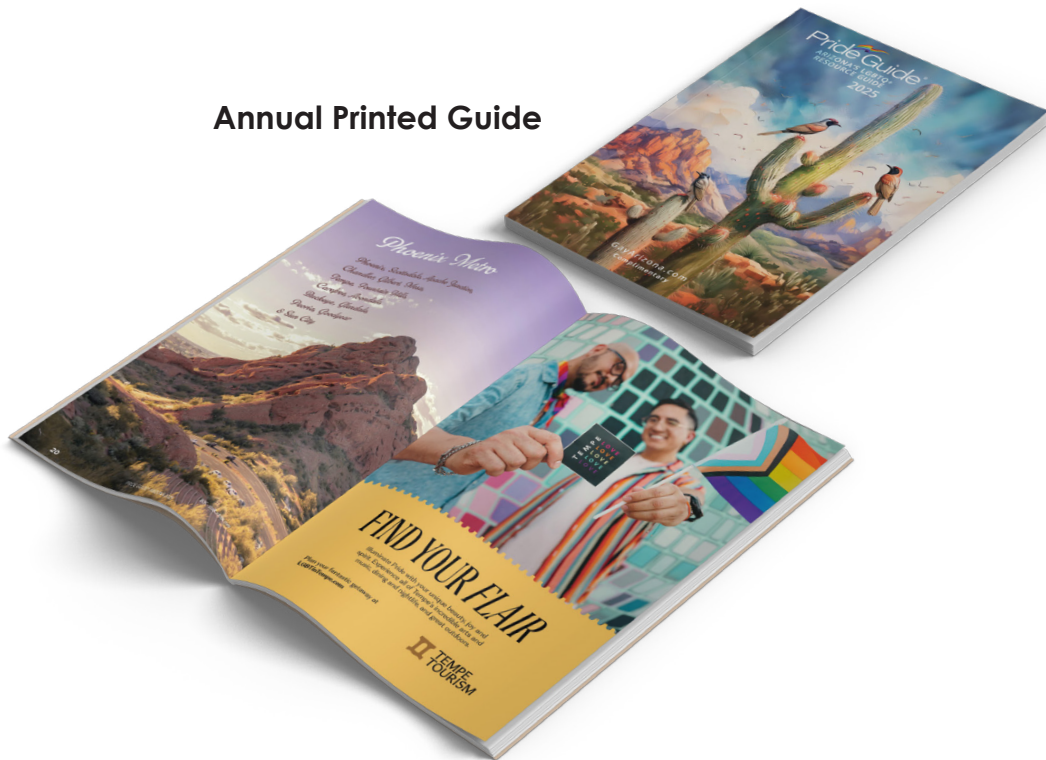




Arizona's Statewide LGBTQ+ Travel, Business, Wedding & Relocation Resource Guide • Celebrating 20 Years

# 20TH ANNIVERSARY ARIZONA PRINT EDITION + DIGITAL MARKETING MEDIA KIT 2026

Annual Printed Guide



Web + Mobile App



[www.GayArizona.com](http://www.GayArizona.com)  
[www.PrideGuideUSA.com](http://www.PrideGuideUSA.com)

Ad Space Final Deadline:  
**December 12, 2025**

Save Money by Registering by  
**October 31, 2025**

  
Pride Guide®  
Corporate Office:  
MC Publishing, Inc.  
PO Box 45243 • Phoenix, AZ 85064  
602.466.2501 • [Ads@ThePrideGuides.com](mailto:Ads@ThePrideGuides.com)

# DEMOGRAPHICS + READERSHIP

## LGBTQ+ DEMOGRAPHICS

Did you know the LGBTQ+ audience:

- is incredibly brand loyal?
  - tends to support brands, companies & businesses who openly support the LGBTQ+ community?
  - oftentimes spots and sets trends well ahead of mainstream curves?
- (Sources: Visit Phoenix and Advertising Week Social Club)

## READERSHIP

- Arizona Pride Guide® readership is 520,000.
- Pride Guide® is available **FREE** at over **480 locations** in Arizona and **36 cities** nationally.

## NATIONAL POPULATION AND BUYING POWER

The LGBTQ+ audience is projected to approach \$1.5 trillion dollars this year. (Source: Community Marketing, Inc.)

## TESTIMONIALS

"I've been advertising with Pride Guide® for several years now & am continuously impressed with their professionalism & creativity. I get more attention from my ads with them than any other form of marketing AND I get to help support other locally owned LGBTQ businesses in the process. It's a win win. I couldn't be happier with the results."

- Adam Gettys, State Farm Insurance

"Pride Guide® really opens the floodgates to reaching the LGBTQ+ community."

- Tempe Office of Tourism



# RATES + DEADLINES

## BUSINESS LISTINGS

- Includes contact information, promo line & web link on state & national websites
- \$310 per year, additional listings \$199
- Picture or logo online for additional \$85

## DIGITAL RATES (BANNERS)

- **Premium Featured Banner** \$1900 per quarter
- **Top Banner** \$1200 per quarter
- **Featured Partner Banner** \$1000 per quarter
- **Large Category Header** \$1200 per quarter
- **Email Newsletter Sponsor** \$285 per month / \$229 per month (4+ months)
- **Solo Email Blast** \$479 per email / \$429 per email (4+ emails)
- **Social Media Posts** \$50/post - reach 10K followers (Minimum of 4 posts)
- **Web Blog Post** \$345 - live online for one year



## DISPLAY AD PRINT RATES & DEADLINES

(All display ads include listing online & in print)  
Rates are subject to change without notice.

