



PRIDE LIFE

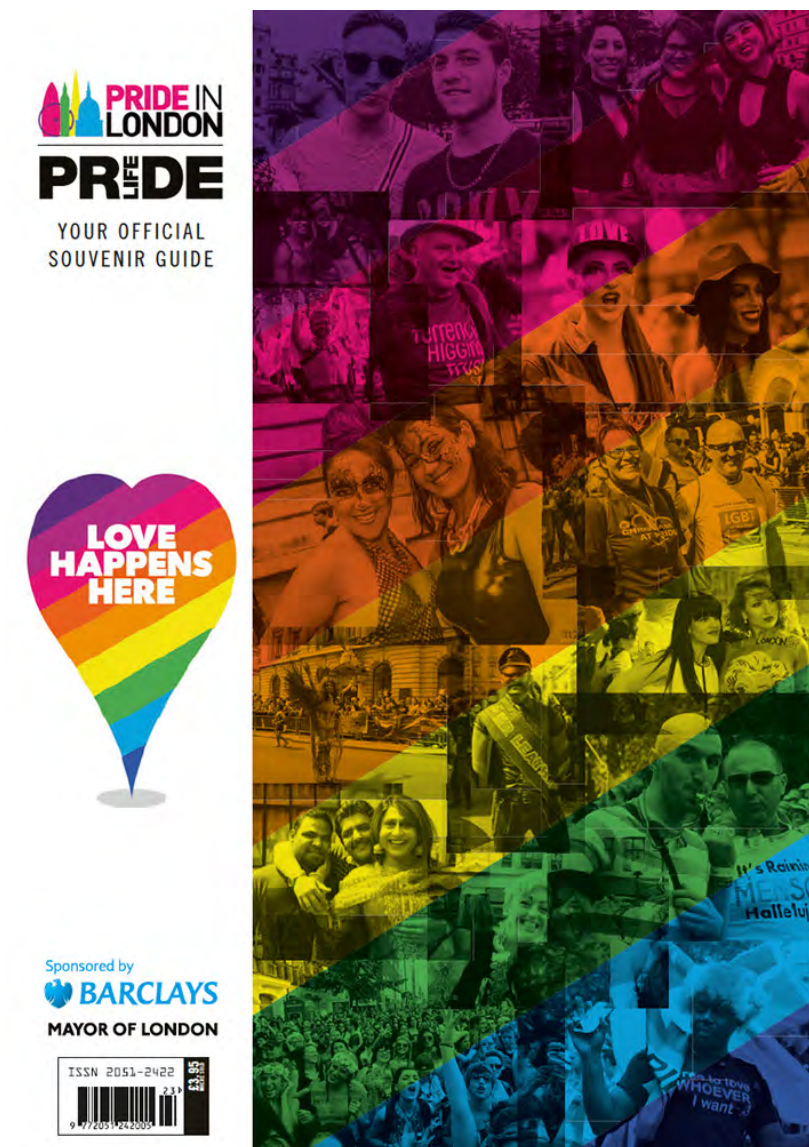


#YouAreIncluded

CELEBRATING
**WORLDPRIDE
& EUROGAMES★**

PRIDE LIFE GLOBAL PARTNERSHIPS 2021

PRINT | DIGITAL | WEB | SOCIAL | EVENTS



OUR VISION

Pride Life Global is the most influential brand and voice for the global LGBTI+ community, amplifying good practice for LGBTI+ visibility and rights both in the workplace and externally.

Pride Life Global is the only LGBTI+ lifestyle magazine in the world officially partnered with three major LGBTI+ Pride coordinating organisations: EPOA (European Pride Organisers Association), UKPON (UK Pride Organisers Network), and the IGLTA (International Gay and Lesbian Travel Association).

For over 25 years as an organisation and media voice for the LGBTI+ community, Pride Life Global has been synonymous with producing the highest quality non-salacious, most widely distributed magazine for the LGBTI+ community in the UK.

Pride Life Global is widely respected and our opinions valued within the LGBTI+ community. This means that when we produce a bespoke feature for your brand, the perceived endorsement we will secure for you will be of significant value.

