



Arizona's Statewide LGBTQ+ Travel, Business, Wedding & Relocation Resource Guide • Celebrating 21 Years

ARIZONA PRINT EDITION + DIGITAL MARKETING MEDIA KIT 2027

Annual Printed Guide



Web + Mobile App



Ad Space Final Deadline:
December 11, 2026

Save Money! Register by:
October 30, 2026

www.GayArizona.com
www.PrideGuideUSA.com


Corporate Office:
MC Publishing, Inc.
PO Box 45243 • Phoenix, AZ 85064
602.466.2501 • 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
- \$315 per year, additional listings \$199
- Picture or logo online for additional \$85

DIGITAL RATES (BANNERS)

- **Premium Featured Banner** \$1940 per quarter
- **Top Banner** \$1240 per quarter
- **Featured Partner Banner** \$1040 per quarter
- **Large Category Header** \$1240 per quarter
- **Email Newsletter Sponsor** \$295 per month / \$239 per month (4+ months)
- **Solo Email Blast** \$489 per email / \$439 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 30	Dec 11
1/8 pg. ad	\$619	\$805
1/4 pg. ad	\$819	\$1,005
1/2 pg. ad	\$1,160	\$1,460
2/3 pg. ad	\$1,460	\$1,960
Full pg. ad	\$1,800	\$2,200
Two page spread	\$3,600	\$4,400

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 text is 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.

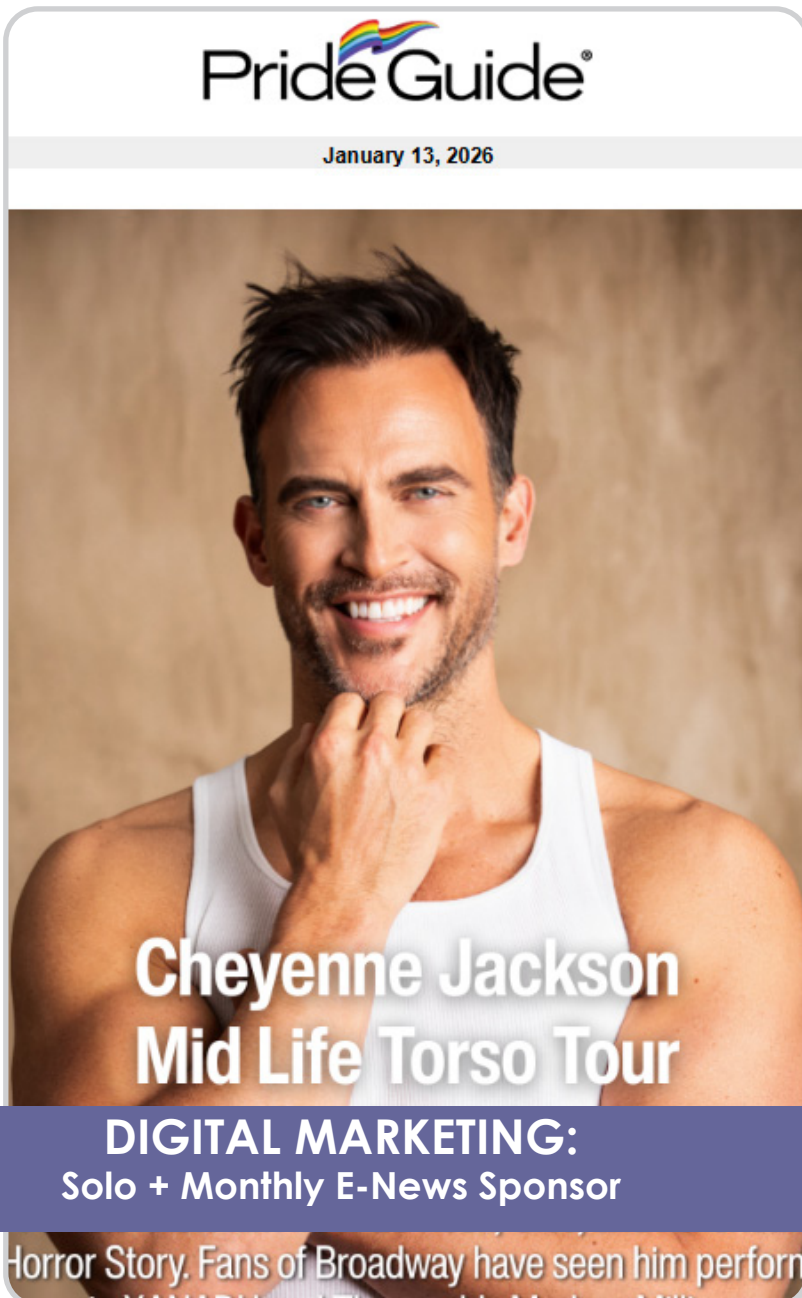
Agreement and payment in full must be received by date shown. All rates are net. Advertising tax is NOT INCLUDED in these rates. Display ad design fees billed at additional rate of \$69 per hour.

