

Welcome To Hotspots Magazine



**100%
Florida!**

When Results
Matter...

Thank You

...for considering Hotspots Magazine for your advertising needs.

For well over two decades, Hotspots has proudly been the voice of the gay community in Florida. No other gay publication can make this claim. With this comes an unsurpassed level of experience and commitment to advertisers and readers alike.

Because of our innovative approach, Hotspots has proudly become the gay publishing benchmark in Florida. We don't want to sound verbose but there's nothing like solid experience and a proven track record to elevate your level of confidence when planning where to get the maximum return for your advertising dollar.

We put all of our energy into our core product, the magazine itself, both online and in print. Florida is our home; money invested here stays here and we remain accountable to you, our customers. We understand that your success as a business is critical to our success as your media partner.

We are proud to be actively involved in the gay community socially, intellectually and in spirit! Together with our national media partners, we are working hard to keep Florida a premier gay destination and a wonderful place to call home.

Peter Clark
Owner/Publisher
Hotspots Magazine of Florida

Reach A Lucrative Market



Hotspots Readers

Earn **Above** •

Average Income

Have **More** •

Disposable Income

Are **Better Educated** •

Are **Very Loyal** •

Who Reads Hotspots?

At first the answer is easy, gay men. But, as in life, you can't be all things to all people (unless you're planning to run for public office). As we have evolved, we are proud to have cross-over readership from all spectrums of the LGBT community. We'd like to be more specific about our readers and online subscribers to help you better understand just who our primary target audience really is. Based on recent surveys, we've learned that Hotspots reader demographics tend to be as follows:

Average Age	27 - 49
Median Income	\$76,500
Attended College	74%
Post-Graduate Degrees	37%
Own a Home	68%
Traveled Domestically	73%
Traveled Internationally	39%
Has Stayed at a Hotel / Guesthouse*	84%
Dined Out 7 or More Times a Month	82%
Subscribe or Use an Online Service	92%
Own a Pet	71%
Own One or More Vehicles	94%

Hotspots Magazine boasts the most loyal following among gay male readers in Florida. While a bold statement, it's hard to argue with a proven track record.

Quite often, our magazine is picked up two-to-one over our competitors and has very high pass-along value because of its high production quality and content.



Reach Some of the •
Largest Gay
Communities in
America

Maximum •
Distribution
Statewide

Quality Production •
Second to None

The **Largest Gay** •
Publication in
Florida

Bottom Line Results

“You Just
Can’t Get
Better **Value**
or **Results**”

-William K.

Circulation

Hotspots Magazine's circulation continues to grow at an unprecedented rate. Now distributed statewide, readership has topped the 100,000 mark when factoring in both printed copies and the virtual magazine online.

We are very excited about our new partnership with Edge on the Net which adds the potential of an additional 200,000 readers nationally!

Hotspots Magazine has long been known for its high quality production values. It is the only magazine printed on the highest quality stock featuring a UV coated, perfect-bound cover usually found in select high-end national publications. It is not unusual for our readers to retain multiple copies of the magazine to share with friends.

Distribution

Thousands of Hotspots Magazines are distributed weekly throughout Florida at well over 300 strategically selected locations serving the gay community. Locations include accommodations, restaurants, nightclubs and retail outlets. New is the addition of strategically located sidewalk distribution boxes for increased circulation. High volume distribution centers include Tampa, St. Petersburg, Orlando, West Palm Beach, Fort Lauderdale, Miami and many points in between.

Publication Date

Every Thursday.

Hotspots is proud to have never missed printing a single issue since our inception almost 25 years ago. Dependability you can count on.

Print Rates & Specifications



Full Page
6.25" wide x 9.25" tall with bleed
 Trim Size: **6" x 9"**
 Live Area: **5.25" x 8.25"**
 All copy, logos and other necessary information must be inside the live area to ensure no loss when trimming.



Half Page
5.25" x 4"
 Quarter Page
2.5" x 4"

All creative materials must be approved by Hotspots Magazine prior to insertion. Hotspots reserves the right to refuse advertising that may be determined to be offensive or inappropriate to others. All finished advertising must be submitted according to the deadlines printed each week on the credits page. Acceptable formats include PDF, JPG, and TIF at a minimum of 300dpi.

Emailed ads to:
Graphics@HotspotsMedia.com

Hotspots is distributed statewide in **Florida** every **Thursday**.

National Advertising Rates

Insertion Frequency	1X	13X	26X	52X
Full Page	\$775	\$625	\$525	\$425
Half Page	\$445	\$395	\$325	\$275

Local Advertising Rates

Insertion Frequency	1X	13X	26X	52X
Full Page	\$475	\$425	\$350	\$295
Half Page	\$295	\$275	\$225	\$190
Quarter Page	\$225	\$195	\$150	\$125

Premium Placement*

Inside Front Cover **\$995** Inside Back Cover **\$795** Back Cover **\$1,195**

Added Value Components**

	Social Media		Feature Articles		Photo Coverage
	Hotspots Magazine .com		Free Apps		Event Promotions

Premium placement charges apply for priority position

Deadlines: Camera-ready artwork due Thursday at noon one week prior to street date

*Subject to availability.

**Limited availability and subject to additional charges.

***Except where early deadlines apply.

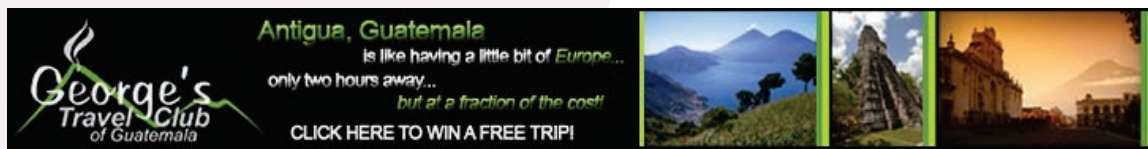
Effective January 01, 2013

HotspotsMagazine.com

- **Cutting Edge** Technology
 - Direct Video **Links**
- Lucrative **Demographics**
 - Integrated **Social Network**
- Largest Fan Base in **LGBT Community**

Web Rates

Leader Board



Box Ad



Banner Monthly Advertising Rates

Banner	Size*	Rate
Home Leader Board	728 x 90	\$685
Leader Board	728 x 90	\$485
Premium Box (top right of every page)	300 x 250	\$285
Box Ad	300 x 250	\$185

*Size based in pixels

Email Blasts

Dedicated Blast	\$495 (Special rate for current advertisers is \$295)
Inclusion (Ad Only)	\$150