

EDGE is the leading digital source for national and local LGBT news and entertainment. EDGE provides the unique opportunity to reach millions of LGBT readers daily, through the EDGE web network and mobile devices. Our seasoned editorial team delivers the highest quality reporting and features on a daily basis, so content is always fresh and always relevant to the LGBT community. Our diverse channels include entertainment, news, arts, health, style, travel, automotive, nightlife, finance, business and technology; providing you with the ability to surround your campaigns with content that supports your messaging.

URLs

EDGE National :: edgemedianetwork.com

Atlanta GA :: edgeatlanta.com
Atlantic City NJ :: edgeatlanticcity.com
Austin TX :: edgeaustin.com
Baltimore MD :: edgebaltimore.com
Boston MA :: edgeboston.com
Buffalo NY :: edgebuffalo.com
Charlotte NC :: edgecharlotte.com
Chicago IL :: edgechicago.com
Cleveland OH :: edgecleveland.com
Columbus OH :: edgecolumbus.com
Dallas TX :: edgedallas.com
Denver CO :: edgedenver.com
Detroit MI :: edgedetroit.com
Fire Island NY :: edgefireisland.com
Ft. Lauderdale FL :: edgeftlauderdale.com
Houston TX :: edgehouston.com
Hudson Valley NY :: edgehudsonvalley.com
Indianapolis IN :: edgeindianapolis.com
Key West FL :: edgekeywest.com
Key West FL :: edgekeywest.com
Las Vegas NV :: edgelasvegas.com
Los Angeles CA :: edgelosangeles.com
Miami FL :: edgemiami.com
Minneapolis - St. Paul MN :: edgetwincities.com
Nashville TN :: edgenashville.com
New Orleans LA :: edgeneworleans.com
New York NY :: edgenewyork.com
Orlando FL :: edgeorlando.com
Palm Springs CA :: edgepalmsprings.com
Philadelphia PA :: edgephiladelphia.com
Phoenix AZ :: edgephoenix.com
Pittsburgh PA :: edgepittsburgh.com
Portland OR :: edgeportland.com
Providence RI :: edgeprovidence.com
Provincetown MA :: edgeptown.com
Sacramento CA :: edgesacramento.com
San Diego CA :: edgesandiego.com
San Francisco CA :: edgesanfrancisco.com
Seattle WA :: edgeseattle.com
Washington DC :: edgewashington.com

AUDIENCES / DEMOGRAPHICS

Adults 18-24:	14%
Adults 25-34:	26%
Adults 35-44:	30%
HHI \$50-100k:	40%
HHI \$100k+:	20%

64% of EDGE readers said their top purchase over the past 12 months was for entertainment (concerts, plays, performing arts, etc.)

EDGE readers have a passion for the arts, quality entertainment, and a keen eye for fashion and design. They are truly trendsetters, always on the cutting edge of technology and seeking out the newest devices and innovations. Our readers place a high value on diversity, keep an open mind when it comes to cultural differences, and are fierce supporters of equality.

MARKETS WITH STRONGEST REACH

National, Boston, NYC, San Francisco, Los Angeles, Philadelphia, Washington
Can target down to DMA or Zip

OTHER OFFERINGS

Mobile, Dedicated Email Blasts, Newsletters, Tablet, Editorial, Promotional Giveaways, Custom Content Integration

AVERAGE CTR

0.15%

MINIMUM SPENDS

None

LEAD TIME

24 Hours

ARTWORK SIZES

Wide Rectangle	300 x 250
Leaderboard	728 x 90
Large Rectangle	300 x 600
Newsletter Wide Rectangle	300 x 250
Newsletter Leaderboard	728 x 90
Section Sponsorship	300 x 150
Eblast	600 x 850
Mobile	320 x 50