

A close-up portrait of a man with dark hair, a light beard, and blue eyes, wearing a dark suit jacket, white shirt, and dark tie. He is looking slightly to the right of the camera.

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boiMAG.com

Reach Your Target Market!
2025 MEDIA KIT

20k PRINT DISTRIBUTION PRINT ADS

Full Page Ads
Double Page Spread
Prime Placement Ads

DIGITALLY ONLINE HOME PAGE WEB ADS

Extra Large Banner Ads
Full Display Ads with Link
Banner Ads with Link

48k eBLAST DIRECT TO SUBSCRIBERS eMAIL

boiBLAST ADS

Display Ads w/Link
Banner Ads w/Link

boiMAGazine

3024 N Ashland Ave. #577063
Chicago, IL 60657

773.975.0264

boiAds@aol.com

www.boiMAG.com

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WHO

boiMAGazine

Established in the year 2000
Serving the Community for 24+ Years



WHAT

Full Color, FREE, Glossy “Lifestyle” Publication in-Print & Online

Reaching the Socially Connected and Tech-Savy Generation & Serving the LGBTQIA+ Community

WHERE

20,000 Print Copies + Extra 5K-10K Printed for Events & Festivals

Distributed in Clubs, Bars, Restaurants, Stores, Retail Outlets etc. in the Chicagoland area

48,350 boiBlast, eMail subscribers

boiMAG Online, Mobile Devices and Tablets

16,530 Online and Social Media

www.boiMAG.com

www.Facebook.com/boiMagazine

www.Instagram.com/boi_Magazine

WHEN

12 Issues

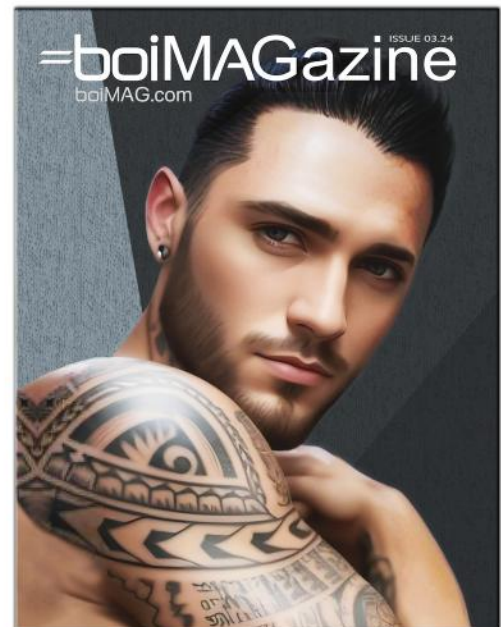
Revolving Around

Major Events & Holidays

WHY

To Help Connect our Readers with our Advertisers

and vice vesa... To Help our Advertisers Connect & Reach our Readers



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PRINT ADS

FULL PAGE AD

Bleed: 8.75"w X 11.25"h

Print Text Within:
7.5"w x 10"h

Actual Trim Size:
8.5"w X 11"h

\$1,360

20,000 PRINT DISTRIBUTION

An Extra 5K-10K are Printed for Festivals & Events

DISCOUNTS FOR MULTIPLE AD INSERTIONS

Package **3 ADS** Receive **10%** DISCOUNT

Package **6 ADS** Receive **15%** DISCOUNT

Package **12 ADS** Receive **20%** DISCOUNT

Package **16 ADS** or more GET **35%** OFF

WORKING WITHIN A BUDGET? WE'LL MAKE IT WORK!

HALF PAGE AD

7.5"w X 5"h

\$901

1/4 PAGE AD

3.6"w X 5"h

\$630

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WEB/HOME PAGE ADS

DISPLAY HOME PAGE AD

with link

217w X 300h

\$460

Large Display Ad

275w X 385h

\$636

14,600 UNIQUE VISITORS
39,800 PAGE VIEWS, HITS

DISCOUNTS APPLY FOR MULTIPLE WEB INSERTIONS

Package **3 ADS** Receive **10% DISCOUNT**
Package **6 ADS** Receive **15% DISCOUNT**
Package **12 ADS** Receive **20% DISCOUNT**
Package **16 ADS** or more GET **35% OFF**
WORKING WITHIN A BUDGET? WE'LL MAKE IT WORK!

