

YGA magazine

GET ON BOARD!

The Magazine for Gay, Lesbian, Bi,
Queer, and Straight-Friendly young people

TODAY'S HIGH SCHOOL AND COLLEGE-AGE GAYS & LESBIANS are nothing like the young people of generations past: they're a formidable force, they're out, they're everywhere, and they're more than ready for a media of their own.



young gay America

premiere issue!

young gay America

YGA

Eleven ways to
... your crush
... new world -
... taking over?
Locker room strategy
Tegan & Sara
Is he straight?
Take the YGA Quiz
Ramblings of a girl
Deaf & Gay
Close Quarters
What makes me hot
Would YOU get married?



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a new era begins here

So... WHY?

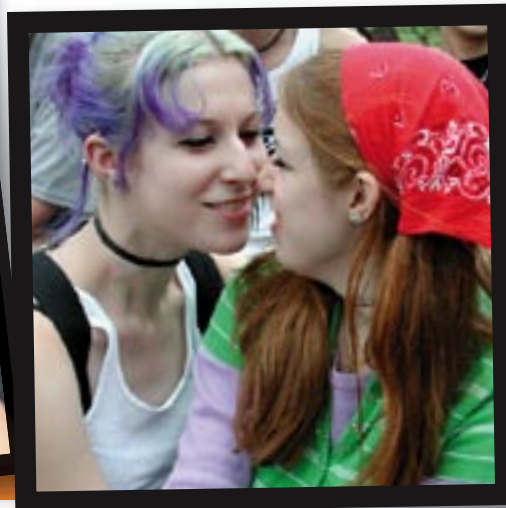


YGA Magazine is part of history.

It is the first time Young Lesbian, Gay, Bi, & Trans voices are coming together and presenting a consistent, outward voice for themselves and the rest of the world.

In twenty years people will look back at the first issues of YGA and say

“yeah, that’s when things really started” for this incredible movement.



Established & Trusted Voice

YOUNG GAY AMERICA (younggayamerica.com) has been working on behalf of LGBT youth since 2001. We’ve circled the continent interviewing 1,000’s of people, made a film, invented a new type of media, and been honored for our commitment and integrity. YGA Magazine comes from a proven, trusted source – with a network of youth contributors all over North America and Europe.

The Edit:

youthful, smart, stylish

A “TEEN MAGAZINE WITH FLAIR,” YGA is youthful but sophisticated. Aimed at an audience ages 14 to 27, YGA covers topics relevant to LGBT youth, including current events, progressive ideas, guides to teen life, health & beauty, profiles, essays, photos, artwork, and lots of goofiness! **YGA AIMS TO IMPROVE THE LIVES OF LGBT YOUTH...** in a fun and uplifting way.

Hot New Market

gay youth are trend-setters. remember when only gay kids had bleach-blonde hair?

YGA IS THE FIRST PUBLICATION to offer a secure path to the powerful, untapped gay youth market. Gay youth want to fit in and feel normal. An advertiser who recognizes them will gain **INSTANTLY LOYAL, AND INFLUENTIAL, CUSTOMERS!**

WHO?



AUDIENCE PROFILE

50.4 million people between the ages of 14 and 29 in the U.S.;
\$105 billion annually in consumer spending
x 5% "conservative" estimate of the LGBT population

**= 2.5 million Lesbian, Gay, Bi,
and Transgendered youth;
\$5.3 billion in consumer spending**

DISTINGUISHED CUSTOMERS

89% of gays & lesbians attend college (compared to 42% of the
general population)
23% complete post-graduate work

LOYAL CUSTOMERS

**89% of gays & lesbians say they will "go
out of their way" to buy products that
are advertised specifically to them.**

(Highest brand affinity rating of any group.)



Our Readers, the **NEW** young gay America:

PROUD

- live "normal" teenage lives
- go to school dances with partners, elected to student government
- come out as early as 13 or 14 years old

STRONG

- now integrated into peer groups in high school
- empowered and free of the baggage of past generations
- growing exponentially; 1000 new customers every day

SAVVY

- more in common with straight peers than anything relating to Gay Culture
- intelligent

LEADERS

- recognized by college admissions officers for leadership ability and strength of character.
- setting the trends

(sources: U.S. Census Bureau, Simmons Market Research, Osmosis MediaLab)

WE'RE READY



Mike Glatze & **Benjie Nycum**
EDITOR PUBLISHER

No one else more qualified and established to speak to this audience and launch this magazine.

- ★ Founders, Young Gay America media outreach project
- ★ Author/Editor, *XY Survival Guide: Everything You Need to Know About Being Young and Gay*. (179 pages, 50,000 copies sold, on second printing, first comprehensive resource guide for LGBT youth.)
- ★ Filmmakers, *JIM IN BOLD*, "an important and not-to-be-missed film." – Judy Shepard, mother of Matthew Shepard. Award-winning documentary, ground-breaking look at gay youth in America.
- ★ Creators, *Exuberance!* photo exhibit, 300 photographs of LGBT youth.
- ★ Former Managing Editor/Associate Publisher of *XY Magazine*, pioneering young gay male glossy.
- ★ Recognized in the national gay & mainstream press.



