

# MXD

MAGAZINE

Celebrating LGBTQ People of Color  
SEPTEMBER-OCTOBER 2018 Vol.1 No.2



Finally, a magazine where you can  
promote your business/organization  
and invest your dollars towards  
social justice.

## ***Kink of Many Colors***

**MORE OF EVERYTHING POC IN THE SF BAY AREA**

**2018 SPONSORSHIP OPPORTUNITIES**

# Being an MXD sponsor is more than just good PR and sensible marketing.

It's a pledge to fight racism & ethnic disparities in the LGBTQ community and the media.

## LET'S TALK NUMBERS

10,000	Copies printed and circulated per month in the Bay Area per issue
100,000+	Unique website visitors since launch in June 2018 from all over the U.S.
500,000+	<sup>§</sup> LGBTQs in the San Francisco Bay Area
6.2%	<sup>§</sup> Identifies as LGBTQ in the San Francisco Bay Area
51.9%	*POCs in San Francisco
74.1%	*POCs in Oakland
44.5%	*POCs in Berkeley
57.2%	*POCs in San Jose
\$0.02	Maximum cost to reach each MXD Magazine reader
\$75,131	<sup>§</sup> Median income of POCs in the San Francisco Bay Area

\* Census 2010. Cities where MXD Magazine is distributed.

<sup>§</sup> Gallup 2012 Survey

## NOTABLE FIGURES FOR PRIDE & KINK ISSUES

1,000,000	Estimated SF Pride attendees
400,000+	Estimated Folsom Street Fair attendees
One	Publication dedicated to celebrating LGBTQ POCs & allies

**Got ideas on how we can work together with promotions during the biggest kink fair in the world?** Send us a holla and let's talk partnership.



# The Power of *Sexuality*

MXD USES **SEX POSITIVITY** IN CREATING SOCIAL CHANGE

# MXD is like a really cool preacher who goes to orgies and gets tested regularly.

Because it's the right to to do.

## **RACISM IN ALL FORMS NEEDS TO STOP NOW**

Ultimately, we want to unite the LGBTQ community, merchants, organizations, and media in agreement that any form of discrimination, prejudice, and violence is never acceptable and must be destroyed once and for all.

**MXD Magazine** is a publication that celebrates LGBTQ People of Color (POCs), non-conformists, and our allies.

We aim to fight racism masked as sexual preference, among other façades. We believe in equalizing racial disparities in American media and our community by ensuring publications that represent the underrepresented stay in circulation, cultivating in our readers that POCs are as desirable and powerful as the white masculine male.

We provide a safe, loving, and respectful environment for discussion among POCs and our white allies where we can all find common ground in our fight to end racism and achieve racial equality in the LGBTQ community.

We are provocative and unapologetic, but never malicious. We fight for what we believe is right, but never closing our ears to voices that help us understand the other sides of issues we discuss. We challenge ourselves and our readers to break our preconceived notions about race and the issues around it.

We are sex positive and believe that sex is a powerful gift that is to be celebrated but never taken lightly. Our cardinal rule is love, acceptance, understanding, good intentions, and consent.



# Unconventional Fashion

WHERE GENDER DOES NOT DEFINE WHAT PEOPLE WEAR

# Sponsorship Rates

## PRINT VERSION SPONSORSHIP

*All print version sponsors are entitled to banner placements online. Web banners rotate at frequencies determined by tier.*

**Regular Full Page** \$500 Non-Profits | \$800 Merchants  
5.5" X 8.5" with 0.125" bleed on all sides

**Regular Spread** \$800 Non-Profits | \$1300 Merchants  
11" X 8.5" with 0.125" bleed on all sides

**Inside Front Cover** \$800 Non-Profits | \$1300 Merchants  
5.5" X 8.5" with 0.125" bleed on all sides

**Inside Front Cover Spread** \$1000 Non-Profits | \$1500 Merchants  
11" X 8.5" with 0.125" bleed on all sides

**Inside Back Cover Spread** \$1000 Non-Profits | \$1500 Merchants  
11" X 8.5" with 0.125" bleed on all sides

**Back Cover** \$1000 Non-Profits | \$1500 Merchants  
5.5" X 8.5" with 0.125" bleed on all sides

Color Mode: CMYK  
Resolution: 300 dpi  
Format: PDF  
Submit via: Email, Google Drive