HOME PAGE **BANNER AD** with link
\$530 610w X 80h

HOME PAGE
XL ROTATING BANNER AD

with link

1240w X 520h

\$790



eMAIL BLAST ADS

boiBLAST FEATURE AD

325w X 450h

\$560

48,580 boiBLAST/SUBSCRIBERS
DIRECT TO SUBSCRIBERS EMAIL & MOBILE DEVICES

DISCOUNTS APPLY FOR MULTIPLE boiBLAST ADS

Package **3 ADS** Receive **10% DISCOUNT**
Package **6 ADS** Receive **15% DISCOUNT**
Package **12 ADS** Receive **20% DISCOUNT**
Package **16 ADS** or more GET **35% OFF**
WORKING WITHIN A BUDGET? LET US HELP!

BANNER AD

325w X 50h

\$590

boiBLAST

Sent on same day as the print street date

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FREQUENCY DISCOUNTS

DETAILED BREAKDOWN

| <u>GENERAL AD SIZE</u> | <u>1 X RATE</u> | <u>3 X RATE</u> | <u>6 X RATE</u> | <u>12 X RATE</u> |
|---|-----------------|-----------------|-----------------|------------------|
| FULL PAGE | \$1,360.00 | \$1224.00 | \$1156.00 | \$1088.00 |
| HALF PAGE | \$ 901.00 | \$810.00 | \$765.00 | \$720.00 |
| QUARTER PAGE | \$ 630.00 | \$567.00 | \$535.00 | \$504.00 |
| <u>COVERS:</u> | <u>1 X RATE</u> | <u>3 X RATE</u> | <u>6 X RATE</u> | <u>12 X RATE</u> |
| BACK COVER | \$1,963.00 | \$1,764.00 | \$1,668.00 | \$1,570.00 |
| INSIDE COVER (Page 2) | \$1,600.00 | \$1,440.00 | \$1,360.00 | \$1,280.00 |
| INSIDE BACK COVER | \$1,930.00 | \$1,737.00 | \$1,640.00 | \$1,544.00 |
| <u>PRIME PLACEMENTS:</u> | <u>1 X RATE</u> | <u>3 X RATE</u> | <u>6 X RATE</u> | <u>12 X RATE</u> |
| PAGE 3 (Inside Cover Right) | \$1,600.00 | \$1,440.00 | \$1,360.00 | \$1,280.00 |
| PAGE 4 | \$1,396.00 | \$1,256.00 | \$1,119.00 | \$1,116.00 |
| PAGE 5 | \$1,390.00 | \$1,251.00 | \$1,186.00 | \$1,112.00 |
| PAGE 7 | \$1,369.00 | \$1,232.00 | \$1,163.00 | \$1,095.00 |
| CENTER SPREAD (Double Full) | \$2,303.00 | \$2,072.00 | \$1,957.00 | \$1,842.00 |
| <u>BOI e-BLAST & ONLINE ADS:</u> | <u>1 X RATE</u> | <u>3 X RATE</u> | <u>6 X RATE</u> | <u>12 X RATE</u> |
| boiBLAST (Regular Banner Ad 325w x 50h) | \$590.00 | \$531.00 | \$505.00 | \$472.00 |
| boiBLAST (Feature Ad 325w x 450h) | \$560.00 | \$504.00 | \$476.00 | \$448.00 |
| HOMEPAGE (Regular Banner Ad 610w x 80h) | \$530.00 | \$477.00 | \$450.00 | \$424.00 |
| HOMEPAGE (Display Ad 217w x 300h) | \$460.00 | \$414.00 | \$391.00 | \$368.00 |
| HOMEPAGE (Large Display Ad 275w x 385h) | \$636.00 | \$572.00 | \$535.00 | \$509.00 |
| HP-XL (Rotating Banner Ad 1240w x 520h) | \$790.00 | \$711.00 | \$671.00 | \$632.00 |