PROUD PARTNERS OF



EUROPEAN
PRIDE
ORGANISERS
ASSOCIATION



IGLTA
MEMBER





THE BRAND

Pride Life Global are the official media & publishing partners to the biggest names in the LGBTI+ industry with our previous partnerships including WorldPride NYC 2019, Pride in London, and the GG9 Gay Games Cleveland, Ohio. We are proud to be the Official Media and Publishing partner to Copenhagen 2021 WorldPride and EuroGames.

Fresh off the back of our rebrand and website redesign, 2021 will see us launching our brand new digital magazine and the Pride Life Podcast. We are pleased to offer our partners both of these new content channels within our brand, which will further engage and excite our LGBTI+ audience with unique and interactive content.

Pride Life Global partnerships for an inclusive 2021 will be focused on championing diversity and implementing inclusion.

A partnership with Pride Life Global for 2021 is one to be proud of.



THE PARTNERSHIP

The Copenhagen 2021 Guide will provide a full schedule of all official events, interviews with key participants and performers, and tourist information on what to see in Copenhagen and Malmö.

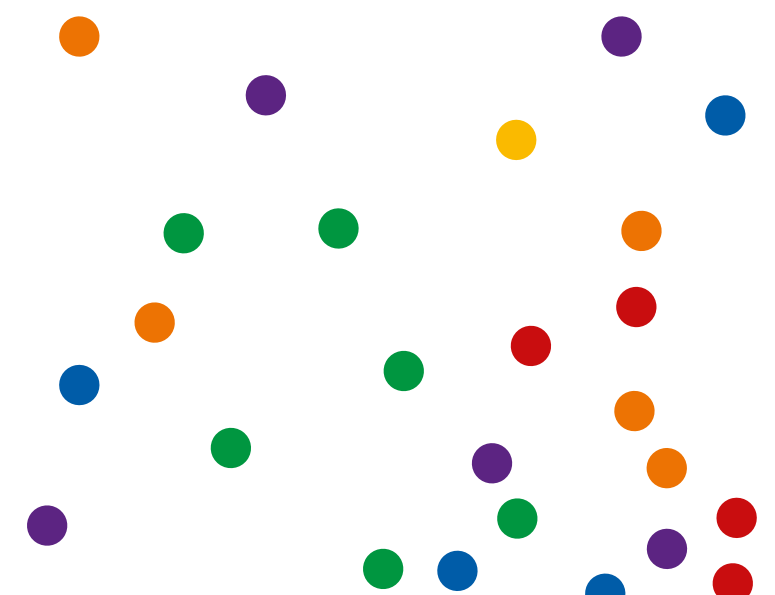
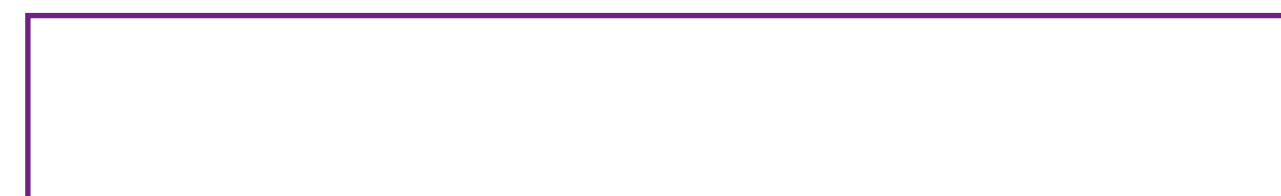
Steve Taylor, Director of Communications for Copenhagen 2021, welcomed the partnership saying:

“Pride Life Global have a long and enviable history of publishing official event guides, including for Cleveland Gay Games in 2014 and for Pride in London. They have an excellent track record for producing high quality, relevant publications for the LGBTI+ community and we look forward to working with them to bring the Copenhagen 2021 Guide to life.”

Tens of thousands of copies of the Guide will be distributed across Copenhagen and Malmö and a digital version will be available online when the Guide launches in July. The Guide will be printed in Denmark or Sweden on sustainable paper.

Together with our friends, allies and partners, we are proud to be in Copenhagen and Malmö celebrating Copenhagen 2021.

Stay safe. Stay happy. Stay included. Stay proud.





