

rainbow media co.



media kit

# who we are

We are a network of queer online properties, dedicated to telling LGBTQ+ stories for queer people, by queer people. With the help of verification and a decade of experience in digital queer media, we have established ourselves as a major hub of queer activity on social.



**1.8M FOLLOWERS**

instagram, twitter

## LGBT

Your chosen family. [@lgbt](#) is the first stop for LGBTQ+ folks and allies trying to find community on social.



**1.0M FOLLOWERS**

facebook, instagram, twitter

## PRIDE

The home of Pride. [@pride](#) is a place to celebrate and boldly affirm who you are. It is also the home of a very queer podcast.



**975K FOLLOWERS**

instagram

## LGBTQ

Just like LGBT, but more queer. [@lgbtq](#) is a place for people to discuss topics unique to the queer experience.



**1.3M FOLLOWERS**

facebook, instagram, twitter, and website

## GAYETY

The news and entertainment arm of *Rainbow Media Co.*, [@gayety](#) is a place to discuss pop culture and share viral LGBTQ+ moments.

## NEWLY ACQUIRED



**QUEER**

instagram

We're here, we're queer. [@queer](#) is a space for LGBTQ+ folks to organize and create change.



**GAYCATION**

instagram

The only way to travel. [@gaycation](#) is a must-have resource for LGBTQ+ folks who love to travel.

# followers

total social following

**5.1M**

across all brands

total growth

**2.9M**

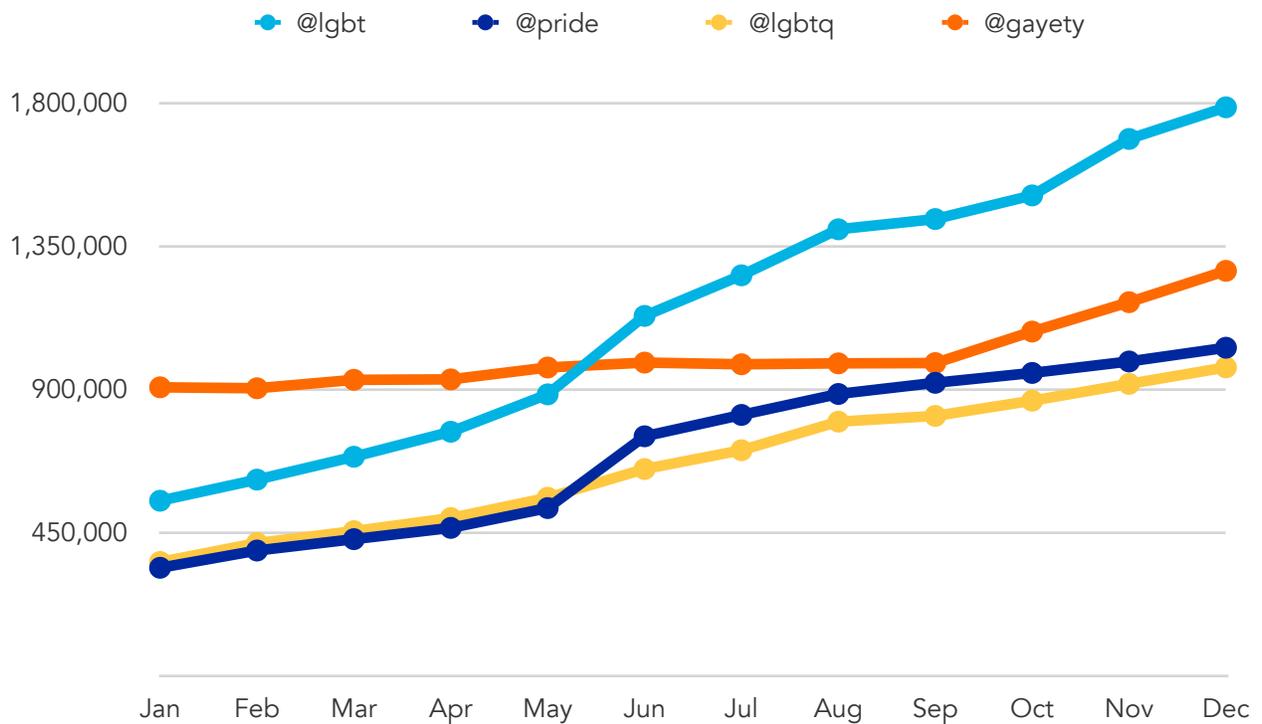
all brands in 2020

social video views

**345M**

all brands in 2020

With a rapidly growing following and an **engagement rate of 6.0% on Instagram**, more than double the average, this queer collective is the most followed and most engaged network of LGBTQ+ influencers in the world.