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ARTWORK Specifications

CIRCULATION:

20K-Print, Plus Extra 5K-10K
For Events & Festivals, 46K-Web

FREQUENCY:

12 Issues that revolve around
Holidays & Major Event Festivals

PRINT DISTRIBUTION:

Distributed in quantity to
clubs, bars, restaurants,
bookstores, gyms, salons,
retail outlets, cafés and
many other entertainment
type establishments

In addition, we are proudly
distributed during many
Chicago Special Events & City
Festivals throughout the year

AREA of DISTRIBUTION:

The greater Chicagoland area & suburbs.
Heavily concentrated on the
north side of Chicago, including
Wrigleyville and all the city's
entertainment districts

DEADLINES:

See deadline information

FORMATS:

300 dpi
CMYK
To size specification.
TIFF and JPG preferred,
EPS and PDF files are
also accepted flattened.

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Full Bleed
8.75"w X 11.25"h
Printed text within
7.5"W X 10"H (1/2" border)

Non Bleed
7.5"w X 10"h

Half Page
(Horizontal)
7.5"w X 4.9"h

Half Page
(Vertical)
3.6"w X 10"h

1/4 Page
3.6"w X 4.75"h

Actual trim
size is
8.5"w X 11"h

creative CONTENT

Creative Content (aka Advertorial) in boiMAGazine presents a valuable opportunity for brands to connect authentically with a diverse, and engaged audience.

By integrating promotional messages into high-quality editorial content, brands can leverage the magazine's established credibility and reach to enhance their visibility and relevance within the LGBTQ+ community.

This approach allows for storytelling that resonates with readers, fostering a deeper connection and encouraging meaningful conversations around products and services.

Additionally, sponsored content can provide a platform for brands to showcase their commitment to inclusivity and support for LGBTQ+ issues, ultimately building brand loyalty and trust among consumers who prioritize social responsibility.

Overall, sponsored content in boiMAGazine would create a win-win situation, benefiting both the magazine and the brands it partners with.

Campaigns range from \$200-\$1000 depending on the complexity and design. Please check with your sales rep. or contact us at: boiAds@aol.com, 773-975-0264.

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SPONSORSHIP OPPORTUNITIES

Advertising / Marketing Sponsorships

AD PACKAGES (Choose a Long or Short Run)

Short Run AD CAMPAIGN: 1-2 Issue run (4-8 WEEKS)

Special Rate: \$1224 per-issue (reg rate: \$1360)

-Or-

Long Run AD CAMPAIGN: 4-8 Issue run 16-32 WEEKS

Exceptional Rate: \$975 per-issue (reg rate: \$1360)

INCLUDES:

1 Full Page Color Print Ad (per-Issue) Distribution 20K

ADDED-VALUE FREE BONUS-INCENTIVES:

1 Display Ad on boiMAG.com with Link (value: \$460)

1 boiBLAST Ad w/Link, to 48K e-Subscribers (value: \$590)

SPONSORSHIP ADD-ONS

Ad-on a Weekly Club, AfterHours, or an Annual Event)

WEEKLY SPONSORSHIP

Club Events & AfterHours Parties Ad Campaigns:

Month Long Weekly Club Event Sponsorship: +\$1000 (\$250 each-week x 8 or 16 week run)

-Or-

Month Long Weekly After-Hours Party Sponsorship: +\$1100 (\$275 each-week 8 or 16 week run)

WORK, a popular Friday After-Work Party, featuring underground vibes by The Masked DJ
La Noche Loca (The Crazy Night), the longest running multi-cultural, bi-racial and Hispanic night
Lick-It AfterHours, a weekly underground after-hours party, held on the weekend with top DJs

