

Embrace

2023 MEDIA KIT | [EMBRACEMEDIA.US](https://embracemedia.us)



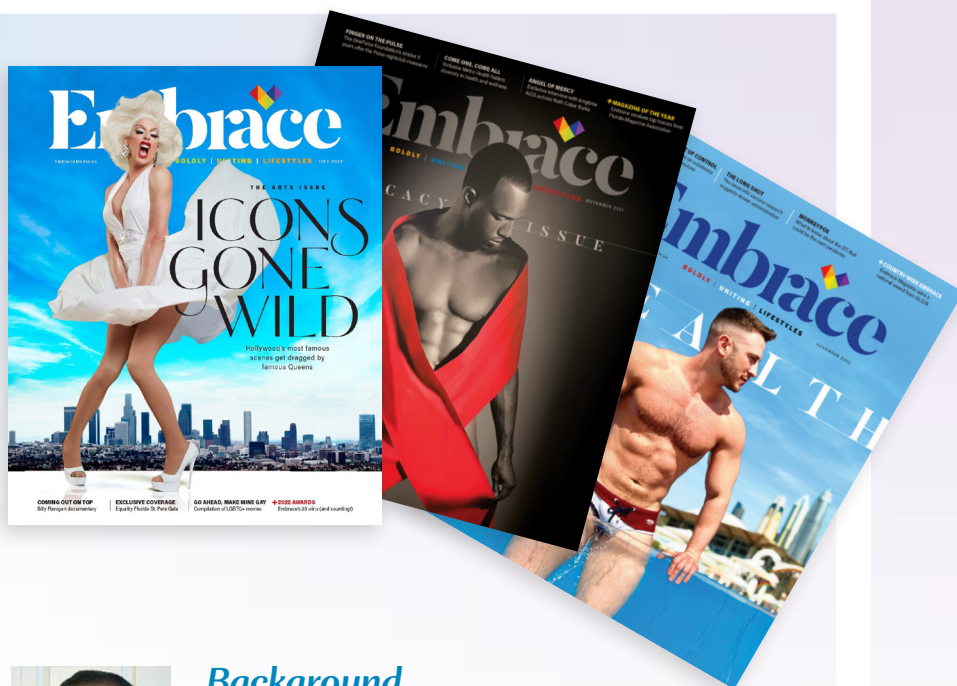
Meet the innovative LGBTQ+ lifestyle publication designed to unite gay and straight communities in equity, diversity, faith, fun, health and happiness.

We explore the nuances of current events and popular culture, and highlight the gay and straight people who are influencing and embracing their world, their community, and themselves.

With the tagline, **Boldly Uniting Lifestyles**, we elevate inclusion with a bold, upscale design aesthetic, and entrust our culturally important content to gay and straight contributors with diverse backgrounds and talent in writing, design, photography, politics, travel, fashion, and more.

Readership

When you advertise in *Embrace*, you reach readers all along the LGBTQ+ spectrum, both in Florida and around the world, as well as straight communities that embrace inclusion over division. Our readers are well-informed and forward-thinking. They read *Embrace* because they find its content—editorial and advertisement alike—relatable, relevant to their lives, and worthy of their support.



Background

Embrace is a publication of Sotomayor Media Creations, founded in 2008 by President/CEO John Sotomayor. Sotomayor launched the magazine's premiere issue in May 2020, and serves as its publisher and executive editor.

In its inaugural year, *Embrace* was awarded **Best New Magazine**, **Best Overall Magazine**, and **Magazine of the Year** by the Florida Magazine Association (FMA), among a total of 22 awards indicating top honors in publishing excellence. *Embrace* made history in 2021 when it became the first LGBTQ+ member publication of the Associated Church Press (ACP), established in 1916, and as the first LGBTQ+ publication to win national awards in the ACP's **Best in Church Press** awards.

Sotomayor media has contributed to many of Florida's state and regional publications, including *Florida Trend*, *Florida Travel & Life*, *Gainesville Today*, *Ocala Star Banner*, and *North Central Florida Business Report*. He served as a content coordinator for Best Version Media and was a staff writer and/or editor for several monthly, quarterly, and annual publications covering a variety of topics such as current events, health, local business and tourism.

