

# SOUTH FLORIDA LGBTQ+ MEDIA KIT 2023/24



- ▶ TELEVISION NETWORK
- ▶ PRINT MAGAZINES
- ▶ VIDEO CONFERENCES
- ▶ WEB MARKETING
- ▶ SOCIAL MEDIA
- ▶ E-MAIL MARKETING
- ▶ EVENTS



Non profit leader in LGBTQ+ Events and Media



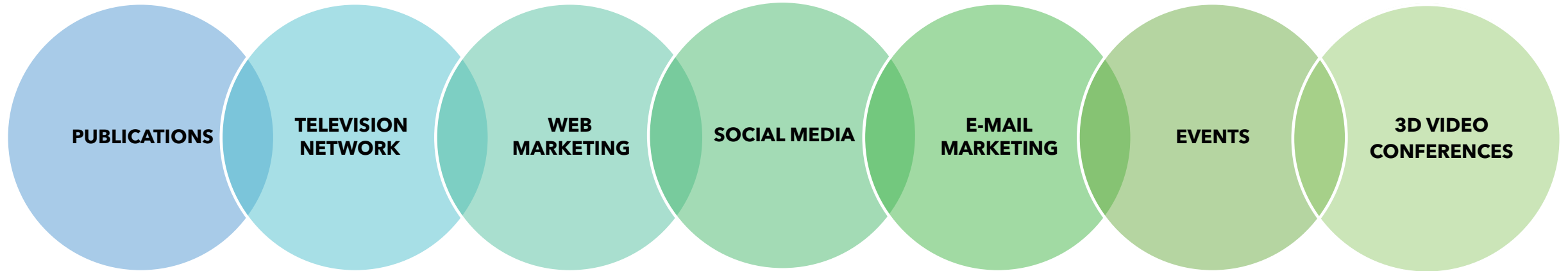
## WHO WE ARE

- Hotspots and Happening Out Television Network are both 501(c) (3) non-profits dedicated to promoting south Florida as a welcoming LGBTQ destination through marketing and events. All funds are dedicated to the social, cultural, and educational benefit of our community.
- Hotspots magazine has been serving south Florida's LGBTQ+ community for 38 years. Published every other Thursday, Hotspots is the entertainment and lifestyle resource people use to know where to go, where to stay, and what to do.
- Happening Out is south Florida's streaming television network that is reaching new audiences through innovative programming that includes "Queer News Tonight", A live news cast produced M-Thursday offering the days headlines and commentary). Other original programming includes: The Fay What Show, and It's Happening Out, The Gay Agenda, and more coming soon.
- Hotspots Events is an array of social and cultural events appealing to the LGBTQ+ community throughout Greater Fort Lauderdale. Our events range from monthly recurring engagements to our annual affairs and pride celebrations which includes Stonewall Pride, Pride Fête, and Taste of the Island, among several others

# WHAT WE OFFER

## 7 powerful marketing platforms

TO HELP YOUR BUSINESS reach South Florida's LGBTQ+ community



### IT ALL ADDS UP!

54,914 Social Media Followers  
35,000 Average Web Visitors (per month)  
23,907 weekly e-newsletter subscribers  
14,000+ Video viewers  
66,000 Print Readers (per month)

**193,821**  
TOTAL MONTHLY  
AUDIENCE



*Non-Profit Leader in LGBTQ+  
Events and Media*

# Your Dollars Support the Community

# 5 Facts about the LGBTQ+ Demographic

1

## Higher Household Incomes

- Average earning of same sex male couples \$176,000.
- Male same sex couples earn \$52,000 more than female same sex couples
- Male same sex couples earn \$63,000 more than married heterosexual couples

Source: IRS, reported by the NY Times

2

## Buying Power: \$917 Billion

- Black American buying power is estimated at \$1.2 trillion
- Hispanics Americans \$1.3 Trillion
- Asian Americans \$825 Billion

Source: University of Georgia Selig Center for Economic Growth

3

## LGBT's Shop and Buy More!

- LGBT households make 10% more shopping trips a year more than the average US households
- LGBT households spend 10% more at check-out

Source: Nielsen US

4

## Spending Power

- LGBT households spend 43% more on computer and electronic products
- LGBT households spend 35% more on liquor
- LGBT households spend 19% more on coffee, and 48% more on wine.