COPENHAGEN 2021 WORLDPRIDE & EUROGAMES

Pride Life Global is proud to be sponsor and publisher of the official guide to Copenhagen 2021, the WorldPride & EuroGames celebrations which will take place in Copenhagen, Denmark, and Malmö, Sweden.

For two exciting weeks in August 2021, up to a million LGBTI+ people and allies will participate in this worldwide celebration of LGBTI+ rights and equality, with the full support of Her Royal Highness Crown Princess Mary. The event will feature an eclectic arts and culture program, a vibrant LGBTI+ Village in the heart of Copenhagen, as well as the biggest LGBTI+ Human Rights Forum, and, of course, parties and the main WorldPride Parade which will see over 60,000 people march through the streets of Copenhagen in support of everyone's right to live and love openly and freely.

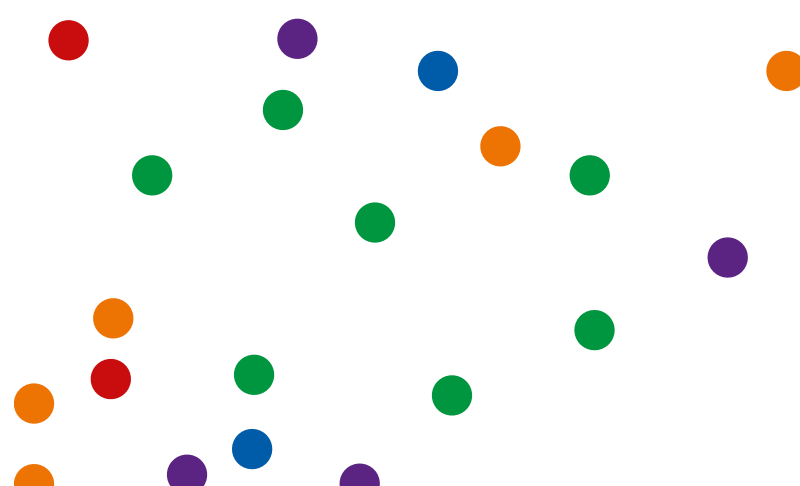
At EuroGames, more than 6,000 LGBTI+ athletes will compete in tournaments featuring 29 different sports at all levels in Copenhagen and Malmö.

We are proud to partner with Copenhagen 2021 WorldPride & EuroGames to offer our expertise, passion and guidance for Inclusion & Diversity at this year's momentous LGBTI+ event.



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DISTRIBUTION & REACH

50,000 printed copies of The Copenhagen 2021 Guide will be distributed in the lead up to and during the event across Copenhagen and Malmö. The distribution channels will be as follows: LGBTI+ bars and venues, Copenhagen Visitor Centres, Hotels and Copenhagen 2021 Information Points.

A special UK edition of The Copenhagen 2021 Guide will be available at: TfL information centres at major railways stations such as Gatwick, Euston, Kings Cross, Waterloo, Victoria, Liverpool Street, Marylebone, London Bridge and Heathrow.

We also have a UK distribution at Pride parades and festivals throughout the country and 7 major UK airports' departure and arrival lounges: Birmingham International, Gatwick, Heathrow, Stansted, Luton, Manchester and Glasgow.