Sotomayor and his business have won numerous media awards, including **Minority Business of the Year**, **Journalist of the Year**, and the **Mary Sue Rich Diversity Award** by the City of Ocala; and by top journalism organizations such as the ACP, FMA, Florida Press Club, and the Florida chapters of the Society of Professional Journalists and the National Association of Hispanic Journalists.



2023 Advertising Rates

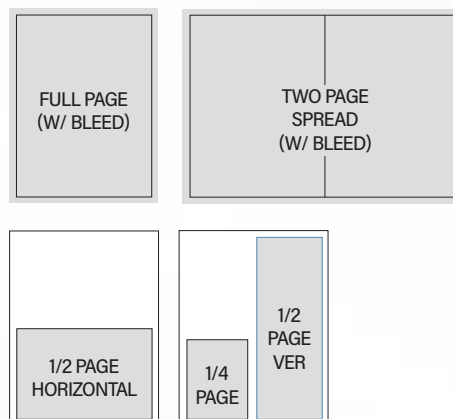
	1 ISSUE	2 ISSUES (\$ per issue)	3 ISSUES (\$ per issue)	4 ISSUES (\$ per issue)
Spread (2 page)	\$2,500	\$2,250	\$2,000	\$1,750
Full Page	\$1,750	\$1,500	\$1,250	\$1,000
Half (½) Page	\$1,250	\$1,000	\$750	\$500
Quarter (¼) Page	\$1,000	\$750	\$500	\$250
Premium Positioning	\$2,500	\$2,000	\$1,750	\$1,500
<i>[Inside Front Cover, Inside Back Cover, Back Cover]</i>				
Advertorial (2 page)	\$3,000	\$2,750	\$2,500	\$2,250
Advertorial (3 page)	\$4,000	\$3,750	\$3,500	\$3,250
<i>[Article written about client's business. Client has final approval on content, images and layout]</i>				
Column (1 page)	\$1,250	\$1,000	\$750	\$500
<i>[Publish one editorial column in an issue. Content is subject to publisher's approval]</i>				
Cover Package	\$7,500	-	-	-
<i>[Features client's business on the cover + accompanying 2 page advertorial]</i>				

Ad Specifications

	DIMENSIONS <i>W x H, in inches</i>	LIVE AREA** <i>W x H, in inches</i>
Standard Page Size	9 x 10.875	-
Full Page	9.25 x 11.125	7.625 x 9.625
2 Page Spread	18.5 x 11.125	16.625 x 9.625
1/2 Page Horizontal	7.3036 x 4.6786	¼ in from edge
1/2 Page Vertical	3.5 x 9.4621	¼ in from edge
1/4 Page	3.5365 x 4.6781	¼ in from edge

*Dimensions are in square inches

**Live Area is the area in the center of the ad keep all text and important graphics within in order to meet our ad specifications. Any text or images outside of the live area are at risk of being trimmed off during printing.



PDF Specifications

Colors and images must be converted to CMYK (no spot colors or RGB).

Finished PDFs should be high-resolution (300dpi) with fonts and images embedded.

When using InDesign, export with the PDF/X-1A preset.

All elements must be 100% in size.

Image Resolution

Embrace Magazine is printed with a 150 line screen. Provide all photos at 300 dpi.

Camera Ready Art

If changes are to be made to an ad redesigned by Sotomayor Media Creations LLC, parent company of Elevate and Elevar Magazines, native files must be provided with images, fonts, and logos.

Ad Revisions

Sotomayor Media Creations LLC, parent company of *Embrace* Magazine, reserves the right to redesign any supplied ad if it does not meet our visual requirements. A charge of \$100 will be applied to each after the first two, on ads built or revised by Sotomayor Media Creations LLC designers.