## WEB-ONLY SPONSORSHIP \$100 Non-Profits | \$200 Merchants

*Web sponsors enjoy 2-months of web banner real estate on our pages rotating along with other MXD sponsors in generous frequencies.*

**Horizontal Banner Specs** 1000px X 270px RGB Mode. GIF, JPEG or PNG accepted  
**Vertical Banner Specs** 300px X 927px RGB Mode. GIF, JPEG or PNG accepted

**Need design assistance to adjust your sponsored space?** We can help.  
Call 415.832.9085 for rates.

# Editorials & Features

## CALENDAR

**JANUARY 2019 | REVOLUTION ISSUE** Featuring Hometown Heroes Trans Pioneer Tita Aida, SF Emperor Leandro Gonzales, Queer Trailblazer Levi Maxwell, Burlesque Babes of the Bay, NY Fashion Week's Veejay Floresca, Crazy Rich Asians Phenomenon, TranSexy Centerfold Mirza, and more!

**MARCH 2019 | FEMINISM ISSUE** Celebrating LGBTQ Women of Color and their role in moving America forward in the Trump era.

**MAY 2019 | MEMORIAL ISSUE** Remembering LGBTQ POCs who have fought to the death to protect the liberties that LGBTQs have today. Also featuring articles on the future of LGBTQs in America.

**JUNE 2019 | PRIDE ISSUE** A look on how far MXD Magazine has come with its mission. Now hunting for the next LGBTQ civil battle worth fighting for.

**SEPTEMBER 2019 | KINK ISSUE** In observance of the world's biggest kink fair, Folsom Street Fair, and celebrating sexuality in all forms.

*\*By June 2019, we intend to come out with a monthly issue depending on the amount of partnerships forged in early 2019.*

## EDITORIALS

The Activist  
Ask an Ally  
Community Beat  
Immigration  
Money  
The POC Agenda by Paoi Eulalia  
Queer Stories  
Society  
Spirituality  
TransFormation  
Women Empowerment  
Word on the Street

## FEATURE SECTIONS

Arts & Entertainment  
Centerfold  
Classifieds  
Community Resources  
Cover Story  
Fashion  
Health & Fitness  
Hometown Hero  
Letters to MXD  
Lifestyle & Culture  
Newsworthy  
Upcoming Events



# Sponsorship Reservation & Agreement

COMPANY / ORGANIZATION

CONTACT PERSON'S FULL NAME

ADDRESS

PHONE NO. & EMAIL

WEBSITE

I'd like to sponsor MXD Magazine for the following issues in 2019:

- JANUARY 2019 Revolution Issue
- MARCH 2019 Feminist Issue
- MAY 2019 Memorial Issue
- JUNE 2019 Pride Issue
- SEPTEMBER 2019 Kink Issue

Please save the following spaces to promote my company/organization:

- |   |  |
|---|--|
| <input type="radio"/> Regular Full Page         | <input type="radio"/> Regular Spread           |
| <input type="radio"/> Inside Front Cover        | <input type="radio"/> Inside Back Cover        |
| <input type="radio"/> Inside Front Cover Spread | <input type="radio"/> Inside Back Cover Spread |
| <input type="radio"/> Back Cover Full Page      |  |

Payment by:  Check PAYABLE TO **MXD MAGAZINE**  Card

I understand that ad spaces are on first come first saved basis and that payment is due upon reservation. Upon receipt of signed agreement, MXD Magazine will call to collect payment by phone or in person. Cancellations may be made 2 weeks before going to press. Any cancellations made thereafter is non-refundable.

SIGNATURE & DATE SIGNED