STATE	EARLY BIRD DEADLINE	FINAL DEADLINE
Arizona	Oct 31	Dec 12
1/8 pg. ad	\$599	\$785
1/4 pg. ad	\$799	\$985
1/2 pg. ad	\$1,140	\$1,440
2/3 pg. ad	\$1,340	\$1,940
Full pg. ad	\$1,780	\$2,180
Two page spread	\$3,560	\$4,360

## EMPLOYMENT OPPORTUNITY ADVERTISEMENTS

- Listing on **GayArizona.com** + Three Facebook Posts: \$345 per quarter

## AD / ARTWORK REQUIREMENTS

- We accept appropriately formatted PDF or TIF files in CMYK.
- Ensure fonts are converted to outlines or ads are flattened when submitting.
- All color **MUST** be converted to CMYK. RGB colors (monitor colors) will change in printing.
- We **DO NOT** accept Microsoft Word, Publisher, Canva or PowerPoint files.
- See Spec Sheet for exact details.

**Let us design your ad: only \$75/hour. Contact us for details.**

Agreement and payment in full must be received by date shown. All rates are net. Advertising tax is NOT INCLUDED in these rates. Display ad design fees billed at additional rate of \$69 per hour.

**www.GayArizona.com • www.PrideGuideUSA.com**

### Solo E-News Sponsor

Exclusively promote your business, organization, or event

- \$479 per email
- \$429 per email (when sponsoring 4+ emails)

Pride Guide®

Arizona • January 27, 2025

## Sasha Velour

The Big Reveal Live Show

Wednesday, Feb. 5, 7:30 p.m.

Experience her dazzling new theatrical spectacle featuring stunning lip-syncs, comedy, and emotional storytelling.



**DIGITAL MARKETING:**  
Solo + Monthly E-News Sponsor

### Monthly Pride Guide® E-News Sponsor

- \$285 per month
- \$229 per month (when sponsoring 4+ emails)

Pride Guide®

Arizona • February 2025

TEMPE  
TOURISM



## UNLEASH YOUR TRUE COLORS

With gorgeous weather as your backdrop, explore Tempe's signature festivals, breathtaking hikes, eclectic dining and vibrant nightlife. From music to arts, here's a glimpse of the excitement ahead.

VIEW EVENTS



- Reach nearly 10,000 subscribers.
- 300 word limit + 2 images or submit a 600 pixel x 400 pixel JPG or PNG file.
- Content due no later than the 15th of the month prior to your sponsorship.
- Limited space. Call for availability.

**Top Banner**  
\$1200/quarter  
10 second rotation



home | about us | donate

become a Pride Guide® partner | contact us

NORTHERN ARIZONA PHOENIX METRO TUCSON METRO SOUTHERN ARIZONA

## SUPPORTING LGBTQ+ BUSINESSES SINCE 1980

- Networking
- Marketing Support
- Educational series
- Community and Connection
- Vendor Opportunities
- Online Directory
- Community Calendar
- Jobs Board
- Mentorship
- And so much more...



[Learn More](#)

EqualityChamber.org



GREATER PHOENIX  
EQUALITY  
CHAMBER of COMMERCE

**Premium  
Featured Banner**  
\$1900/quarter  
5 second rotation

Become a Partner	What's Happening?	Are You Listed?	Our Featured Partners
<p>Reach out to hundreds of thousands of potential new gay tourism &amp; wedding customers with Arizona Pride Guide and GayArizona.com.</p>	<p><b>2025 Phoenix Film Festival – Pride/LGBTQIA+ Films</b> Posted on Friday, March 7th, 2025</p> <p>The Phoenix Film Festival returns March 27 – April 6 to</p>	 <p>Are You Listed? This</p> <p>Click to sign up to reach the LGBTQ market</p>	 <p><b>Enjoy up to 25% off car rentals with the Pride Guides® discount code!</b></p>

**Featured Partner Banner**  
\$1000/quarter  
10 second rotation

**DIGITAL MARKETING:**  
[www.GayArizona.com](http://www.GayArizona.com)

**DIGITAL MARKETING:**  
www.GayArizona.com

Phoenix Metro

## Phoenix Metro Area Health, Beauty & Wellness

Large  
Category Header  
\$1200/quarter  
10 second  
rotation



**where pride and care  
come together**  
spectrummedicalcareaz.com

Service for all your health, beauty and wellness needs:

- [ACUPUNCTURE](#)
- [CHIROPRACTIC](#)
- [COUNSELING & PSYCHOTHERAPY](#)
- [DENTISTS](#)
- [ESTHETICS & MAKEUP](#)
- [FERTILITY CENTERS](#)
- [FITNESS CENTERS](#)
- [HEALTHCARE](#)
- [HIV TESTING & TREATMENT](#)
- [HOSPICE](#)
- [MASSAGE](#)
- [MED SPAS](#)
- [PHARMACIES](#)
- [PSYCHIATRY](#)
- [PUBLIC HEALTH SERVICES](#)
- [REPRODUCTIVE HEALTH](#)
- [SALONS & BARBERSHOPS](#)
- [SELF DEFENSE TRAINING/  
MARTIAL ARTS](#)
- [WELLNESS CENTERS](#)

### ACUPUNCTURE

#### Modern Acupuncture

3925 E. Camelback Rd. and  
1615 E. Camelback Rd.

Phoenix, AZ

602-753-1499

Modern  
Acupuncture  
LET'S TINGLE

Business Listing  
\$310/year  
+ logo add \$85  
[Note: Logo is  
online only]

### HIV TESTING & TREATMENT

#### Be Well Family Care

1492 S. Mill Ave  
Suite 212

Tempe, AZ 85281

480-410-1028

 **BE WELL  
FAMILY CARE**  
BE ACTIVE • BE KIND • BE WELL™