

"To me, queerness is so much more than a label—it's a daily act of rebellion. Them 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. Them documents and drives that influence, offering both LGBTQ+ readers and allies a window into our collective future."

SARAH BURKE, EDITOR IN CHIEF

\$66B

SPENDING POWER

57%
GEN Z / MILLENNIALS

1.7M

AVG. MONTHLY DIGITAL UNIQUES

AVG. MONTHLY VIDEO VIEWS

57%

**DIVERSE** 

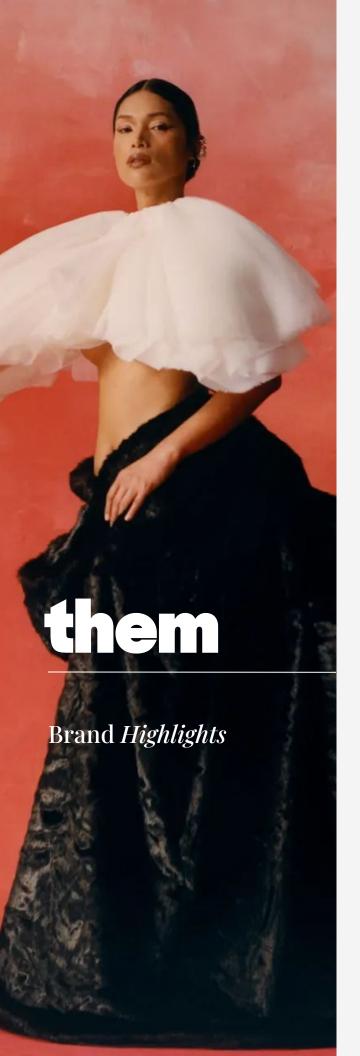
1.5X

SHOPPING INFLUENTIALS

1.7M

SOCIAL FOLLOWERS

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-S23)



**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 gueer 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.