



# THIS WAY OUT

THE INTERNATIONAL **LGBTQ** RADIO MAGAZINE

***Savvy companies know that Pride is more than just a month – and they market to the LGBTQ+ community all year long!***



- The LGBTQ+ community has an estimated global purchasing power of **\$3.7 trillion**
- Over 50% of consumers expect the products they buy to **support the causes they care about**
- When you showcase your product on *This Way Out*, you fund support for a **weekly program** that explores the issues facing the LGBTQ+ community all around the world
- Gen Z is the most racially and ethnically diverse generation in the US. **One in six adults in Gen Z identify as lesbian, gay, bisexual, or transgender.**

Source – 2021 The Nielsen Company/Insights

*With a weekly reach of **130 US markets**, your message will be heard in **7 of the top 10 radio markets** – and on other stations around the world*

***This Way Out* is the only internationally distributed grassroots radio program produced for, by, and about LGTBQ people and their allies! Each week, this half-hour audio magazine brings you news, culture, politics, features, and interviews that show off the Pride of gender for sexual minority people around the world.**

### ***Your sponsorship package includes:***

- **One :15 sponsorship credit at the open and at the close of the weekly *This Way Out* program**
- **Your company logo and web link on the *This Way Out* web page**
- **Your company logo and web link in the *This Way Out* e-newsletter**
- **Anything else??**

Name/Title  
Address/City/State/Zip  
Phone/Email