



THE MEDIACARD | 2025

THE FIGHT

A QUEER REVOLUTION

THE MISSION

THE FIGHT is Southern 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 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

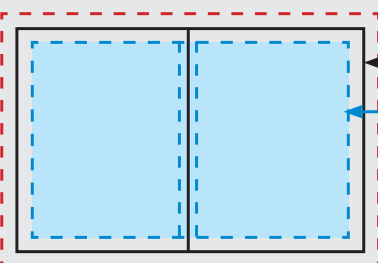
112,500 READERS, 25,000 MONTHLY COPIES (4.5 RPC)
THE FIGHT is distributed at gay and lesbian, and gay friendly establishments throughout Southern California, including West Hollywood, Hollywood, Downtown Los Angeles, Beverly Hills, West Los Angeles, Silverlake, San Fernando Valley, San Gabriel Valley, Santa Clarita Valley, Long Beach, Orange County, San Diego and Palm Springs.

| SIZE | 1x | 3x | 6x | 12x | 18x |
|--------------|---------|---------|---------|---------|---------|
| Double Truck | \$5,022 | \$4,761 | \$4,482 | \$4,132 | \$3,825 |
| Back Cover | \$4,401 | \$4,086 | \$3,798 | \$3,528 | \$3,267 |
| FULL | \$2,718 | \$2,574 | \$2,421 | \$2,232 | \$2,061 |
| 1/2 | \$1,701 | \$1,611 | \$1,512 | \$1,395 | \$1,287 |
| 1/4 | \$1,008 | \$963 | \$891 | \$837 | \$774 |
| 1/8 | \$594 | \$558 | \$531 | \$495 | \$450 |

For Digital Ad Rates Please Call 323-297-4001.

Rates are per issue.

| AD SIZE | TRIM | ADD BLEED | TOTAL SIZE |
|---------------------|----------------|----------------|-------------------|
| Double Truck | 16.75 x 10.875 | .125 (4 sides) | 17.0139 x 11.2517 |
| Full Page | 8.375 x 10.875 | .125 (4 sides) | 8.625 x 11.125 |
| 1/2 Page Vertical | 3.56 x 9.93 | (no bleed) | 3.56 x 9.93 |
| 1/2 Page Horizontal | 7.375 x 4.875 | (no bleed) | 7.375 x 4.875 |
| 1/4 Page | 3.57 x 4.60 | (no bleed) | 3.57 x 4.60 |
| 1/8 Page | 3.66 x 2.38 | (no bleed) | 3.66 x 2.38 |



← **TRIM** or Actual Size Of Ad

← **LIVE AREA** or .25" SAFETY MARGIN
 (Do not place design elements beyond this area.)

← **BLEED** add .125" if image extends beyond trim. (Must be full-page ad.)

AD SPECIFICATIONS

ALL CAMERA READY ADS should be **300 dpi** jpg, tif, png, eps, psd or high resolution pdf with fonts outlined/flattened to eliminate font problems. It is difficult to make changes to camera ready artwork, 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 18th of the month.
 On Street Date: the 1st week of the month.

To place an ad, call (323) 204-1858 or email editor@thefightmag.com. **10% additional for guaranteed right hand placement. 20% additional cost for guaranteed premium placement.**

THE FIGHT The DTLA Proud ART Community Center, 700 W. 7th St., Suite G080, Los Angeles, CA 90017