

FUSE

LIFE
LOVE
EQUALITY

DO YOU WANT TO GROW YOUR BUSINESS AND CAPTURE A NICHE AUDIENCE?

Do you want customers who:

- Have higher than average disposable incomes.
- Are highly educated.
- Prefer to buy from companies that advertise directly to their market.
- Are very loyal.
- Tend to be trendsetters.
- Go out more.
- Buy more!

FUSE MAGAZINE IS A POPULAR HIGH QUALITY GLOSSY GAY & LESBIAN LIFESTYLE PUBLICATION

FUSE Magazine, now in its ninth year, offers advertisers an exclusive link to the LGBTIQ community in both Canberra and Sydney. Printed quarterly, each issue offers our readers a broad range of interesting and informative articles, features and photo spreads.

Our content covers everything from entertainment to politics, news, fashion and grooming, fitness and health, arts and travel, technology, motoring, reviews, pictorials and the social scene.

FUSE Magazine is distributed free to major shopping centres, theatres, nightclubs, bars, cafes, book and record stores, arts venues, education centres, libraries and selected businesses throughout Canberra and Sydney metropolitan areas.

--> DID YOU KNOW: GAY MEN AND LESBIANS, ON THE WHOLE, ARE HIGHLY EDUCATED, PREFER TO BUY FROM COMPANIES THAT ADVERTISE DIRECTLY TO THE GAY AND LESBIAN MARKET, ARE LOYAL CONSUMERS, HAVE HIGH DISPOSABLE INCOMES AND TEND TO BE TRENDSETTERS AND MARKET LEADERS.

With a readership of over 10,000, FUSE Magazine can help you reach this market effectively!



WWW.FUSEMAGAZINE.COM.AU

FUSE MAGAZINE IS ALSO AVAILABLE ONLINE FOR NATIONAL & INTERNATIONAL READERS ON THE POPULAR FUSE WEBSITE

FUSE READERS AVERAGE AGE GROUPS OVER NINE YEARS OF PUBLICISING

HARDCOPY READERS (AVG)

18 — 24	15%
25 — 34	17%
35 — 44	20%
45 — 54	25%
Over 55	23%

DIGITAL READERS (AVG)

18 — 24	30%
25 — 34	33%
35 — 44	20%
45 — 54	12%
Over 55	5%



STATISTICS ABOUT THE GAY & LESBIAN CONSUMER

Gay men and lesbians on the whole are highly educated, prefer to buy from companies that advertise directly to the GLBTQ market, are loyal consumers, have high disposable incomes and tend to be trend setters.

Research shows 9 to 10% percent of urban populations identify as gay and lesbian.

Gay men and lesbians go out more, buy more, have more disposable income and are extremely loyal consumers.

Gay and lesbian consumers prefer to purchase from companies / brands that advertise in gay media, deliver product messages in gay-specific advertising, support gay and lesbian community causes, and are good to their own gay and lesbian employees.

Gay men and lesbians tend to be more focused on luxuries, leisure, entertainment and travel than their heterosexual counterparts.

Gay men spend up to a massive 600% more on luxury items than the average Australian male.

The median combined household income of gay and lesbian couples is around 60% higher than the average.

26% own or manage a business and a further 37% work as professionals or in management positions.

Gay men and lesbians are more likely to make online purchases for goods and services than their non-gay counterparts.

The GLBTQ population is more likely to book travel online (and spend up big) than their non-GLBTQ counterparts.

- 98% indicated that a destination's gay friendly reputation influenced their decision to visit there.
- 65% identify themselves as having to have the "latest".
- 68% upgrade to a product's latest model.
- 77% believe in "indulging in themselves".
- 57% prefer to buy "top of the line".
- 59% buy themselves "whatever they want".

RETURNED CUSTOMER LOYALTY

By advertising with FUSE Magazine, you're showing the gay and lesbian community you support them. In return our readers will become very loyal to your company's brands, products or services, giving you an important edge over your competitors.



FUSE MAGAZINE ADVERTISING

Please note: rates exclude GST and any agency fees.

Full page cover ads

- Outside back cover ad \$1600 +GST
- Inside front cover ad \$1200 +GST
- Inside back cover ad \$1000 +GST

Centre spread double page ad is \$1600 +GST

- If you book for 2 issues the price is \$1500 +GST per issue
- If you book for 4 issues the price is \$1400 +GST per issue

Full page ad is \$800 +GST

- If you book for 2 issues the price is \$750 +GST per issue
- If you book for 4 issues the price is \$700 +GST per issue

(Loading for premium placement pages 3 or 5 additional \$100 +GST)

Half page ad is \$500 +GST

- If you book for 2 issues the price is \$450 +GST per issue
- If you book for 4 issues the price is \$400 +GST per issue

Strip page ad is \$300 +GST

- If you book for 2 issues the price is \$275 +GST per issue
- If you book for 4 issues the price is \$250 +GST per issue

What's On page editorial : Includes editorial copy and image

- 1/4 page \$200 +GST
- 1/2 page \$300 +GST

All ads to be run in consecutive issues unless otherwise negotiated.
Rates exclude GST & any agency fees.