name	growth (in 2020)	% growth (in 2020)	
<b>lgbt</b>	<b>+1.25M</b>	<b>227.79%</b>	<div style="width: 100%; height: 10px; background-color: #00AEEF;"></div>
<b>pride</b>	<b>+696.9K</b>	<b>205.93%</b>	<div style="width: 90%; height: 10px; background-color: #003366;"></div>
<b>lgbtq</b>	<b>+619.6K</b>	<b>173.99%</b>	<div style="width: 75%; height: 10px; background-color: #FFC000;"></div>
<b>gayety</b>	<b>+398.3K</b>	<b>43.98%</b>	<div style="width: 20%; height: 10px; background-color: #FF6600;"></div>

# demographics



## age

18-24: 36%  
25-34: 28%  
35+: 20%

Our audience is young, diverse, and educated. Both brand-conscious and technologically savvy, these new progressive buyers have disposable income and directly influence the purchasing decisions of their queer and straight peers.

Research has shown that the key to reaching buyers of this age is a strong social presence.

## gender

WOMEN: 59%  
MEN: 41%

Few LGBTQ+ brands are as uniquely positioned to reach such an LGBTQ+ audience. Content on @lgbt, @lgbtq, @pride, and @gayety is aspirational and brand-friendly which has helped us earn the trust of these young, media-savvy trend makers.

And with our audience's trust, brands who partner with us share in a deeper connection and level of interaction.