Source: Nielsen US

5

## LGBT Audience is Engaged

- Circulation of LGBT print publications rose national a whopping a 13% in 2020.
- While traditional print media usage is down, LGBT print media is robust

Source: Rivendell Media, Gay Press Report

# WHY ADVERTISING SUCCEEDS!

## From millennials to active retirees

Three generations of Floridians have grown up with Hotspots! Happening Out, so it makes sense that our engaged audience reflect the full spectrum of Florida's LGBT community - a fact confirmed in an independent Readership Survey.

- More than 76% of respondents say they visited a restaurant or bar as a result of seeing an ad in Hotspots
- 78% attended an advertised event
- 86% of Hotspots respondents interact with Social Media Platforms
- 52% of respondents reported household income exceeding \$80,000 annually, and 38.7% reported household income between \$100,000 - \$250,000.



## Florida's **diverse** LGBTQ+ community

There's the multicultural mix of **South Florida** - the gateway to the Caribbean, Latin America and the world - reflected by the diversity on the street of colorful, pulsating and energetic Miami Beach. Add to that key West, Fort Lauderdale, Wilton Manors and the West Palm Beaches and you begin to understand the state's LGBT tourism growth.

Within Fort Lauderdale, Wilton Manors is the hotspot for nightlife, shopping, bars and entertainment, restaurants, and shops.

# What We Do | Print

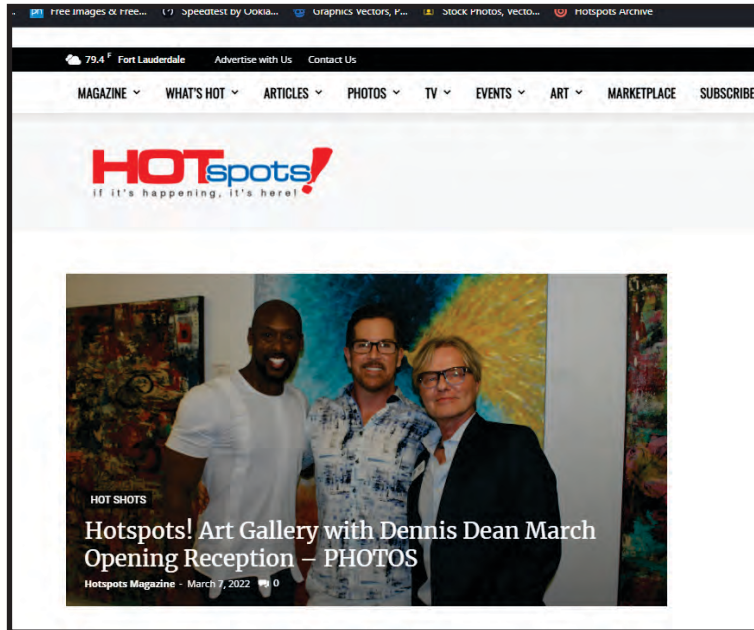


Miami | Miami Beach | Ft Lauderdale | W. Palm Beach | Key West

Glossy biweekly magazine (6" x 9" format) offering the latest local LGBT news plus nightlife, restaurants, events, politics, health, fitness and lifestyle features

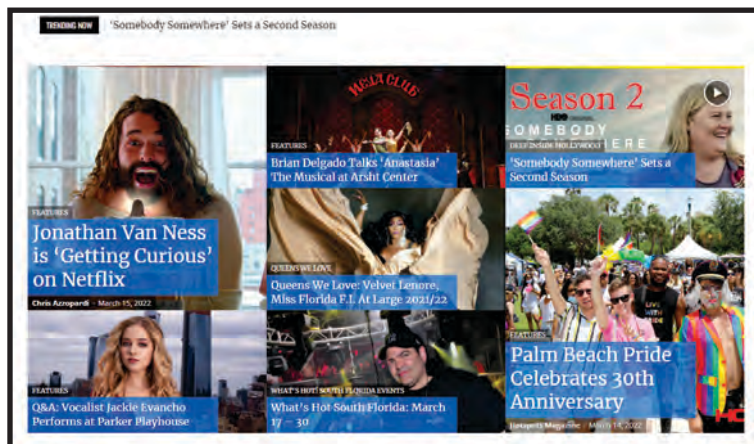
- #1 South Florida gay magazine for 38 years.
- Distributed in Dade (Miami), Broward (Fort Lauderdale), Palm Beach counties (West Palm Beach), and Key West.
- A known brand across the United States and far beyond.
- Bi Weekly distribution: Over 200 distribution points
- Bi Weekly including digital platforms.
- Used by more businesses to reach Florida's LGBT community than any other medium

