

# LAVENDER

Since 1995, Lavender Media has produced award winning publications, websites, radio shows, videos and events aimed at Minnesota's Gay, Lesbian, Bisexual, Transgender (GLBT) and GLBT friendly audience.

Minnesota has one of the largest GLBT communities in the United States.

### Market Demographics:

91.2% Of Readers Purchase From Businesses Advertising In Lavender

59.1 Male  
40.9 Female  
Average Age - 42

Avg. Household Income \$97,464  
27.3% Earn Above \$150,000  
Home Owners: 76%  
Home Value: \$347,973

85.7% Own At Least 1 Vehicle  
88.3 Have A Major Credit Card  
76.2% Made A Round Trip Flight In The Last 12 Months

66.9% Exercise Min. 2x Week  
Dine Out An Avg. 5.19x Week  
56.9% Have A Pet

### Discounts:

10% Discount For BW Ad

10% Nonprofit Discount

### Frequency Discounts:

14-25 times: 33%

26 times: 50%

Preferred Placement: +20%

COMMUNITY SERVED: GLBT

CIRCULATION: 17,500 TO 850 LOCATIONS IN THE TWIN CITIES

FREQUENCY: EVERY OTHER THURSDAY

SPACE CLOSE: 2 WEEKS PRIOR

WEB: [WWW.LAVENDERMAGAZINE.COM](http://WWW.LAVENDERMAGAZINE.COM)

ACCEPTED FILE FORMATS: 300 DPI CMYK - PDF, JPEG, TIFF, EPS

DISPLAY AD	W X H	PREMIUM EDITION	CLASSIC EDITION
Back Cover	8.375 x 10.875 Bleed 7.37 x 9.875 No Bleed	\$7,019	\$4,679
Inside Front Or Inside Back Cover	8.375 x 10.875 Bleed 7.370 x 9.875 No Bleed	\$5,269	\$3,509
2 Page Spread	16.750 x 10.875 Bleed	\$10,011	\$6,667
Full Page	8.375 x 10.875 Bleed 7.37 x 9.875 No Bleed	\$3,999	\$2,689
2/3 Page	4.850 x 9.875	\$3,089	\$2,069
1/2 Page	3.590 x 9.875 7.375 x 4.840	\$2,439	\$1,639
1/3 Page	2.330 x 9.870 4.850 x 4.840	\$1,669	\$1,119
1/4 Page	3.590 x 4.840	\$1,389	\$939
1/6 Page	2.330 x 4.840 4.850 x 2.330	\$969	\$659
1/12 Page	2.330 x 2.330	\$699	\$469



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