social video views

**345M**

all brands in 2020

minutes viewed

**408M**

all brands in 2020

engagements

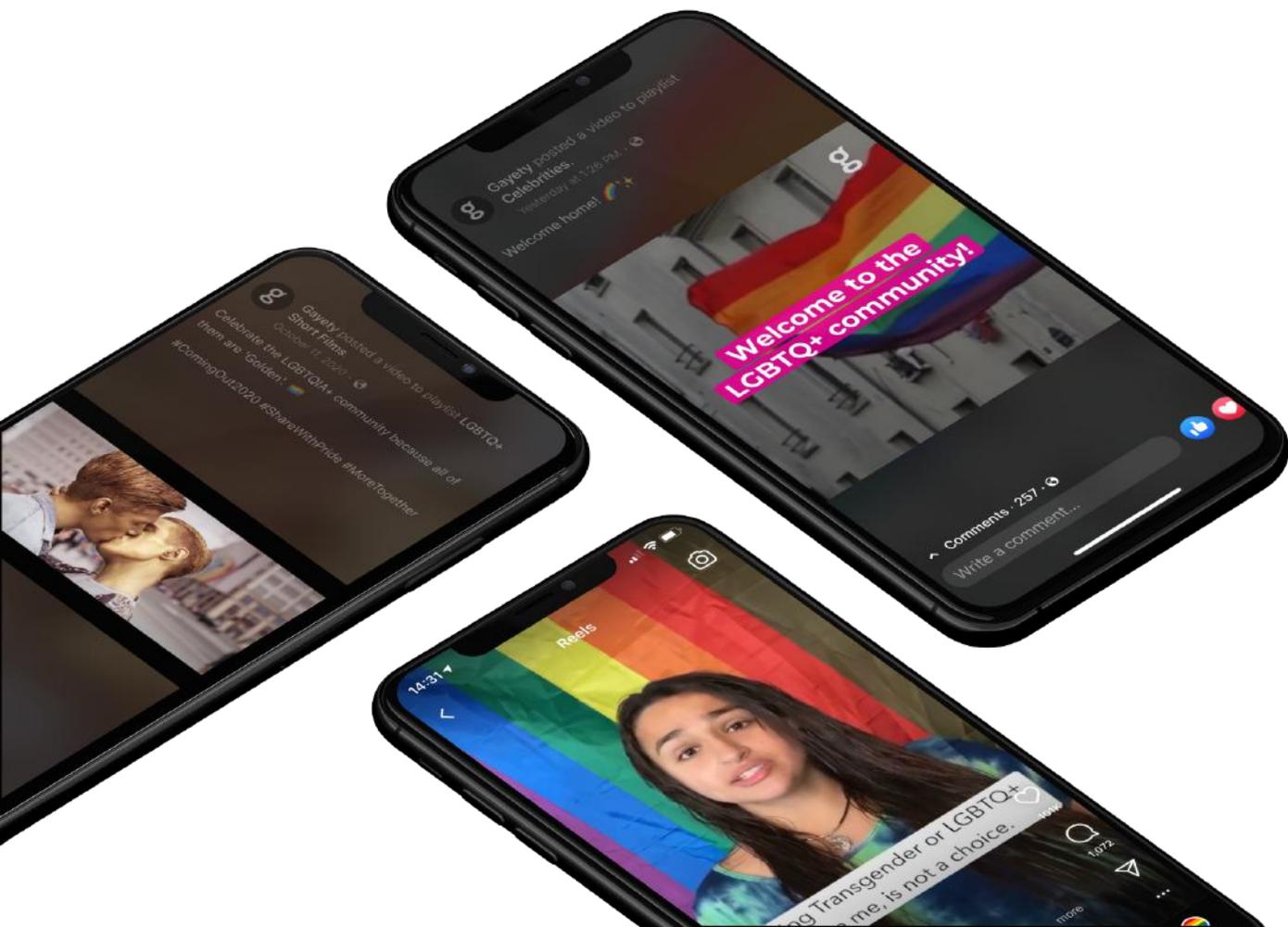
**9.9M**

all brands in 2020

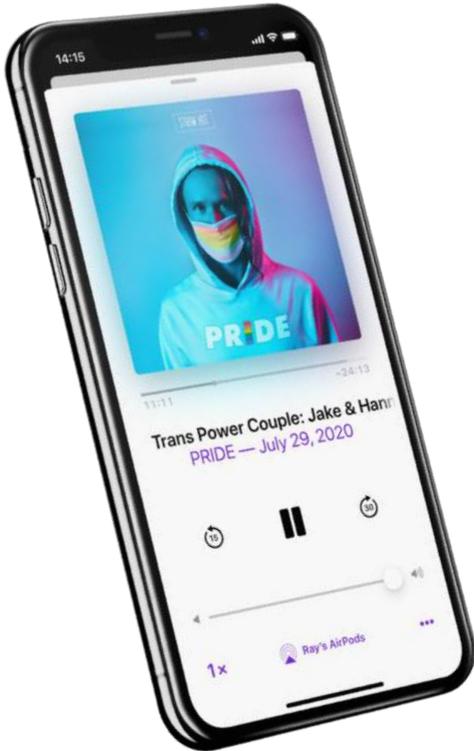
Storytelling is so much richer through the power of video. By 2022, online videos will make up more than 82% of all consumer internet traffic, so we prioritize accordingly. Video has become one of the fastest growing arms of our company, to which we attribute a significant portion of our growth.

With our team of experts, we produce viral moments, trending news, and curate high-quality LGBTQ+ short films. We also collaborate with top activists and creators on Instagram, creating educational and uplifting LGBTQ+ content.

We like making great stuff with great people.



# the podcast



## TELLING QUEER STORIES

The PRIDE podcast from **Straw Hut Media** celebrates LGBTQ+ people with skillful journalism and engaging interviews. This weekly show is guaranteed to let your mind run wild in a safe space full of wonderment.