# What We Do | Web sites



# HOTspots! MAGAZINE.COM

The companion site for *Hotspots*, this content-rich web site is the leading source for LGBT events, nightlife, restaurants, shopping, fitness and professional services.



- #1 Alexa ranked web site for local entertainment.
- 35K+ verifiable online unique users per month.
- Popular with LGBT millennials.
- Leader in top of mind awareness for LGBT web sites in the state.
- 128,650K Social Media followers.
- Latest Videos, Stories, photos & an event calendar

# What We Do | Weekly E-Newsletters



## Permission-based e-mail newsletters

*Hotspots* has a weekly permission-based e-mail magazine or “e-zine” that reaches a total subscriber database of almost 13,140 LGBT readers every week.

- Great platform to reach millennial LGBTs with disposable income.
- Dedicated e-blasts are available as well as *Business Spotlight* advertising.
- Recommended as a powerful tool to bridge print and digital campaigns.
- Permission-based e-mails are proven to be effective.

**HOTspots!** if it's happening, it's here!

**HOT Pics**

**DJs We Love: Kidd Madonny**

"The music is priority, but I like to take it to the next level with designing my visuals, costumes, lights, decor and production. When I have all these elements, the music can take you on an everlasting journey."

**HOT Pics**

**QFLGLCC's August Mixer at Margaritaville's Salty Dog**

**Score's 19th Anniversary Party**

**Poverello's 27th Annual Bowling to Fight Hunger**

**Rumors' Sunday Drag B**

**The Manor Welcomes 'Drag Race' Star Valentina**

**Village Pub's Softball Turnabout Fundraiser**

**Flip Flops' August Sunday Tea Dance**

**Rumors' Sunday Drag Brunch**

**Singer Kendra Erika Talks Billboard Success**

Kendra's latest single, "Under My Skin," climbed to #6 on the Billboard Club charts this week. She'll perform it live August 19 at

**Upcoming Events**

**Thursday, August 17**  
8 p.m. - **GLN (Gay and Lesbian Lawyers Network)** mixer at Matty's Wilton Park

7 p.m. - **Stonewall Gallery Wilton Manors** Presents the **"Stonewall Author Series"** with poet **Lorenzo Robertson**

**Monday, August 21**  
1:30 p.m. - The Frost Museum of Science invites everyone to watch one of the most spectacular astronomical events from the museum's Science Plaza: **The Solar Eclipse**

**Wednesday, August 23**  
11 a.m. - California Pizza Kitchen in Fort Lauderdale presents a **Dining Out Fundraiser** supporting Stonewall Museum & Archives

**Featured Businesses**

**CELEBRATE YOUR SPECIAL OCCASION WITH US!**  
954.463.6630

Celebrate your special occasion at The Historic Maxwell Room

**ADAMS INTERIORS**

Adam's Interiors offers contemporary furniture at reasonable prices

**HELLO SUNNY**

**THE WOOD**



# What We Do | Television Network



## Happening Out Television Network Is Totally Unique In South Florida

Our LGBTQ+ Television Shows are featured on the ONLY LGBTQ+ news and entertainment channel, HAPPENING OUT TELEVISION NETWORK on Roku, Apple TV, Amazon Fire TV and Android TV. We broadcast to tens of thousands viewers.

### Our Most Watched Shows Include:

- Queer News Tonight (Daily LGBTQ+ Evening News Show)
- It's Happening Out (The longest running LGBTQ+ talk show in history)
- Fay What Show (The only lesbian hosted morning talk show)
- HappeningOut.travel Show (South Florida's ONLY LGBTQ+ travel show)

The network broadcasts more than 2000 stories a year on all aspects of the LGBTQ+ community including Trans, Black, Lesbian, Students, Seniors, Latino, Housing, Health and other key issues for the community.

