



**THE STANDARD**

YOUR SOURCE FOR LGBTQ+ NEWS & CULTURE

**2025 MEDIA KIT**

THE STANDARD | LGBTQ+ MAGAZINE  
PALM SPRINGS, CALIFORNIA | [THESTANDARDPS.COM](http://THESTANDARDPS.COM)

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The Standard effectively reaches the highly sought after affluent, educated, and health-conscious LGBTQ+ professional with an online subscription database that exceeds 15,000 addresses. LGBTQ+ consumers are known for their buying power and brand loyalty, spending over \$917 billion\* annually. As a digital publication, we serve local, regional, national, and worldwide markets.

Each month, The Standard presents diverse content that reflects the LGBTQ+ lifestyle and culture, including arts and entertainment, health, fashion, news and views, and inspiring features. Setting a new standard among LGBTQ+ magazines, this publication is written and designed for the smart, discerning LGBTQ+ and LGBTQ+-friendly reader who wants more than cheap thrills and fluff. The Standard is sharp, sophisticated, contemporary, stylish, intelligent, entertaining, and instantly available via desktop, laptop and mobile device.

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\$917\* billion annually. \* Witeck Communications



## STATS

- Average CTR for niche digital publications is 0.5% - 1.0%. As of December 2024 our CTR was 2.4%. Our CTR does vary month to month but has never gone below 0.6%.
- Members of the LGBTQ+ community are avid tech users and are more likely to own a variety of devices, particularly iPhones and iPads compared to their straight counterparts.
- In the past year, Digital Media has experienced a significant growth (**67%**). While Print has stayed the same and in certain areas declined.
- Visiting blogs, websites, email news, mobile apps and digital publications have increased a total combined of **95%**.
- Percentage of LGBTQ+ households in the Palm Springs area: **43+%**
- Companies advertising in LGBTQ+ media and sponsoring LGBTQ+ charities favorably influence **75%** to **86%** of LGBTQ+ consumers.
- Total combined percentage of readers who had a favorable opinion, placed more attention on finding out more about, and accessing a website of that particular advertiser **77%**
- Consumption between regional LGBTQ+ publications (print) and LGBTQ+ websites/digital publications is **32.6% to 48.6%** — the larger percentage being digital.
- **62% - 68%** of digital magazine readers “noted,” or read, a digital advertisement on their tablet or e-reader. Among those who noted an ad, 58%-64% took an interactive action as a result.

\*Sources:

Witeck Communications  
CMI Marketing Research 2023 Survey  
GfK MRI Starch Advertising Research



# ACTIVITIES



Dine out 2+ /week **73%**  
Spend more than \$75 dining out **33%**  
Attend theater, concerts, etc. **82%**  
When traveling prefer to stay at gay/gay friendly resorts **73%**



# BUYING POWER

2023 purchases included smart phones, major vacations, HDTVs, furniture, and tablets, showing a significant increase from the previous year.

## INCOME

\$100k+	<b>37 %</b>
\$85k - \$100k	<b>13 %</b>
\$65k - \$85K	<b>10 %</b>
\$45k - \$65K	<b>15 %</b>
\$25k - \$65k	<b>25 %</b>



# AD RATES & SIZES

	<b>OPEN RATE</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
Full Page	\$665	\$595	\$560	\$530
Half Page	\$435	\$375	\$360	\$350
Third	\$320	\$275	\$250	\$225
Quarter	\$195	\$175	\$150	\$125
Spread	\$1100	\$1000	\$900	\$800

Business Directory \$50 (Squares)

Non-Profit Rate 25% off open rate

Website Link Additional Monthly Charge \$25 (Full page ads link included)



RED LINE = BLEED – 9”w x 11.125”h  
 GREEN LINE = TRIM – 8.25”w x 10.375”h  
 BLUE LINE = LIVE AREA – 7.375”w x 9”h

**FULL PAGE NO BLEED**

7.375”w x 9.5”h

**1/3 PAGE VERTICAL**

2.34”w x 9.2”h

**1/2 PAGE VERTICAL**

3.597”w x 9.2”h

**1/4 PAGE SQUARE**

3.597”w x 4.5”h

**1/2 PAGE HORIZONTAL**

7.375”w x 4.5”h

**BUSINESS DIRECTORY**

2.319 in”w x 2.613in”h



PLEASE FOLLOW THESE GUIDELINES!

All text MUST fall within the dimensions of the Live Area. (7.375”w x 9”h)

All bleed ads MUST include an additional .375” image area outside the trim line. (8.25”w x 10.375”h)

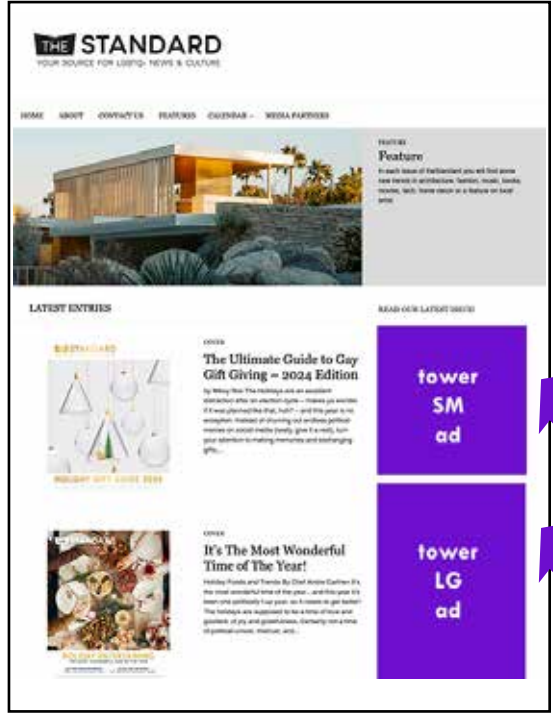
Live area is 7.375”w x 9”h

We accept PDF’s, JPG’s and TIFF’s only.

# WEB AD RATES & SIZES

WHEN SUBMITTING YOUR DIGITAL AD:  
Your ad must be either PNG, JPG, GIF or PDF.  
RGB at a resolution of 72 dpi.

Tower SM    277w x 222h    \$295  
Tower LG    277w x 600h    \$375



Contact The Standard Magazine for info.  
For advertising inquiries please contact [Nino@thestandardps.com](mailto:Nino@thestandardps.com)

## DEADLINES & ISSUE DATES

	TOPIC	AD RESERVATION	PUBLICATION DATE
January	PS International Film Festival	December 27	January 6
February	Modernism	January 27	February 4
March	The Chase	February 27	March 7
April	Art	March 24	April 1
May	Travel	April 25	May 2
June	Open	May 26	June 2
July	Health & Wellness	June 23	July 3
August	Music	July 28	August 4
September	Cinema Diverse	August 5	September 2
October	PS Pride	September 29	October 7
November	Holiday Entertainment	October 30	November 6
December	Annual Gift Guide	November 28	December 5