ANNUAL SPONSORSHIP Large Events:

1 Annual Large Event Sponsorship +\$1200 (1 sponsored event)

The White Party, The Military Ball, Pornopolooza.com event, TraxFest House Music Street Festival,
The Bi-Annual Latin Leather event

INCLUDES:

Sponsors logo on all promoters full page ads in boiMAGazine, on flyers/posters, digital banner ads on promoters website with a direct link, sponsors logo on ticket purchase page for the hosted event, and all social media ad buys for boosted posts, etc.

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THE VALUE OF SPONSORSHIP



Revenue

Sponsorships can provide a significant source of income for a company, helping to fund events or projects that might otherwise be unaffordable, and that competitors overlook.

Brand Awareness

Sponsorships can help a company gain valuable exposure and brand recognition.

Community Impact & Relationships

Sponsorships can help brands make a positive impact by showing their support for events, and helping promoters advertise and market their events, along with promoting and marking your brand as the go-to product.

Positive Public Perception

Sponsors are generally well-received by the public, and event attendees and fans are often more open to engaging with brands, and become loyal consumers of the brand.

=boiMAGazine RADIO & TELEVISION

Reep the benefits of boiMAGazine's Radio and TV ad buying power!

We take advantage of wholesale bulk-buying prices with discount rates for advertising spots. We then passing the savings down to our advertisers, making the ad spots affordable, at a much lower cost than they are able to receive by themselves.

iHeartHouseRadio.com Advertising Spots

1-20 15sec. spots \$275 ea (reg. \$485 ea)
20+ 15sec. spots \$230 ea (reg. \$440 ea)

1-20 30sec. spots \$455 ea (reg. \$665 ea)
20+ 30sec. spots \$410 ea (reg. \$620 ea)

Homepage Web Ads 215 x 300: \$460 (2 weeks)



TraxTV channel 25 Advertising Spots

1-20 15sec. spots \$475 ea (reg. \$685 ea)
20+ 15sec. spots \$430 ea (reg. \$640 ea)

1-20 30sec. spots \$655 ea (reg. \$865 ea)
20+ 30sec. spots \$610 ea (reg. \$820 ea)

Commercial Production Service Available

Starting at \$250 on up depending on time, and the complexity of the video ad project.

TraxTV, aired on Channel 25 in Chicago, and streamed on YouTube, delivering House Music Videos, Artist and DJ Interviews, spiced with commentary from Trax Records CEO, and recording artist Screamin' Rachael.

Reaching a unique audience of house music aficionados, followers, fans, house-heads, trendsetters, and a wide range industry folks. Ages ranging from 20-45, with approx. 60% male, and 40% female.

Recently Chicago celebrated 40 years of House Music, with it's early '80 origin in Chicago, that rapidly spread throughout the world, and still is relevant today. One special quality those attracted to the house music sound have, is that they're from all walks of life, straight, LGBTQ+, black, white, brown, and everything in-between. Another natural quality is acceptance by all, no matter who you are or where you come from, everyone is welcomed, life is celebrated. Peace, love and harmony is the message, along with the vibe of the music, is what bonds them together.

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PHILANTHROPY

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- Long term solutions
- Social change
- Proactive
- Collective, Organized Responses
- Empowered, Independant Communities

Since it's conception on January 1st, 2000, boiMAGazine has funraised, and given to hundreds of charities, and community group organizations.

These non-profit organizations provied key programs, and services to those in need, that directly help, and effect positive change in our communities. There may be a time when you or someone you know has need, or will come to need, a helping hand. The world pandemic has shown us how important organizations can be in a time of crisis.

