THE MISSION

THE FIGHT is Northern California’s LGBTQ monthly magazine. The publication addresses the political, cultural and social changes within the LGBTQ community and focuses on hot button issues, ongoing goals and plans for action. Now is the time to speak out for justice, equal rights and dignity for all. It’s time to join THE FIGHT.

THE MARKET

The LGBTQ market is brand loyal, influential and economically resilient. According to numerous brand loyalty studies, the LGBTQ market demonstrates high advertising responsiveness for brands that advertise consistently in LGBTQ media.

THE MAGAZINE

Printed on rich, thick 100 lb gloss aqueous coated paper, THE FIGHT is unlike any other freely distributed publication on the market. Due to the publication’s high production value THE FIGHT enjoys a much longer shelf life than other magazines of its kind.

THE DISTRIBUTION

45,000 READERS, 15,000 COPIES

THE FIGHT is distributed at gay and lesbian, and LGBTQ friendly establishments throughout the San Francisco Bay Area. In addition to the monthly print issue THE FIGHT produces a monthly digital issue online, hyperlinked, garnering a minimum of 45,000 monthly views.

AD SPECIFICATIONS

ALL CAMERA READY ADS should be 300 dpi .jpg, .tif or high resolution pdf. It is difficult to make changes to camera ready artwork, so please send the original files the ad was created in (.psd, .ai or .indd) if you request a change.

If we are building your ad, the elements of your ad, your logo or photo, etc. should also be 300 dpi.

Word documents may be used for text but not for images. Images from the web will generally not be usable for print.

DEADLINES

Ad/Editorial Deadline: the 15th of the month.

On Street Date: the 1st week of the month.

To place an ad, call (323) 297-4001 or email editor@thefightmag.com. 10% additional cost for guaranteed right hand placement. 20% additional cost for guaranteed premium placement.

THE FIGHT 611 S. Catalina Blvd., #307
Los Angeles, CA 90005