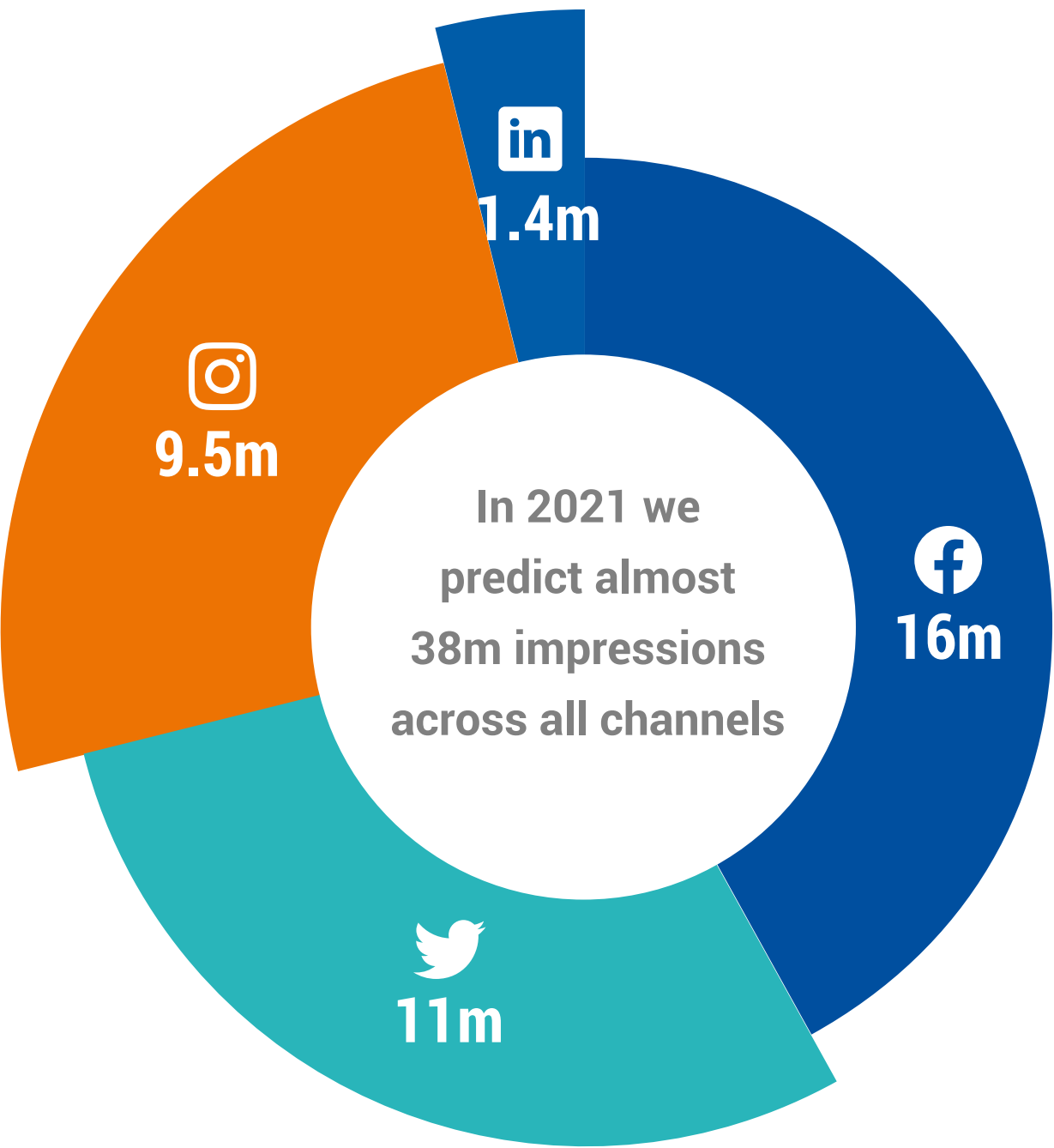
In addition to the airports, Pride is available in the Eurostar lounges of London St Pancras International and Paris Gare du Nord. Additionally, The Copenhagen 2021 Guide will be available at selected outlets in Amsterdam, Berlin, Madrid, Copenhagen and Malmö.



