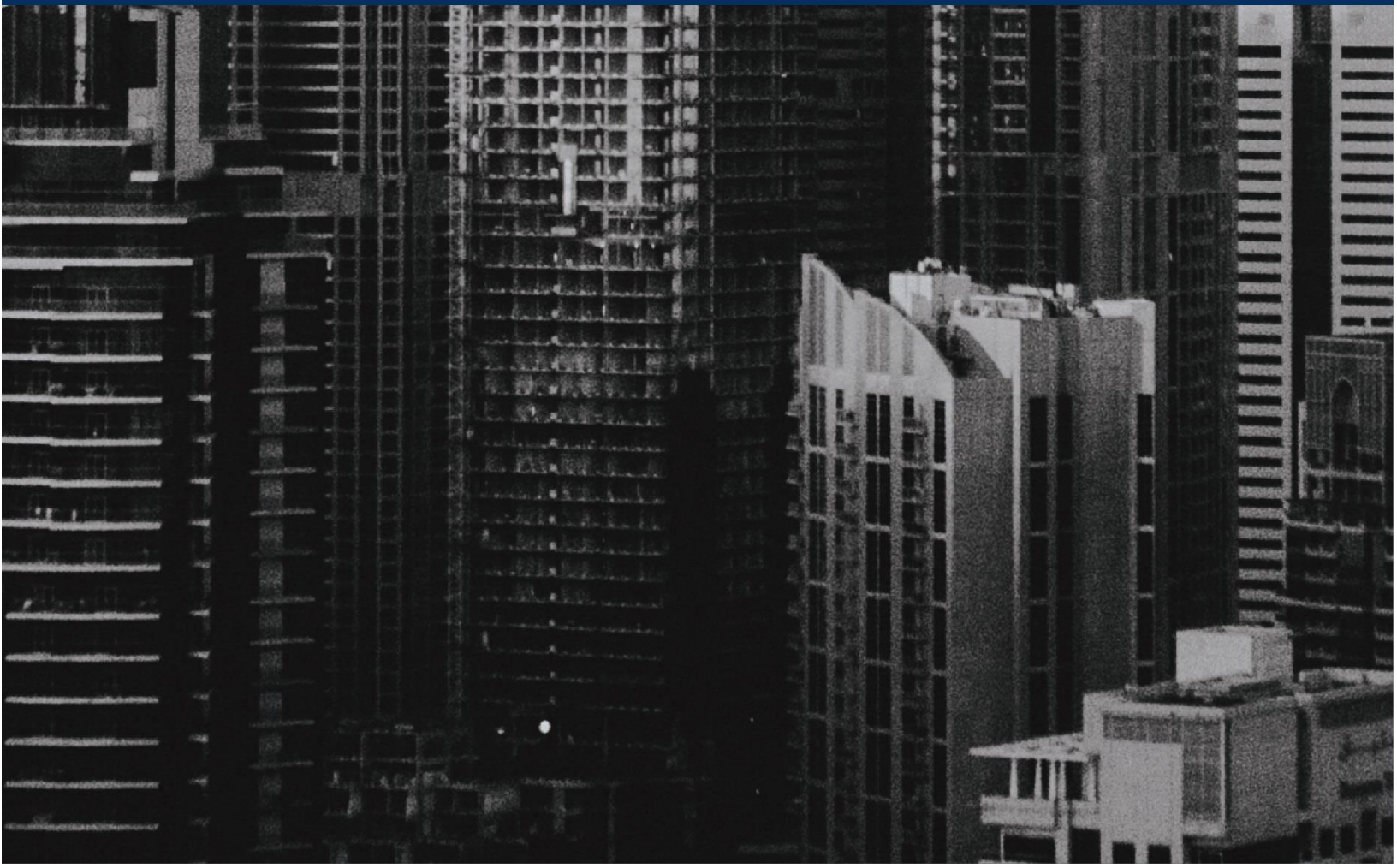




LGBT B2B ADULT NEWS LEADER MEDIA KIT 2021





## Advertising on the LGBT B2B Adult News Leader has never been better!

Digital advertising today is fragmented across a multitude of platforms, screens and viewing modes. Making it difficult to plan, place and measure marketing messages effectively.