### downloads

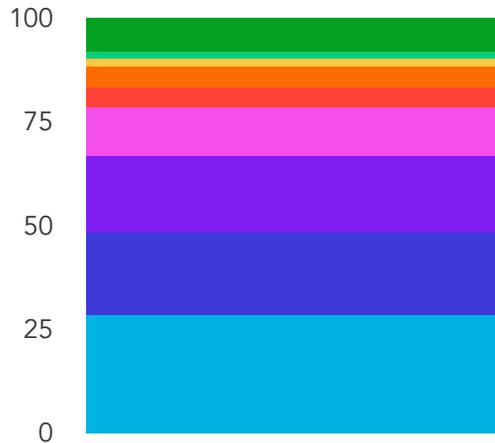
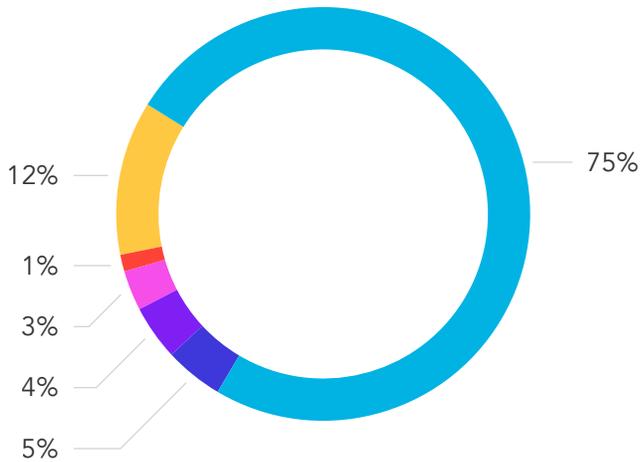
2,500 every two days  
 4,000 every week  
 6-7K every thirty days

### inventory

2 pre-roll  
 2 mid-roll  
 1 post-roll

- U.S.
- U.K.
- Canada
- Australia
- Germany
- Other

- AppleCoreMedia
- Chrome
- Apple Podcasts
- Apple Watch
- Spotify
- Safari
- iTunes
- Mozilla
- Other



# the competition

	name	instagram followers	interactions total 2020	instagram interaction %	growth % growth #
	<b>lgbt</b>	<b>1.7M</b>	<b>20.1M</b>	6.431%	<b>+253.14%</b> <b>+1,247,376</b>
	<b>pride</b>	<b>1.0M</b>	<b>9.63M</b>	5.683%	<b>+210.79%</b> <b>+684,734</b>
	<b>lgbtq</b>	<b>974K</b>	<b>7.89M</b>	5.31%	<b>+186.04%</b> <b>+633,909</b>
	<b>gaytimes</b>	<b>771K</b>	<b>16.2M</b>	3.291%	<b>+64.14%</b> <b>+301,302</b>
	<b>them</b>	<b>649K</b>	<b>12.2M</b>	2.428%	<b>+94.11%</b> <b>+314,713</b>
	<b>outmagazine</b>	<b>545K</b>	<b>6.50M</b>	2.279%	<b>+26.30%</b> <b>+113,482</b>
	<b>gayety</b>	<b>146K</b>	<b>266K</b>	1.946%	<b>+3.68%</b> <b>+5,217</b>
	<b>theadvocatemag</b>	<b>132K</b>	<b>622K</b>	0.94%	<b>+15.15%</b> <b>+17,369</b>
	<b>most</b>	<b>125K</b>	<b>3.03M</b>	3.749%	<b>+79.32%</b> <b>+55,512</b>
	<b>queerty</b>	<b>106K</b>	<b>630K</b>	0.999%	<b>+23.49%</b> <b>+20,301</b>
	<b>pride_site</b>	<b>87K</b>	<b>206K</b>	1.486%	<b>+2.93%</b> <b>+2,485</b>
	<b>lgbtqnation</b>	<b>28K</b>	<b>117K</b>	3.013%	<b>+91.98%</b> <b>+13,886</b>
	<b>outtraveler</b>	<b>4.0K</b>	<b>5.51K</b>	1.31%	<b>+4.88%</b> <b>+189</b>

# case studies



## REACHING LGBTQ+ PEOPLE DIRECTLY

Since their inception, the brands that make up the *Rainbow Media Co.* collection have worked with a variety of premier partners.

From **Netflix** and **Lexus** to **AEG** and **Stoli**, @lgbt, @lgbtq, @pride, and @gayety regularly collaborate with some of the world's most influential companies to create content that engages audiences and delivers brand messaging authentically.



## SUCCESS THROUGH AUTHENTICITY

More than 82% of LGBTQ+ people prefer to shop brands that support our community. One major key to engaging them on social is authenticity. Our accounts demonstrate a keen understanding of this authenticity with consistent and reliable numbers.

With an **average engagement rate of 6%** we confidently reach, engage, and convert LGBTQ+ buyers on social.