Material Submissions

john@sotomayormedia.com



Distribution

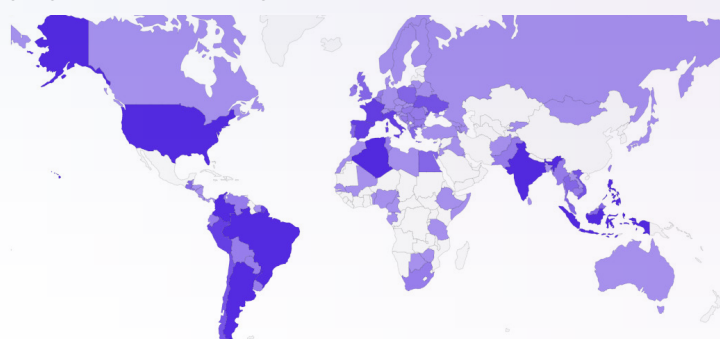
Embrace is published as a digital and print magazine. Our digital platform of choice is Issuu, the world's leading publication platform with 100 million+ unique visitors per month. Print copies are distributed locally in North Central Florida and can be ordered by request online for areas outside of our distribution zone. Readers access the magazine for free, yielding the largest audience possible to maximize your local and global reach.

Reach

Embrace reaches more than 100,000 readers per month—approximately 300,000 per quarterly issue—worldwide. Each issue is read in almost every nation on the entire planet on six of seven continents around the world.

SOURCE: ISSUU ANALYTICS

GLOBAL READERSHIP



Social Media

Embrace Magazine's Facebook page reaches more than 500,000 per month.

SOURCE: FACEBOOK ANALYTICS

Editorial Calendar

FEBRUARY 2023

The Heroes Issue

JULY 2023

The Travel Issue

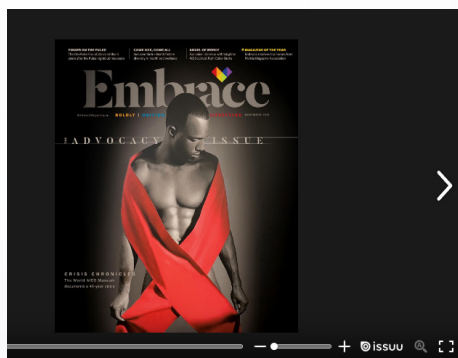
OCTOBER 2023

The Advocacy Issue

FEBRUARY 2024

The Entertainment Issue

PER ISSUE READERSHIP



Highlights

Last 30 days

Reads	Impressions
6704	106968
Avg. read time	Size (mb)
00:01	237.15
Pages	
108	

SOCIAL MEDIA REACH

People reached	543,053 ▲ 674%
Post engagements	27,567 ▲ 328%
Page likes	131 ▲ 908%

Set your Page up for success
Finish setting up your Page so people on Facebook know you're a credible business.
9 of 13 steps completed

Published by John Sotomayor · February 9 at 8:11 AM ·
The Luxe Issue — Feb 2022



Contact

John Sotomayor

Publisher, Executive Editor

352-571-0129

john@sotomayormedia.com

President/CEO, Sotomayor Media Creations
2355 NW 59th Terrace, Ocala, FL 34482



Insertion Order

The below named agrees to advertise in *Embrace*. It is agreed that Embrace magazine will not raise the advertising rate and the advertiser may not cancel this agreement during the contract period.

CONTACT INFORMATION

Advertiser Name

Contact Name

Address

City/State/Zip

Phone _____

Agency or Ad Materials Contact

Email _____

BILLING INFORMATION

Company

Contact Name

Address (if different from contract address)

City/State/Zip

Phone _____

Email _____

NOTES / COMMENTS

Print Publication Order

Issue Month/Year

Advertisement Type

- ☐ Spread (2 pgs) ☐ Full Page ☐ Half Page (Vertical) ☐ Half Page (Horizontal) ☐ Quarter Page
☐ Premium Position: _____ ☐ 1 Page Column ☐ Advertorial (# pages _____)