Television is where you want to SHARE YOUR MESSAGE and how you SHARE ON YOUR SOCIAL MEDIA to be seen and engaged. And that's Happening Out Television Network.



# Our advertisers

For Decades, we have been the brand that Florida's LGBTQ+ community has known and trusted. Today, more businesses use us to reach the LGBTQ+ community than any other LGBTQ+ media. Our advertisers come from all major businesses:

- Automotive
- Pharmaceutical
- Tech/Communications
- Entertainment
- Food and Beverage
- Beauty
- Retail
- Financial Services



**DINE OUT**  
LAUDERDALE

*Culinary Experiences for Everyone Under the Sun*

Visit Greater Fort Lauderdale in August and you can enjoy Dine Out Lauderdale, featuring extraordinary taste sensations and culinary events, from curated, multi-course menus and scrumptious brunches to exclusive dinner and wine pairings, cooking classes and more. It's a culinary celebration unlike any other - and everyone's invited to join the party.



See Participating Restaurants and Learn More at [DineOutLauderdale.com](http://DineOutLauderdale.com)

**WHERE THE FUN BEGINS...**

**FOR JUST \$5 ROUNDTRIP ON WEEKENDS!**

There's so much to do in South Florida! Tri-Rail is a great way to get to your favorite destinations. Take the train to arts and culture, major events, shopping, dining, beaches and more. Your fun begins with Tri-Rail. Get on board today.

18 Train Stations • Free Parking • Free WiFi

**wagpride**

A fun, fast, easy way to wash your dog!

Experience a new kind of clean with our state-of-the-art dog washing station.

Our system is:

- ✓ **Comfortable**—No more bending and hurting your back with at-home washes.
- ✓ **Convenient**—Shampoo comes right from the hose along with temperature-controlled water. Blow dryer, heat settings, keep dogs comfortable and safe.
- ✓ **Clean**—Keep your bathroom tidy and hair free.
- ✓ **Affordable**—At only \$10 for 10 minutes.

**Come by today and try it out!**

[wagpride.com](http://wagpride.com)

354.777.6WAG | [woof@wagpride.com](mailto:woof@wagpride.com) | 2031A Wilton Drive

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POMPANO BEACH (Copans Rd) 1490 NE 23rd St. 954.782.7000

FORT LAUDERDALE 1245 N. Federal Hwy 954.390.0770



## Sponsor a Show \$1000

Your Business Name Is Incorporated In The Show Title “Presented By <YOUR NAME>”

Your deliverables are substantial in the LIVE non-profit (501c3) television broadcast on ROKU, Apple TV, Android TV, Amazon Fire TV, YouTube and Facebook including:

- Include 30 second or 60 commercial that you provide our production team
- Interview story segment in the show (live or pre tapped) about your brand
- Included as banner at HappeningOut.com, the largest LGBTQ+ traffic website in Florida for the week of sponsorship



## Sponsor a Show \$500

- Include 30 second or 60 commercial that you provide our production team
- Include verbal embracement in show from Anchor that show is sponsored by and embracement of supporting the non-profit and the LGBTQ+ community
- Included as banner at HappeningOut.com on the day of sponsorship

## 2023/24 TELEVISION ADVERTISING RATES

### Sponsor a Show \$200

- Include verbal embracement in show from Anchor that show is sponsored by and embracement of supporting the non-profit and the LGBTQ+ community

### Other Live Television Opportunities Are Available

Hotspots Happening Out Television Network creates all types of television opportunities for the LGBTQ+ including designed segments, on site promotions and even event and other theme broadcasting opportunities. All you need to do is speak to your Hotspots Happening Out Television Network associate.

### 3x THREE INSERTIONS:

**10% Discount**

### 5x FIVE INSERTIONS:

**20% Discount**



# EVENT SPONSORSHIPS

**50+ events per year offer unlimited marketing opportunities**



POWERED BY



**FOR ADVERTISING, or TO SPONSOR ANY OF OUR EVENTS, CONTACT:**

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