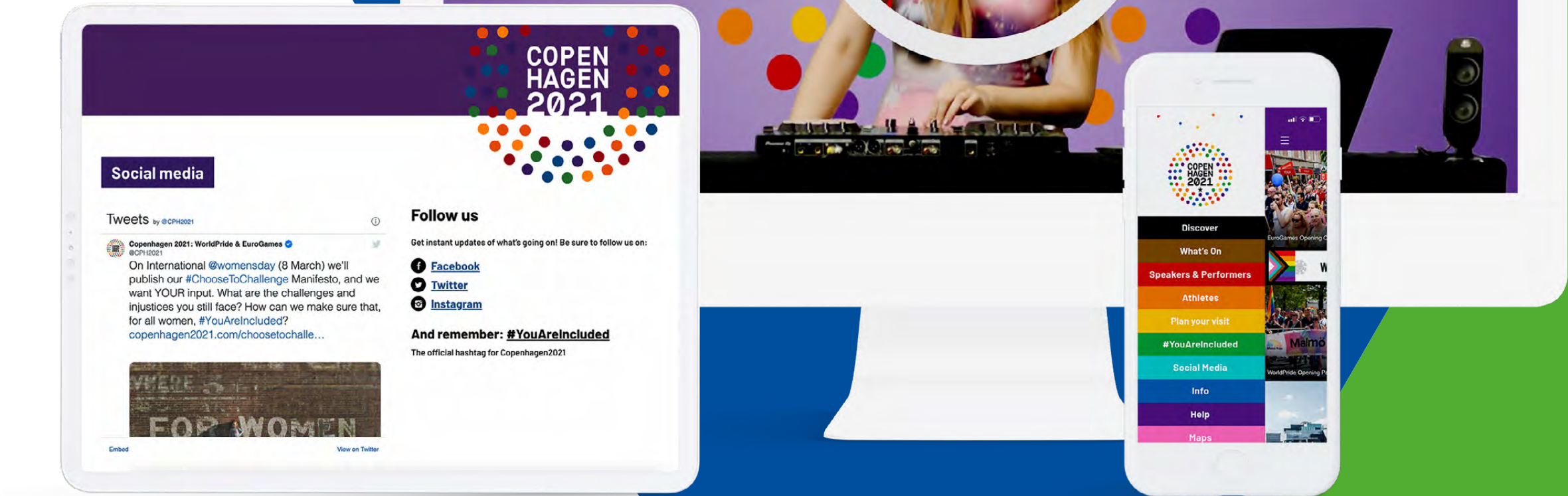
DIGITAL & SOCIAL

Pride Life Global are pleased to offer unique social media activational opportunities in partnership with Copenhagen 2021 as part of our partnership packages for WorldPride and EuroGames. The lead activational profiles available to partners are: Facebook, Instagram, and Twitter.

Core events will be streamed live to social media channels and via our Pride Life Global website within our unique Copenhagen 2021 dedicated website channel.



Click below to visit the channels:



LGBTI+ MARKET DATA

€3.7Tn

THE LGBTI+ COMMUNITY HAS
€3.7 TRILLION PURCHASING POWER

8%

OF ADULTS IN THE UK IDENTIFY
THEMSELVES AS LESBIAN, GAY,
BISEXUAL OR TRANSGENDER

33%

OF GEN-Z INDIVIDUALS IDENTIFY AS
LGBTI+ IN THE UK, EUROPE AND USA

€10K +

EXTRA ANNUAL EARNING
POTENTIAL OF THE LGBTI+ MARKET

100+

THE NUMBER OF PRIDE EVENTS IN
THE UK IN 2019

76%

ARE MORE WILLING TO BUY FROM A LGBTI+
FRIENDLY COMPANY

60%

ARE INFLUENCED BY WELL-TARGETED LGBTI+
MARKETING ACTIVITIES

74%

OF LGBTQ+ CONSUMERS ARE MORE LIKELY
TO TRUST A BRAND WITH ADVERTISING THAT
AUTHENTICALLY REPRESENTS A VARIETY OF
SEXUAL ORIENTATIONS

71%

OF LGBTI+ CONSUMERS ARE MORE LIKELY
TO INTERACT WITH AN ONLINE AD THAT
AUTHENTICALLY REPRESENTS THEIR SEXUAL
ORIENTATION

33%

HAVE SPENT £2,000- £6,500 ON
HOLIDAYS AND TRAVEL COMBINED



PRIDE LIFE AUDIENCE PROFILE

25-34 - 29%
35-44 - 18%
AB - 64%
ABC1 - 81%

Single 51%
Married/Living as a couple 33%
Work full time 66%
Own home/mortgage 29%
Average Personal Income £52,614

