



THIS WAY OUT

THE INTERNATIONAL **LGBTQ** RADIO MAGAZINE

SPONSORSHIP OPPORTUNITIES



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This Way Out is the only internationally distributed grassroots radio program produced for, by, and about LGBTQ people and their allies! Each week, this half-hour audio magazine brings you news, culture, politics, features, and interviews on issues that resonate with LGBTQ people across the globe.

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.



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New York City

Philadelphia

Portland

Boise

Los Angeles

Cleveland

Nashville

Reno

Chicago

Phoenix

Kansas City

Austin

San Francisco

San Diego

Salt Lake City

Tampa

Houston

Baton Rouge

Madison

Denver

Atlanta

Ann Arbor

Columbus

Albany

Burlington

Anchorage

Richmond

Seattle

Just a few of our cities – 130 across the USA and around the world!



***PRIDE IS
MORE THAN
JUST A
MONTH –***



THIS WAY OUT

The LGBTQ community has an estimated worldwide purchasing power of \$3.7 trillion!

**Households with LGBTQ couples have higher median incomes -
\$92,000 vs. \$86,000**

**LGBTQ households are more likely to have dual employment -
60% vs. 50%**

**They also account for a higher percentage of households with
incomes over \$100,000 -
46% vs. 42%**



The LGBTQ community is committed to businesses who show commitment to them

55% of LGBTQ consumers will choose to do business with companies that are committed to the diversity/equal treatment of the LGBTQ community

70% of LGBTQ adults stated they would pay a premium for a product from a company that supports the LGBTQ community

78% of LGBTQ adults and their friends, family, and relatives would switch to brands that are known to be LGBTQ friendly

Source – 2021 The Nielsen Company/Insights; Community Marketing Inc. & Harris Interactive



Sponsorship impact is strongest when your company connects with our community in deeper, more authentic ways

Donate to and advocate for LGBTQ causes

Support LGBTQ employees

Sponsor LGBTQ events

Celebrate diverse LGBTQ figures in advertising

Celebrate Pride Month





*By being genuine, authentic,
and transparent in your
marketing approach to the
LGBTQ community, you are
opening the doors for great
business potential!*





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What do you like most about This Way Out?

I wouldn't know where to begin. All I know is that the show is an indispensable source for information on one of the most important interest groups in the world

It's queer and comprehensive

Great way to stay up to date with LGBTQ issues

News that doesn't get covered in mainstream radio

Newsrap. Music features. International positive news beyond all the harsh takes in mainstream

Information for and about LGBTQ+ people worldwide - Variety of voices, news from around the world



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What would you say to a friend to encourage them to listen to This Way Out?

You are not alone. Just listen!

It's your duty to stay informed! Folks fought hard and it doesn't take long to listen

It's different

Useful for me as a straight ally - you might think so, too

Stories of interest on subjects you won't hear about anywhere else

You'd never know how much was going on in LGBTQ life in other places without a show like this



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Option #1 - \$3500 – Exclusive Program Sponsor - Three Month Rate (13 weeks)

1 :20 announcement in program open

1 :20 announcement in program close

Logo acknowledgement as program sponsor on website

Logo acknowledgement as program sponsor in weekly enewsletter

- *This package is only available in 13 week increments.*

TOTAL PACKAGE: 13 weeks @ \$3500 = \$45,500; 26x = \$1750 cost per spot



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Option #2 - \$1000 – Pride Month Special Greeting Package – One of 12 Sponsors

1 :10 announcement in weekly show x 4 weeks

Logo acknowledgement as Pride Month sponsor on website

Logo acknowledgement as Pride Month sponsor in weekly enewsletter

TOTAL PACKAGE: 4 announcements @ \$4000; \$1000 cost per spot



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Option #3 - \$1200 – Six Month Rate (26 weeks) – One of 2 Sponsors

1 :15 announcement in program open

1 :15 announcement in program close

Logo acknowledgement as program sponsor on website

Logo acknowledgement as program sponsor in weekly enewsletter

TOTAL PACKAGE: 26 announcements @ \$31,200; 52x = \$600 cost per spot



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Make your brand top of mind with the LGBTQ community!

Your sponsorship of *This Way Out* demonstrates your commitment to the LGBTQ community and their allies.

It's a cost-effective way to market to this upscale, hard-to-reach demographic.

To plan your sponsorship package –

NAME/PHONE/EMAIL