If you feel the old saying "what goes around, comes around" is true, then giving back, paying forwar, will only come around as a welcome benefit you in the future. If you are looking to give to a worthy cause, here are three, of the many Chicago organizations boiMAGazine, along with our readers, followers, family and friends, have come together to support. Your donation of any amount woud be welcomed and greatly appreciated! Call us at 773-975-0264, or email us at to arrange advertising sponsorship. We can work together, help each other, and get the word out!

- 1) www.ChicagoArtsCenter.org
- 2) www.YouthCommunicationChicago.org
- 3) www.ProjectVIA.org

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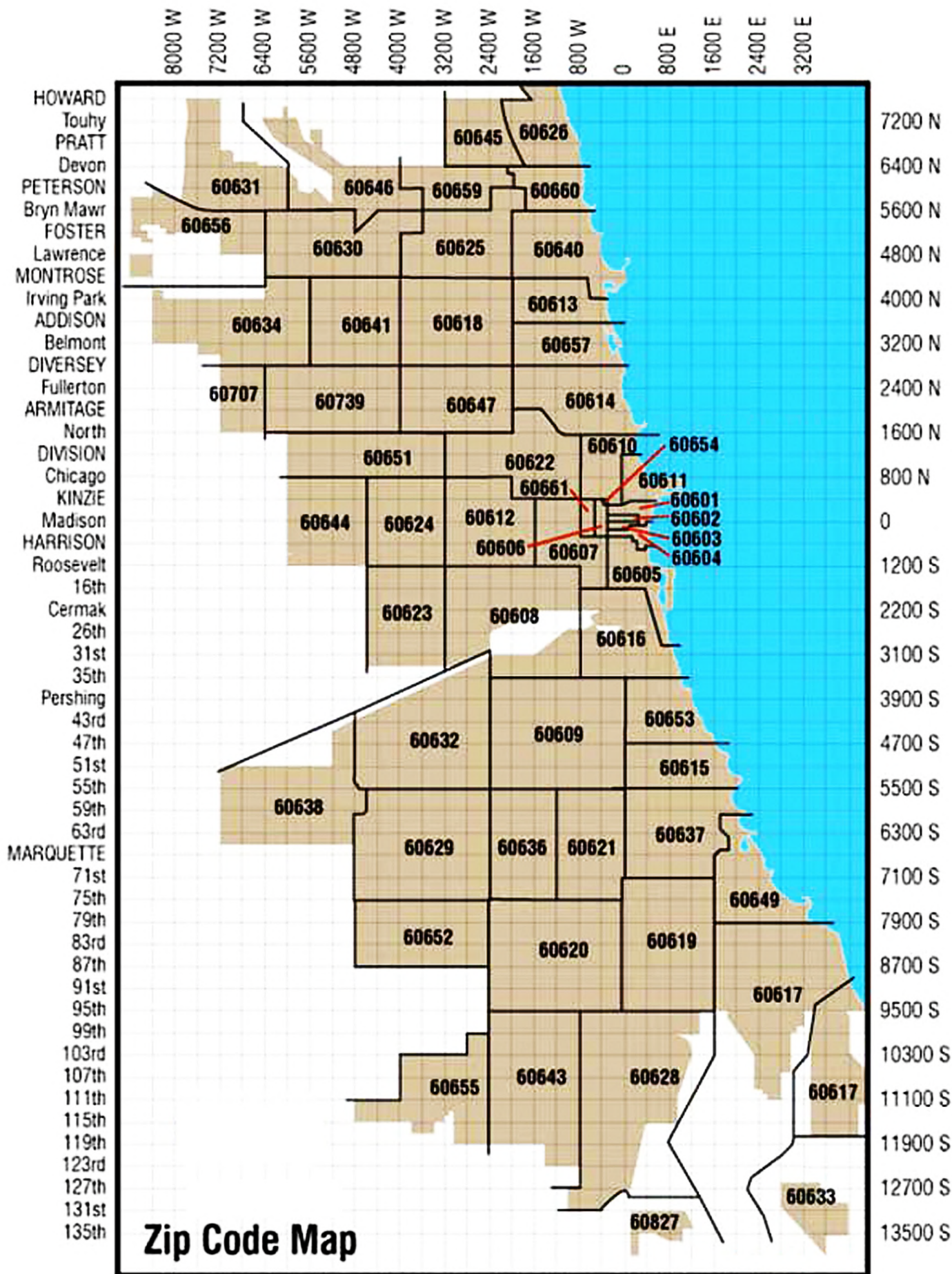
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DISTRIBUTION MAP