\$ _____
Cost



Advertising Agreement

TERMS AND CONDITIONS

1. The forwarding of an order is construed as an acceptance of all rates and conditions at the time sold and is a binding agreement.
2. The Publisher has final approval on placement, size, and format on all ads supplied to Publisher from any source. All contents of advertisements are subject to Publisher approval. Publisher reserves the right to reject or cancel any advertisement or insertion order at any time.
3. An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date for space reservations. The penalty for cancellation is 25% of the per issue ad rates stated on the contract. If the contract is canceled before the contract has been completed, cancellation is also subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions.
4. Positioning of advertisements is at the discretion of Publisher, except where a request for a specific preferred position is acknowledged by Publisher in writing.
5. Publisher reserves the right to hold advertiser and/or advertising agency jointly liable for such monies as are due and payable to Publisher for advertising, which advertiser or its agent ordered, and which advertising was published.
6. Orders for advertising containing restrictions or specifying position(s) or other requirements may be accepted or published, but such restrictions or specifications will be at Publisher's sole discretion.
7. Conditions other than rates are subject to change by Publisher without notice.
8. In the event that any amounts due Publisher under this agreement are not paid in accordance to prescribed payment terms, Publisher reserves the right to charge interest for delayed payment of 2% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days. Terms are net 30 from the invoice date or by the Materials Close date, whichever comes first. Ads not paid for will not be published.
9. This agreement shall be governed in accordance with the laws of the state of Florida. In the event that collection or legal proceedings be instituted by Publisher to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.
10. Advertiser shall not assign or otherwise transfer all or any part of this contract without the prior written consent of the Publisher.

PROCEDURE

Advertiser must provide your artwork at least one week prior to publication of the publication in which the advertisement is to be placed in the format and to the quality advised by us in the booking confirmation request. Failure to do so may result in the advertisement not being printed or not printed in the position requested or may affect the quality of the advertisement. Advertiser agrees to sole responsibility for the quality and accuracy of any artwork provided by Advertiser.

Subject to any express written agreement to the contrary, Advertiser agrees Publisher may change the position of your advertisement or other copy where we consider it desirable for any editorial, layout or legal requirements of any of our publications. If this needs to be done, we will use our best efforts to place your advertisement in a suitable alternative position and, subject to time constraints, to notify you of our decision prior to publication.

Guaranteed position is not available except for some year-round, long-term commitments.

Advertising material received late cannot be guaranteed for correctness or quality of reproduction. These ads will be at the Advertiser's risk with no make-goods or credit allowed. **It is the sole responsibility of the Advertiser to proof their ad for correctness within 24 hours of being provided the proof from the Publisher. Two proofs are included with your order. Any additional changes may incur a cost of \$50 for each additional proof. All ads to run when scheduled unless agreed to in writing by the Publisher.**



Advertising Agreement *(continued)*

WARRANTY OF AUTHORITY TO PUBLISH

The Advertiser represents and warrants that the contents of all materials are true and accurate in every respect. The Advertiser authorizes the Publisher to publish the entire contents thereof.

All advertisements which are accepted by the Publisher will be published by the Publisher in reliance upon the representation by the Advertiser that the contents thereof are true and accurate in every respect and that the Advertiser is authorized to publish the entire contents and subject matters thereof. In consideration of publication of an advertisement, the Advertiser and/or the Agency, jointly and severally, will indemnify and hold harmless the Magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of the rights of privacy, typographical errors, copyright infringement or plagiarism.

The Advertiser warrants in relation to any material provided to us for use in any advertisement that:

- a. You are the owner of any copyright or other intellectual property right in the material and/or you have all necessary licenses to use any third party copyright or other intellectual property included or reproduced or adapted in your material (including, without limitation any moral rights or performer's rights, trademark, trade indicia or slogan);
- b. The material does not infringe any state or federal statute or regulation or compulsory or voluntary industry code of conduct, including, without limitation, the Trade Practices Act, 1974, the Privacy Act, 1988, any act or regulation dealing with defamation, indecency, censorship, advertising standards or self-regulation;
- c. The material shall not include any defamatory, libelous, indecent, pornographic, offensive, threatening, false or disparaging content;
- d. The material shall not promote or encourage piracy, counterfeiting, plagiarism, unfair competition or idea misappropriation.

BINDING AGREEMENT

The parties hereto acknowledge that this agreement supersedes any earlier agreements and/or any oral representations, and constitutes the entire understanding between them. There are no other terms or conditions relating to the purchase of advertising which are not set forth herein.

No prior or present agreements or representations shall be binding upon Publisher and Advertiser unless included in this contract. No modification to or change in this contract shall be valid or binding upon the parties unless in writing and executed by the parties intended to be bound by it.

I HAVE READ AND AGREE TO THE ABOVE TERMS AND CONDITIONS, PROCEDURE, AND WARRANTY OF AUTHORITY TO PUBLISH, AND HAVE AUTHORIZATION TO SIGN.

ADVERTISER

Printed Name

Signature

Date _____

PUBLISHER/REPRESENTATIVE

Printed Name

Signature

Date _____