

Gaze

Introducing ...
AN EAST COAST GLBT MAGAZINE

ABOUT US

Published in Halifax, yet designed to serve Atlantic Canada's gay/lesbian/bisexual/transgendered community, Gaze Magazine will release its very first issue on July 12, 2010.

The 32-page, full-colour glossy will be available FREE of charge at various locations throughout Atlantic Canada, or by subscription across Canada and in the United States. Following the publication of its inaugural printing, Gaze will also be available on-line at www.gazemagazine.ca, with updates and links provided regularly via Twitter and Facebook.

Publication will take place ten times a year and Gaze will be printed on environmentally friendly paper stock. Gaze's initial print run will be 10,000 copies.

By combining elements found in popular GLBT publications as well as mainstream glossy magazines, Gaze aims to appeal to a variety of audiences — young and old, gay and straight — by focusing on fun and informative while remaining thoughtful and engaging.

Regular features will include global news briefs, book, movie and restaurant reviews, fashion and photography sections, indepth local features on GLBT issues, and profiles of highly successful members of the GLBT community.

An estimated 75,000 individuals were in Halifax for Pride-related activities in 2008. That said, by unveiling Gaze less than a week before the kick-off to Pride 2010, more people are likely to pick up and read the magazine than if the launch were to occur at any other time of year.

Gaze representatives will also be on hand during this year's Pride parade handing out copies to parade-watchers, ensuring that Gaze and its advertisers are highly visible to locals and visitors alike.

AD RATES

Size	1X	5X	10X
Back Cover	\$1,000	\$800	\$750
Inside Cover	\$ 725	\$675	\$625
Full Page	\$ 650	\$600	\$550
3/4 Page	\$ 525	\$475	\$425
2/3 Page	\$ 450	\$400	\$350
1/2 Page	\$ 400	\$350	\$300
1/3 Page	\$ 350	\$300	\$275
Business Card	\$ 125	\$110	\$100

PRINT AD SIZES



FULL PAGE
7.875" X 10.75"



3/4 Page (H)
7.875" X 8.06"



3/4 Page (V)
5.9" X 10.75"



2/3 Page (H)
7.875" X 6.93"



2/3 Page (V)
5.2" X 10.75"



1/2 Page (H)
7.875" X 5.375"



1/2 Page (V)
3.8" X 10.75"



1/3 Page (H)
7.875" X 3.55"



1/3 Page (V)
2.6" X 10.75"



Business Card
3.5" X 2"

Guaranteed placement is available for a 15% surcharge, based on availability.

To book ad space for the premiere issue of Gaze, contact John Williams at 902-233-3199.

gazemagazine@eastlink.ca