

EVERYQUEER, EVERYWHERE

# *Every*QUEER

2023 MEDIA KIT

EVERYQUEER.COM

@EVERYQUEER





**By necessity  
LGBTQ+ people  
have always  
been at the  
forefront of  
travel. Today is  
no different.**

From in-depth storytelling to intimate profiles to detailed travel guides with insider tips from local queer people, EveryQueer documents and drives queer adventure. At EveryQueer, we believe that LGBTQ+ travel is a radical act because it is still illegal to be queer in 70+ countries. Our readers are interested in making connections, creating memories and doing so in a safe and affirming way.

Working with EveryQueer supports independent queer media. Unfortunately, media outlets and events for queer women are in dramatic decline due to lack of investment.

**In partnering with EveryQueer, you are not only reaching a valuable hidden audience but also supporting queer cultural preservation.**

FEATURED IN

**The  
New York  
Times**

**The Guardian**

**Condé Nast  
Traveler**

**BBC**



## About Us

EveryQueer is a digital media agency and consulting firm with B2C and B2B branches.

Our mission at EveryQueer is to inspire people of all sexual orientations, gender identities, and gender presentations to think differently about the global queer community. Through content creation, campaign development, SEO optimization, and professional development training, our team connects brands to the LGBTQ+ audience.

We are building a bridge across identities and borders by curating global LGBTQ+ content featuring LGBTQ+ affirming brands, destinations, and life-changing experiences. Like a trusted friend, we share our welcoming and affirming insider tips to inspire wanderlust and ensure their journey is as easy as it is unforgettable.

## Our Audience

200k Smart, Socially Conscious, Culturally Attuned, Adventurous, Queer Travelers.

**75%**  
WOMEN

**18-45**  
AGE RANGE

**\$917B**  
LGBTQ+  
BUYING POWER

**\$150K**  
HHI

**68%**  
BACHELOR'S  
DEGREE OR  
HIGHER

**6 TRIPS**  
PER YEAR  
AVERAGE

**USA, UK, Canada**  
**Australia & EU**  
PRIMARILY BASED



**65k+**

PAGE VIEWS

 **23k+**

@EVERYQUEER + @MEGTENEYCK

 **25k+**

PINTEREST.COM/EVERYQUEER

**55k+**

UNIQUE VISITORS

 **6k+**

@EVERYQUEER + @MEGTENEYCK

 **25k+**

SUBSCRIBERS



# Partnership Options & Pricing

## Silver Package

**\$8,000 USD**

- 2 SEO Optimized articles at a minimum of 800 words
- 5 images included in the article
- 3 static Instagram posts with tags
- 4 Instagram Stories with 3 slides in each story
- 3 Facebook Posts
- 2 Pinterest pins promoting content

## Gold Package

**\$12,000 USD**

- 3 SEO Optimized articles at a minimum of 800 words and 5 images
- 6 static Instagram posts with tags
- 6 Instagram Stories with 3 slides in each story
- 2 Instagram Reels
- 3 Facebook Posts
- 3 Pinterest pins promoting content

## Platinum Package

**\$25,000 USD**

- 6 SEO Optimized articles at a minimum of 800 words and 5 images on EveryQueer
- 3 SEO Optimized articles for brand's website at a minimum of 800 words
- 6 static Instagram posts with tags
- 6 Instagram Stories with 5 slides in each story
- 3 Instagram Reels
- 6 Facebook Posts
- 6 Pinterest pins promoting content
- 1 Instagram highlights tab
- One 60 second video
- Rights to 25 images for commercial use



## CONTACT

**Meg Ten Eyck**

She/Her/Hers

[meg@everyqueer.com](mailto:meg@everyqueer.com)

# Other Partnership Options

## 360 Degree Content Audit

Our team will systemically analyze and assess all of your brand's digital content and provide concrete recommendations for LGBTQ+ inclusion, content creation, and product development.

## Community Responsibility Program

Developing an action plan for local LGBTQ+ community involvement, professional development training, and collaborations with LGBTQ+ affirming nonprofits mitigates the risk of criticism and serves as a public relations opportunity for corporate responsibility.

## LGBTQ+ Market Research

Market research blends LGBTQ+ consumer behavior and economic trends to inform product development and marketing strategy. Understanding LGBTQ+ community as a diverse and nuanced group with unique cultures and interests is crucial to building an effective marketing campaign.

## LGBTQ+ Marketing Strategic Plan

Creating a comprehensive in-house marketing strategy with both B2B and B2C initiatives. Including advertising asset development recommendations, marketing goal recommendations, and analytics tracking.

# Partner Testimonials

Meg has become a leading reference in communicating with, and representing a new generation of queer women who love to travel. Through her catchy style and great sense of humor, she helps to make queer women visible in the travel industry. Highly professional and a great public speaker, she articulates well the tastes, concerns, and interests of queer women that businesses in the industry do well to take notice of.

**PETER JORDAN,**  
**UNWTO**

What immediately strikes me about Meg is just how passionate she is about travel and the LGBTQ+ community, it's infectious. And this reflects positively on her own brand of storytelling and content creation. I've worked with Meg on a couple of projects where she's proven to be a valuable voice - from developing content from a women's angle for destinations we work with, to being a speaker/panelist on subjects that she's an expert on, including social and digital media and travel for lesbian and bi women.

**UWERN JONG,**  
**OUTTHERE MAGAZINE**

**contiki**

  
**BELMOND**

 **trovatrip**

 **SOURCE**  
JOURNEYS

**TAHITI**  
TOURISME

# Let's Work Together!

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