



SOUTHERN PRIDE CELEBRATIONS

weddings - events - style

PHOTO BY JBW PHOTOGRAPHY

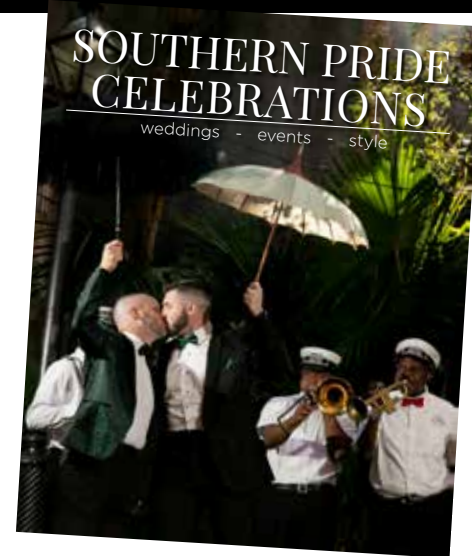
BUILD YOUR BRAND & GROW YOUR BUSINESS

SOUTHERN PRIDE CELEBRATIONS

weddings - events - style

Southern Pride Celebrations is a modern, luxury publication with print & digital platforms designed to spotlight the Celebrations of the southern LGBTQ+ community. From weddings and special events, holidays and festivals, to everyday style and design, our intention is to feature the very best of the LGBTQ+ event community in the south.

With an annual spend of almost 1 trillion dollars nationally and 3.7 trillion globally, the LGBTQ+ Economy plays a significant role in our annual retail, travel, wedding & event revenues. It is important to those in the community to have resources to find vendor allies and to support not only the 1.4 million U.S. LGBTQ+ companies, but LGBTQ+ Inclusive & gay-friendly businesses as well.



SouthernPrideCelebrations.com

Our digital presence serves up daily inspiration as we celebrate life's big moments and some not-so-big ones too. Our content is informative, creative and diverse and designed to attract a much under-served audience.

Get listed in our Featured Vendor List on our digital site AND in print.

2 Annual Print Issues

Spring February 2021	&	Fall August 2021
<ul style="list-style-type: none">weddingsparties & eventsfestivalsholiday ideasfashion		<ul style="list-style-type: none">decordesignfoodart& more

FREE print magazines will be available at advertising partner locations and select retailers. Magazines can also be ordered online and a full digital copy of each print magazine will be available online.

Email info@southernpridecelebrations.com for more information
www.southernpridecelebrations.com

PHOTO BY JESSICA SCHMUKLE PHOTO

Weddings

With almost two decades of wedding & event publishing experience, our team knows how to reach engaged couples from the south and those searching for destination event services. With an Inclusive Vendor Guide, we can connect engaged couples with LGBTQ+ friendly wedding vendors helping them to capture their share of the increasingly important LGBTQ+ wedding revenue.

Regular Features

Styled shoots and wedding design inspiration

Real Weddings

Planning Guide

Articles & vendor spotlights

Featured Vendor Guide



PHOTO BY JESSICA SCHMUKLE PHOTO

Events

Mardi Gras, Holidays, Festivals, and Special Occasions. Southerners know how to throw a party. We'll have our team at some of the most exclusive and stylish events across the gulf south. Event coverage includes spotlights on festivals old and new, features on balls and galas, design and styling ideas for holidays and special occasions, and candid party pics from social events across the region.

Regular Features

Styled shoots and creative event design inspiration

Real Parties & Events

Holiday decor & more

Festival & Event Guide

Articles & vendor spotlights

PHOTO BY TILLEY PHOTOGRAPHY

Style

We celebrate the everyday life of the LGBTQ+ community, and spotlight contemporary, southern style and design. Features will include fashion, home design, decor, art, food, and more. Living well is the new luxury lifestyle, and we will highlight members of the southern LGBTQ+ community who are living their best life as a way of inspiring others to embrace their own style.

Regular Features

Styled fashion shoots

Interior design & real home inspiration

Food and health

Trends and tips for a luxury lifestyle


Articles & vendor spotlights

PHOTO BY RARE SIGHTING PHOTOGRAPHY

Marketing & Advertising

We know the importance of diversifying your marketing spend and have developed annual packages that will allow you to maximize your investment to take advantage of our entire army of products, at one all-inclusive price. Our marketing solutions combine traditional print advertising with a variety of digital platforms from web banners and vendor guide listings, to access to our event calendar, blog native advertising and social media support.

INTRODUCTORY RATES*

	1/4 Page Ad \$700/year 2 issues	1/2 Page Ad \$1300/year 2 issues	Full Page Ad \$2400/year 2 issues	Full Page-Special Inside Front & Back, Page 1 & 3 \$2500/year 2 issues	Full Page-Special Back Cover \$2700/year 2 issues
Print Advertising 2 issues/year	X	X	X	X	X
Banner Ad 1 year on www.southernpride-celebrations.com	X	X	X	X	X
Vendor Guide 1 year listing in Vendor Guide in print & website	X	X	X	X	X
Event Calendar Access to post special events on web Events Calendar	X	X	X	X	X
Vendor Spotlight Featured spotlight blog post on website 1/year			X	X	X
Social Media Special social media shoutout 4/year			X	X	X

All packages are full-year programs. Packages paid at time of contract are eligible for a 10% pre-pay discount. Several payment options are available. Talk to your account representative about installment terms.

*Prices are subject to change.

PHOTO BY TITUS CHILDERS PHOTOGRAPHY

Stats

The LGBTQ+ Economy is significant and growing every year. Globally it accounts for more than 3.7 trillion dollars. When it comes to weddings & events, the LGBTQ+ community has few resources where they can comfortably locate gay-friendly and LGBTQ+ inclusive vendors.

Since the national legalization of same-sex weddings more than 300,000 couples have married.

LGBTQ+ WEDDING ECONOMY
3.8 billion dollars have been spent on wedding related expenses by the LGBTQ+ community

3.2 billion dollars were spent on actual wedding services

544 million dollars on travel and lodging accommodations for wedding guests.

LGBTQ+ ECONOMY

Global spending 3.7 trillion dollars (2019)

U.S. spending 917 billion dollars (2017)



Contact us at
info@southernpridecelebrations.com
for more information or to connect with
an account manager.

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