- 7600N- HOWARD
- 7200N- TOUHY
- 6800N- PRATT
- 6400N- DEVON
- 6000N- PETERSON
- 5600N- BRYN MAWR
- 5200N- FOSTER
- 4800N- LAWRENCE
- 4400N- MONTROSE
- 4000N- IRVING PARK
- 3600N- ADDISON
- 3200N- BELMONT
- 2800N- DIVERSEY
- 2400N- FULLERTON
- 2000N- ARMITAGE
- 1600N- NORTH
- 1200N- DIVISION
- 800N- CHICAGO
- 400N- KINZIE
- 0- MADISON
- 600S- HARRISON
- 1200S- ROOSEVELT
- 1600S- 16TH
- 2200S- CERMAK
- 2600S- 26TH
- 3100S- 31ST
- 3500S- 35ST
- 3900S- PERSHING
- 4300S- 43RD
- 4700S- 47TH
- 5100S- 51ST
- 5500S- 55TH
- 5900S- 59TH
- 6300S- 63RD

- CICERO -4800W-
- KOSTNER -4400W-
- PULASKI -4000W-
- CENTRAL PARK -3600W-
- KEDZIE -3200W-
- CALIFORNIA -2800W-
- WESTERN -2400W-
- DAMEN -2000W-
- ASHLAND -1600W-
- RACINE -1200W-
- HALSTED -800W-
- STEWART -400W-
- STATE -0-
- KING -400E-
- COTTAGE GROVE -800E-
- WOODLAWN -1200E-
- STONY ISLAND -1600E-
- JEFFERY -2000E-





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| ISSUE # | FEATURE | DEADLINE | STREET DATE |
|---------|----------------------------------|-------------------|-------------------|
| 01.25 | New Year / Ski Issue | Mon, Jan 6, 2025 | Fri, Jan 17, 2025 |
| 02.25 | Auto Show / Travel | Mon, Jan 20, 2025 | Fri, Jan 31, 2025 |
| 03.25 | Spring / Tattoo Festival | Mon, Feb 24, 2025 | Fri, Mar 7, 2025 |
| 04.25 | Music Issue | Mon, Mar 24, 2025 | Fri, Apr 4, 2025 |
| 05.25 | Festivals / Memorial Weekend | Mon, May 5, 2025 | Fri, May 16, 2025 |
| 06.25 | Pride Month | Mon, May 26, 2025 | Fri, Jun 6, 2025 |
| 07.25 | Pride Fest / Pride Parade | Mon, Jun 16, 2025 | Fri, Jun 27, 2025 |
| 08.25 | Market Days / Out at RenFaire | Mon, Jul 21, 2025 | Fri, Aug 1, 2025 |
| 09.25 | Labor Day / Festival of the Arts | Mon, Aug 18, 2025 | Fri, Aug 29, 2025 |
| 10.25 | Halloween / Fall Sales | Mon, Oct 6, 2025 | Fri, Oct 17, 2025 |
| 11.25 | Strut Fashion Show / Black Fri. | Mon, Nov 3, 2025 | Fri, Nov 14, 2025 |
| 12.25 | Holidays / NYeve / Out at Slopes | Mon, Dec 8, 2025 | Fri, Dec 19, 2025 |

Dates and Features are subject to change. Send artwork to boiAds@aol.com

Artwork is due by 5pm Chicago time on the deadline date listed above.

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**2025 Media Kit
Issue Deadlines**