By utilizing the LGBT B2B Entertainment News Network, your digital ad campaigns, sponsored editorials and JRL CHARTS Signature Blog Pages, will be exposed to not only the Adult Entertainment Marketplace but also the LGBT Mainstream Market on a daily basis.

- \* Daily/Weekly Editorial Coverage Guaranteed!
- \* Spotlight Picks for Editorial Review by our Senior Staff Writer
- \* Daily Plugging of Product Demo Videos in editorial coverage
- \* Bullet Point Submissions will allow you to concentrate on sales!
- \* We will take your bullet points and create a full presentation\*\*  
(Materials, Videos, posters, POP displays are required)\*\*
- \* Interviews with Artists, entertainers, product inventors and sales associates
- \* Exclusive JRL E-Newsletter Runs Weekly!

## Social Media Marketing

We help our sponsors optimize their social media channels, increase their brand awareness, and develop social media advertising strategies!

- \* How to connect all editorial posts to SEO to get the most out of your products
- \* How to create social media content aligned with adult buyer wants/needs.
- \* Motivating Retailers to stock our sponsors products and services
- \* Tagging sponsors in our daily programming for both Adult and Mainstream



## MARKETING RATES 2021

Statistics Updated September [2021]

JRL E-Newsletter Subscribers = 192,300 | Adult Store Subscribers = 4,520  
 Daily Visitors = 49,000 | Daily Page Views = 522,000+ | 38 Minutes per visitor per Day  
 Monthly Visitors = 1,500,000 | Monthly Page Views = 15,660,000  
 Bounce rate: 20% Ratio | Daily Return Visitor Ratio = 37%  
 Twitter Followers = 81,700 | VK = 29,500

\*Ranked #7 on the LGBT Top 100 Gay Websites of 2021

<p><b>Platinum Campaign</b></p> <p>(4) Digital Banners Dimensions (1) 1100W x 400H (1) 970W x 90H (1) 300W x 600H (1) 300W x 250H Editorial Coverage Daily JRL CHARTS B2B E-Newsletter All for only \$ 1,500 Per Month (Minimum 1 Year Contract) * <b>Save 20%*</b> All for \$ 1,200.00 Per Month</p>	<p><b>Gold Campaign</b></p> <p>(3) Digital Banners Dimensions (1) 970W x 90H (1) 300W x 600H (1) 300W x 250H Editorial Coverage Weekly JRL CHARTS B2B E-Newsletter All for only \$ 1,300 Per Month (Minimum 1 Year Contract) * <b>Save 20%*</b> All for \$ 1,040.00. Per Month</p>	<p><b>Bronze Campaign</b></p> <p>(2) Digital Banners Dimensions (1) 300W x 600H (1) 300W x 250H Editorial Coverage Bi-Weekly JRL CHARTS B2B E-Newsletter All for only \$ 1,100 Per Month (Minimum 1 Year Contract) * <b>Save 20%*</b> All for \$ 880.00 per Month</p>
<p><b>Silver Campaign</b></p> <p>(1) Digital Banners Dimensions (1) 300W x 250H JRL CHARTS B2B E-Newsletter All for only \$ 1,000 Per Month (Minimum 1 Year Contract) * <b>Save 20%*</b> All for \$ 800.00 Per Month</p>	<p><b>Social Media Campaign</b></p> <p>(2) Digital Banners Dimensions 500W x 500H All for only \$ 700 Per Month</p>	<p><b>Weekly Rates</b></p> <p>Platinum Banner = \$ 1,000 Gold Banner = \$ 800 Bronze Banner = \$ 600 Silver Banner = \$ 400 *2 Banners Per Campaign <b>Gets 10% Off*</b></p>