PARTNERSHIP PACKAGES



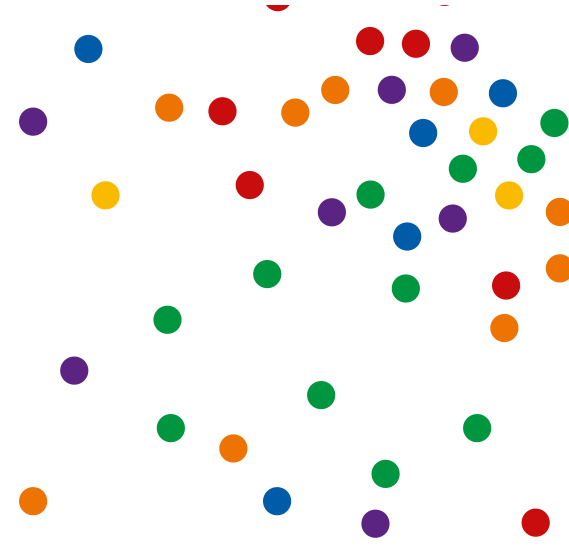
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A graphic consisting of a white rectangular box with the text "PRIDE LIFE" in bold, black, sans-serif capital letters. The box is set against a background of large, overlapping triangles in the colors of the rainbow flag: red, orange, yellow, green, blue, and purple.

PRIDE LIFE

PACKAGE OPTIONS 2021



DIAMOND PACKAGE

- Full page premium pagination position
- Double page sponsored feature
- Double page product profile
- Digital magazine feature
- Digital magazine advert
- Sponsored article / blog
- Pride Life website homepage hero
- Pride Life website category takeover
- Pride Life website half page MPU
- Social media channel outreach

PLATINUM PACKAGE

- Single page advert
- Single page sponsored feature
- Single page product profile
- Digital magazine feature
- Digital magazine advert
- Sponsored article / blog
- Pride Life website leaderboard
- Pride Life website MPU

RAINBOW PACKAGE

- Single page advert
- Single page sponsored feature
- Digital magazine feature
- Digital magazine advert
- Pride Life website MPU

PACKAGE UPGRADES

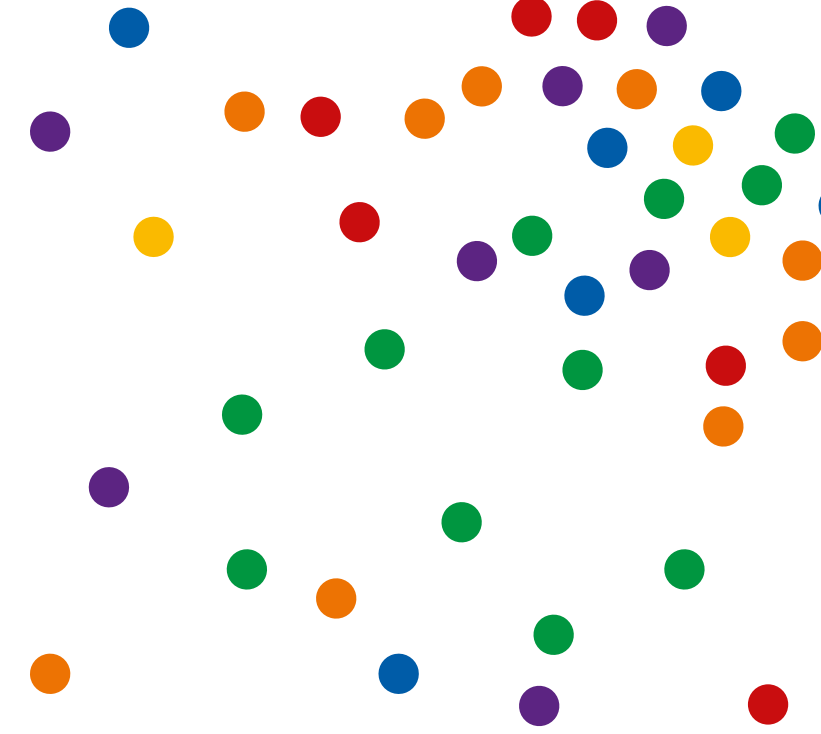
- Gatefold and special covers
- Outside back cover
- Inside front cover
- Inside back cover
- Upgrade single to DPS advert

PACKAGE SPECIFICS:

Premium pagination: Inclusion in the first 10 pages of The Copenhagen 2021 Guide

Website: Homepage hero banner duration 3 months. Category banner duration 3 months. Category takeover duration 3 months. Banner creative can be changed and updated during the 3 month period

Digital magazine: Please ask the team for more details relating to digital magazine screens or see specification overleaf



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YOUR PRIDE, YOUR LIFE