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MEN'S VOWS

2020 MEDIA KIT



MV.

The Market Opportunity

A photograph of two men in tuxedos embracing. The man on the right is older with grey hair, smiling warmly. The man on the left is younger with dark hair, looking down. They are both wearing dark blue tuxedos with white shirts and black bowties. The background is softly blurred, suggesting an outdoor event.

8% of Boomers, 13% of Gen Xers, 20% of millennials and 31% of Centennials identify as LGBTQ+; together, this total represents almost 13% of the US population. (Hornet/Kanter poll 2017)

The purchasing power of LGBTQ+ consumers in the United States approached USD 917 billion in 2017. (Hornet/Kanter poll 2017)

Since granting marriage equality, gay men spend double on their weddings and meaningfully more on rings, receptions and honeymoons. (The Knot LGBTQ Wedding Study 2017)

Men's Vows is the only digital publication focused solely on gay male weddings, providing editorial content and exclusive vendor listings to support men who marry.

According to YouGov, "brands that consistently show support for the gay community have a strong public image across all consumers." But, 66% of LGBTQ+ consumers do not see their lifestyle represented in advertising. (Hornet/Kanter poll 2017)

Men's Vows is the ideal channel for brands to reach this affluent, influential and loyal demographic.

MV.

The Men's Vows Opportunity

Men's Vows is the only digital wedding magazine targeting exclusively gay men and supporting gay-friendly wedding vendors across the U.S.

Men's Vows is highly engaging:



- 63,000+ highly engaged followers
- 1,200,000+ average monthly reach
- 10-15% engagement rates (3% is standard for many FB Pages)



- 112,000+ followers
- 60,000+ people reached per post (on average); 30-130K impressions per post



- 48,000 average monthly viewers



- 15,000 Average monthly visitors (growing 5-10% MoM)
- Average time on site 1:08; 5:00+ minutes if referred from IG
- Average pages per session 1.53

6,700,000 Total Average Monthly Google Impressions; 80% of our traffic is mobile; 85% of our traffic is from social & social referral; 15,000+ video views per month and growing.

Men's Vows' has the largest global reach of any LGBTQ+ gay wedding site.



Directory Membership

LOCAL DIRECTORY LISTINGS	LOCAL PAGE SPONSORSHIP	SOCIAL POSTS
<p>Monthly</p> <ul style="list-style-type: none">- Business and service description- 6+ business and service images- Editorial <p>\$49 Month</p> <p>Yearly</p> <ul style="list-style-type: none">- Business and service description- 6+ business and service images- Editorial <p>\$468 or (\$39/monthly)</p>	<p>Local-page Sponsorship</p> <ul style="list-style-type: none">- 1 long-form article (500-750 words)- 2 Banner Advertisements- 30 days on site; social promotion <p>\$950</p> <p>Sponsored Editorial (City Specific)</p> <ul style="list-style-type: none">- 1 long-form article (300-500 words)- 30 days on site; social promotion <p>\$650</p>	<p>Instagram</p> <ul style="list-style-type: none">- 1 Story (2-4 frames) \$1,000- 1 Static Post - (1-4 images) \$1,500 - \$2,000- 1 Static Post + 1 Story (2-4 frames) \$2,000- 1 Video + IGTV \$2,500 - \$3,500- 1 Video + IGTV + 1 Story (2-4 frames) \$3,000 - \$4,000 <p>Facebook</p> <ul style="list-style-type: none">- 1 Static Post (1-4 images) \$1,500 - \$2,000- 1 Video \$2,500 - \$3,500

We require signed insertion orders 30 days prior to campaign launch and payment in full within 10 business days of receiving the signed insertion order.

Sponsored Editorial & Social Posts

DESTINATION EDITION

Home-page takeover

- 3 long-form articles (500-750 words)
- 2 short-form articles (350 words)
- 1 introductory slideshow (15 images)
- 30 days on site; social promotion

\$18,000

Original Video (optional)

- Men's Vows originated 60 second video
- 30 days on site: social promotion

\$3,000

SPONSORED EDITORIAL

Sponsored Editorial

- 1 long-form article (500-750 words)
- 8-10 Images
- 30 days on site
- Social channel promotions

\$1,200

SOCIAL POSTS

Instagram

- 1 Story (2-4 frames) \$1,000
- 1 Static Post - (1-4 images) \$1,500 - \$2,000
- 1 Static Post + 1 Story (2-4 frames) \$2,000
- 1 Video + IGTV \$2,500 - \$3,500
- 1 Video + IGTV + 1 Story (2-4 frames)
\$3,000 - \$4,000

Facebook

- 1 Static Post (1-4 images) \$1,500 - \$2,000
- 1 Video \$2,500 - \$3,500

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Men's Vows Brand Partners



Room&Board
HOME FURNISHINGS

SINCE *Kiehl's* 1851



JOHN ATENCIO.

ROSEWOOD
HOTELS & RESORTS



SUITSUPPLY



WESTIN[®]
HOTELS & RESORTS



M.V.

Men's Vows Destination Partners



MV.

Ready to Get Started?

Please contact:

Men's Vows

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