

A woman with long dark hair, smiling, is the central figure. She is wearing a strapless, form-fitting dress covered in intricate, multi-colored sequins and beads. The background is a dense wall of large, reflective disco balls that catch the light, creating a vibrant, multi-colored glow. The overall aesthetic is glamorous and celebratory.

them

U.S. Media Kit
1H 2024

CONDÉ NAST



"To me, queerness is so much more than a label—it's a daily act of rebellion. There is a home for all the fellow outsiders, who break the mold just by moving through the world as themselves. By necessity, LGBTQ+ people have always been at the forefront of social change, fashion trends, and cultural ingenuity. Their documents and drives that influence, offering both LGBTQ+ readers and allies a window into our collective future."

SARAH BURKE, EDITOR IN CHIEF

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Brand Mission

them is the authority on what LGBTQ+ means today—and tomorrow. From in-depth storytelling on the fight for LGBTQ+ rights to intimate profiles of queer cultural vanguards, it's a platform for all of the bold, stylish, and rebellious ways that LGBTQ+ people are reshaping our world every day.

\$66B
SPENDING POWER

57%
DIVERSE

57%
GEN Z / MILLENNIALS

1.5X
SHOPPING INFLUENTIALS

1.7M
AVG. MONTHLY DIGITAL UNIQUES

1.7M
SOCIAL FOLLOWERS

14M
AVG. MONTHLY VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2023 monthly avg.; ListenFirst, followers as of 12/31/23, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2023 monthly average; Comscore Multi-Platform 2023 average; Comscore Multi-Platform / MRI-Simmons Fusion (06/23-523)



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Brand Highlights

PRIDE 365 | FULL YEAR Year-long amplify package around key moments for always-on Pride to support *Them*'s continued coverage, including Trans Day of Visibility, Halloween, Body Week, Mental Health Awareness Month, and more.

GUIDE TO GETTING OUT | MAY 2024 The world is just about endless, and so is our desire to see it. Launching this travel editorial package, *Them* will work with LGBTQ+ tour guides to highlight the best off-the-beaten path destinations for queer and trans travelers along with the locals-only spots for the best queer dining, art, and nightlife!

QUEER ON SCREEN | AUGUST 2024 LGBTQ+ people are rapidly reshaping how Hollywood tells stories, both in front of and behind the camera. In 2023 alone, we saw queer people redefine the rom-com, revamp the teen drama, and star in sci-fi blockbusters. Each August on the heels of fall TV season, *Them* launches Queer Hollywood, a comprehensive content package, highlighting the most promising LGBTQ+ talent, tracking all the ways that queer and trans people are

PRIDE: NOW AWARDS & NIGHT OUT WITH PITCHFORK | JUNE 2024 *Them* will pay tribute to the visionaries who are defining LGBTQ+ culture with the Now Awards, a content package and celebratory awards event. Then, we'll kick things into high gear with the annual Night Out, queer concert event and content series with the authority in music, Pitchfork, celebrating the best of queer music, culture and nightlife.

HALLOWEEN BALL | OCTOBER 2024 This October, *Them* will celebrate this bewitching holiday, long embraced by the LGBTQ+ community, with a month-long collection of ownable content moments including the launch of a social-first drag costume tournament that culminates with our first annual Halloween drag ball in NYC.

TRANS FUTURES WEEK | NOVEMBER 2024 To mark Transgender Awareness Week, *Them* will launch its first annual Trans Futures content package, spotlighting artists and advocates who are envisioning a more inclusive and exciting future for trans and all LGBTQ+ people. Taking a break from the hate-filled news cycle, Trans Futures will feature original photo essays, works of fiction, and conversations with LGBTQ+ thought-leaders that ignite queer imagination.

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