www.GayArizona.com • www.PrideGuideUSA.com

Solo E-News Sponsor

Exclusively promote your business, organization, or event

- \$489 per email
- \$439 per email (when sponsoring 4+ emails)



The image shows a promotional e-news cover for Pride Guide. At the top, the 'Pride Guide' logo is displayed with a rainbow flag icon. Below the logo, the date 'January 13, 2026' is centered. The main visual is a photograph of actor Cheyenne Jackson, smiling and wearing a white tank top, with his hand near his chin. Overlaid on the bottom of the photo is the text 'Cheyenne Jackson Mid Life Torso Tour' in a large, white, sans-serif font. Below this, a dark blue banner contains the text 'DIGITAL MARKETING: Solo + Monthly E-News Sponsor' in white. At the very bottom, a partial line of text reads 'Horror Story. Fans of Broadway have seen him perform'.

Monthly Pride Guide® E-News Sponsor

- \$295 per month
- \$239 per month (when sponsoring 4+ emails)



The image shows a promotional e-news cover for Pride Guide. At the top, the 'Pride Guide' logo is displayed with a rainbow flag icon. Below the logo, the text 'Arizona • March 2026' is centered. The main visual is a photograph of a desert landscape featuring a saguaro cactus, a wooden structure, and pink flowers. Overlaid on the top half of the photo is a red banner with the text 'DARE TO BE INSPIRED' in a large, white, sans-serif font. Below this, in a smaller white font, is the text 'AT FRANK LLOYD WRIGHT'S TALIESIN WEST'.

- 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
\$1240/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

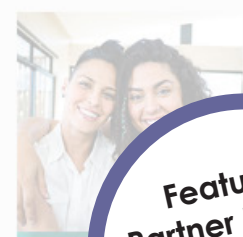
**Premium
Featured Banner**
\$1940/quarter
5 second rotation

Become a Partner	What's Happening?	Are You Listed?	Our Featured Partners
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Reach out to hundreds of thousands of potential new gay tourism & wedding customers with Arizona Pride Guide and GayArizona.com.

2025 Phoenix Film Festival – Pride/LGBTQIA+ Films
Posted on Friday, March 7th, 2025

The Phoenix Film Festival returns March 27 – April 6 to celebrate its 25th anniversary. Over the past



Are You Listed?
This
Click to sign up
reach the LGBTQ mar

**Featured
Partner Banner**
\$1040/quarter
10 second rotation



Enjoy up to 25% off car rentals with the Pride Guides® discount code!

DIGITAL MARKETING:
GayArizona.com

aspiring filmmakers, debuting

DIGITAL MARKETING:
GayArizona.com

Phoenix Metro

Phoenix Metro Area Health, Beauty & Wellness

Large
Category Header
\$1240/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
\$315/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™