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ADVERTISING IN FUSE PUTS YOU IN GOOD COMPANY

Just some of the companies who have tapped into the Australian LGBTIQ advertising market with FUSE include:

- Australian and State Tourism
- Dendy & Palalce Cinemas
- Banardos & Marymead
- BMW, Volvo, Mini, Holden
- Volkswagon, Subaru, Jaguar
- NSW & ACT Health
- Local & Aust. Government
- Levi, Bonds, Aussie Bum
- Real Estates Australia-wide
- Flight Centre, Atlantis Cruises
- The Tradies Group
- Forty Winks, Sleepys
- Laser Clinics Australia
- Opera House, Street Theatre
- Canberra Theatre, Q Theatre
- Ticketek Australia
- Sydney Mardi Gras

Plus many local and international business, restaurants, cafes, clubs and so many more...

→ CONTACT ALEX 0412 309 992
hello@fusemagazine.com.au

ADVERTISING ON OUR HIGHLY POPULAR WEBSITE

The FUSE website not only allows local, national and international readers access to FUSE Magazine online, but is also a popular gay and lesbian news portal, entertainment guide and forum for the GLBTI community.

- **MAIN TOP BANNER:** A banner that can't be missed, it displays at the very top throughout FUSE website on ALL pages.
\$600 +GST per month — 940 pixels wide x 90 pixels high
- **ARTICLE BANNER:** This is a highly visible and popular banner, it displays on the FUSE website home page and with all articles.
\$500 +GST per month — 650 pixels wide by 150 pixels high — Horizontal.
- **SIDE BAR TILES:** Displays on the FUSE website home page and selected pages.
\$400 +GST per month — 440 pixels wide x 380 pixels high — Square — Retina display size.
- **MESSAGE BOARD OR WHAT'S ON BANNER:** These large visible banners display on above our popular message board or what's on pages.
\$400 +GST per month — 650 pixels wide by 200 pixels high — Horizontal.
- **MESSAGE BOARD OR WHAT'S ON LISTING**
\$200 +GST per month — Includes editorial, images and video if required.
- **FUSE WEBSITE LGBTIQ BUSINESS DIRECTORY LISTING** (More details on pg3)
\$300 +GST per year — Our business directory is a popular community resource.

We also offer social media support packages with our online advertising on request.
Our average banner click through rate is 1% - 3% which is way above the average of 0.5%

ADVERTISING NOTES

- All prices exclude GST and agency commissions, discounts apply for multiple bookings.
- Payment in full required with booking & before print unless otherwise organised.
- Placement of your advertisement is at the discretion of the publisher unless a preferred position has been negotiated.
- We reserve the right to decline inappropriate advertising artwork.
- All FUSE Magazine ads are full colour. Ad artwork should be supplied as PDF or high quality (300dpi) JPG or TIF files and emailed to: alex@fusemagazine.com.au
- We can also design your advertisement, please contact us for details.



ADVERTISER TESTIMONIAL

Fuse Magazine has been fantastic in helping us advertise our many shows.

We always get a very good response, almost immediately following our ad in FUSE being published and we continue to get calls each day.

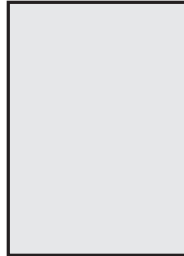
The team at FUSE Magazine are always very professional, quick, friendly and helpful.

*Hilda Scott Events
Marketing Manager*



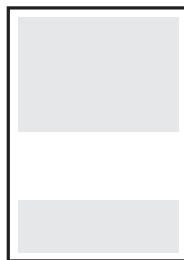
DOUBLE PAGE SPREAD

Trim size: 344mm wide x 241mm high
Type area: 314mm wide x 211mm high
Bleed size: 354mm wide x 251mm high
(5mm bleeds)



FULL PAGE AD

Trim size: 172mm wide x 241mm high
Type area: 142mm wide x 211mm high
Bleed size: 182mm wide x 251mm high
(5mm bleeds)



HALF PAGE AD

Size: 142mm wide x 102mm high
(No bleed or boarder required)

STRIP PAGE AD

Size: 150mm wide x 50mm high
(No bleed or boarder required)

All FUSE Magazine ads are full colour. Ad artwork should be supplied as PDF or high quality (300dpi) JPG or TIF files and emailed to: hello@fusemagazine.com.au

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The FUSE website not only allows local, national and international readers access to FUSE Magazine online, but is also a popular gay and lesbian news portal, entertainment guide and forum for the GLBTI community.

On the FUSE website you can reach a targeted audience immediately in a cost effective way. It's the easiest, quickest and most responsive way for businesses to promote and deliver information to the gay and lesbian community.

If you would like to know more contact us today.

LGBTIQ BUSINESS AND COMMUNITY DIRECTORY

Our A5 glossy Business and Community Directory publication is of the same high quality as FUSE magazine and reaches over 10,000 people in Canberra and surrounding regions.

It is Canberra's only locally produced LGBTIQ Business and Community Directory. An annual, high quality guide for LGBTIQ owned and/or friendly businesses and community organisations who choose to market to and support the gay and lesbian community. The directory also includes an extensive range free community service listings. The guide is not only a fantastic business generator but also an invaluable resource for the whole community.

LGBTIQ ONLINE DIRECTORY

Our online directory listings includes a full description of your business or service, image / logo, contact details, plus website and social media links. Additional images and video options are also available at no extra charge. See www.fusemagazine.com.au/directory

- Online listing \$300+GST — for a full year.

ANNUAL LGBTIQ PRINTED DIRECTORY

- Text Listing \$100+GST
- Half Page Ad \$400+GST
- Full Page Ad \$600+GST
- Back Cover \$1800+GST
- Inside Front Cover Ad \$1400+GST
- Inside Back Cover Ad \$1000+GST



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