

M X D

MAGAZINE

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



**INFLUENTIAL
PERSONALITIES**

**FEARLESS
COLUMNS**

**HARD-HITTING
INTERVIEWS**

SEX
DRUGS
PORN
FASHION
POLITICS
MORE!

**RuPaul's
DRAG RACE**

QUEENS

BARE OPINIONS ON
FAME, SUCCESS, ADVERSITY,
BLACK & TRANS LIVES MATTER

Black & Trans Lives Matter

JUSTICE NOW OR NEVER



2020 SPONSORSHIP OPPORTUNITIES

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

It's a pledge to fight racism, LGBTQ-phobia & ethnic-gender 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+	[§] LGBTQs in the San Francisco Bay Area
6.2%	[§] 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	[§] Median income of POCs in the San Francisco Bay Area

* Census 2010. Cities where MXD Magazine is distributed.

[§] Gallup 2012 Survey

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 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

DECEMBER 2020-JANUARY 2021 | *Black & Trans Lives Matter Issue*

A crash course on what Black & Trans Lives Matter. The role of non-black non-trans folks in BLM / TLM movements. Sex & the time of a pandemic. RuPaul queens Asia O'Hara & Yvie Oddly, Transcendent star Bionka Stevens, porn stars, influencers.

MARCH-APRIL 2021 | *Politics & Civil Rights Issue*

If Trump wins: Survivor's Guide to the Apocalypse. If Biden Wins: Healing after the Apocalypse. Trumpism lives on: How to kill it. Religion and the LGBTQ community.

JUNE-JULY 2021 | *America The Great Issue*

A fresh look at Americans and the many colors and genders they exist as. The LGBTQ POC immigrants that built America. Fine line between freedom & hate.

SEPTEMBER-OCTOBER 2021 | *Sex Issue*

Gender evolution. Kinky festivals and parties to look forward to. Can sexual preferences and prejudices be unlearned? Top 20 sex toys & porn films to watch out for.

EDITORIALS

The Activist
All American Me by Kheven LaGrone
Ask an Ally by Luke Adams, LMFT
Community Beat
Cultured Club Society Pages
Immigration
Money
The POC Agenda by Paoli Eulalia
Queer Stories
Spirituality
Trans Formation
Women Empowerment

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 2020-2021:

- DECEMBER 2020-JANUARY 2021 *Black & Trans Lives Matter Issue*
- MARCH-APRIL 2021 *Politics & Civil Rights Issue*
- JUNE-JULY 2021 *America The Great Issue*
- SEPTEMBER-OCTOBER 2021 *Sex 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 served 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