

A woman with short brown hair is sitting in a garden, wearing a bright red coat over a red sweater and white pants. She is looking directly at the camera. The garden is lush with green grass and yellow daffodils. In the background, there is a large brick house with white window frames and a stone wall. The overall scene is bright and colorful.

them

U.S. Media Kit
2H 2025

CONDÉ NAST



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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.

"LGBTQ+ storytelling is no longer the exception, but the standard.

We are no longer a DEI initiative, but an integral part of speaking to a future generation."

FRAN TIRADO, EDITOR IN CHIEF

\$53B

TOTAL SPENDING
POWER

13X

HIGHER SOCIAL
ENGAGEMENT VS.
COMPETITIVE SET

56%

GEN Z / MILLENNIALS

1.8X

BUSINESS DECISION
MAKERS

1.3M

AVG. MONTHLY
DIGITAL UNIQUES

1.9M

SOCIAL FOLLOWERS

11.1M

AVG. MONTHLY
VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24); Listen First 2024 (comp set The Advocate, LogoTV, LGBTQ Nation, Out, Pride, Queerty); Comscore Media Metrix 2024

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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, World AIDs Day, Bi-Sexual Awareness Week, Mental Health Awareness Month, and more.

LOVE AND LUST | FEBRUARY 2025 Not all love stories are the same because not all love is the same. Queer love is often more liberated and radically different. A love letter to our love stories – this is a new content package and tentpole diving deep into all things LGBTQ+ – dating, relationships, advice and more.

PRIDE: SUPERLATIVE & NIGHT OUT WITH PITCHFORK | JUNE 2025 They 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.

HAUNT COUTURE HALLOWEEN | OCTOBER 2025 Halloween isn't just a holiday—it's a queer cultural touchstone. For generations, it's been a safe haven for self-expression, where the LGBTQ+ community can be their most authentic selves without judgment. This October, *Them*, the LGBTQ+ authority, will celebrate Halloween like no one else.

QUEER GUIDE TO TRAVEL | EVERGREEN The world is just about endless, and so is our desire to see it. An ever-evolving travel editorial package, *Them* works 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!