Benjie & Mike are the undisputed voice of queer youth.

YGA Magazine launches with solid investment backing, a cutting-edge team and ***a strong reputation:***

NATIONAL ROLE MODEL AWARD, EQUALITY FORUM 2003

"...driven by a sense of mission... among the leading authorities on queer youth in North America"
GAY CITY TIMES, 2003

"FOUNDING FATHERS."
GENRE MAGAZINE 2002

"a powerful tool in the fight against homophobia and a liberating vision of a future generation."
DIVERS/CITE, MONTREAL 2003

"shaping the future of US gay youth,"
ATTITUDE MAGAZINE, UK, 2002

"being young and gay in America is getting easier all the time – thanks to people like (YGA's) Mike Glatze & Benjie Nycum,"
PHILADELPHIA WEEKLY, 2003

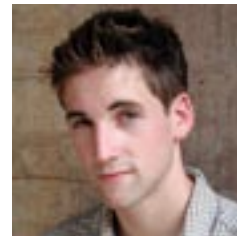
"exuberant,"
THE ADVOCATE, 2003

"I owe all my new-found confidence, pride, relief, and peace of mind to you people, the creators of this wonderful resource. THANK YOU YGA, a million times. Thank You. Thank You. Thank You..."
LESLEY, GAY TEEN

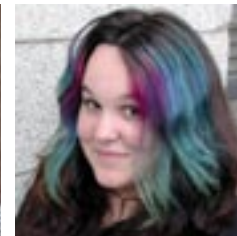
with...



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RATES & SPECS



ADVERTISING RATES

Four-Color Advertising

Insertion Quantity:	1	3	6	12
Back Cover	\$4,800	4217	3658	3199
Inside Front	3361	2954	2561	2242
Inside Back	3052	2531	2195	1920
Full Page	2400	2111	1829	1600
2/3 page	1920	1688	1463	1283
1/2 page	1441	1268	1097	960
1/3 page	1152	1013	879	769
1/6 page	723	632	548	483

All rates are per insertion.

Black & White Advertising

Insertion Quantity	1	3	6	12
Full Page	\$1,920	1684	1462	1280
2/3 page	1440	1267	1097	962
1/2 page	960	844	731	640
1/3 page	768	678	587	514
1/6 page	480	430	366	322

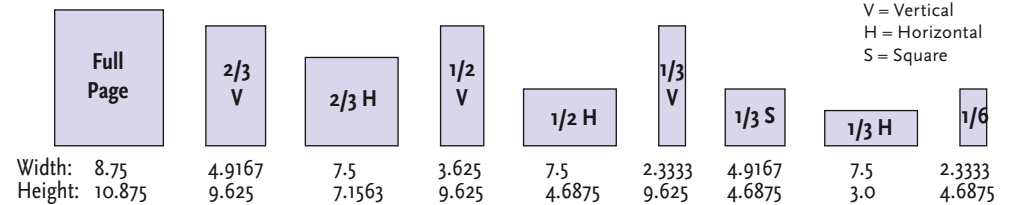
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CLOSING & ON-SALE DATES (PROJECTED)

Issue	Ad Close	Materials Due	On-Sale
JAN/FEB 06	11/01	11/08	12/27/05
MAR/APR 06	1/03	1/10	2/28/06
MAY/JUN 06	2/28	3/07	4/25/06
JUL/AUG 06	5/02	5/09	6/27/06
SEP/OCT 06	7/04	7/11	8/29/06
NOV/DEC 06	9/05	9/12	10/31/06
JAN/FEB 07	11/07	11/14	12/26/06

PRODUCTION REQUIREMENTS

Dimensions (inches)



Bleeds: Allow at least 0.375 inch inside margin for crucial text/graphics and 0.25 inch outside bleed.

Material specifications

The printing of YGA Magazine is all digital. Digital files can be supplied on Mac-formatted Zip disks, CD's, DVD's, or by FTP server. (Contact production@ygamag.com for server information.)

Acceptable formats

PSD, AI, EPS, PDF, or TIFF/IT-P1 Linework: black text merged into file, RES 63 (1600 dpi), Continuous Tone: SWOP (CMYK) at RES 12 (300 dpi) or higher. Adobe PDF 1.4 (Acrobat 5.0) or later version. Please label all media with issue date, agency name, contact name, phone number, advertiser, ad number, vendor name, and contact.

Delivery

Please send all materials with two color proofs to:
 Advertising, YGA Magazine, 39 Washington Street, Newport, RI 02840
 Phone: (902) 430-6069 Fax: (902) 454-8620 e-mail: production@ygamag.com

Need Help Producing an Ad?

Consult with our in-house team! E-mail us at production@ygamag.com

TERMS & CONDITIONS

All rates are based on submission of proper camera-ready materials. Net amount due within 30 days of invoice. Checks payable to YGA Media Inc.

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