

MAN ABOUT WORLD



- CONTENT MARKETING
- CREATIVE SERVICES
- STRATEGIC CONSULTING

ManAboutWorld is a magazine for gay men who travel.

We're not in print or online — we're one of the first magazines of any kind developed exclusively for mobile. And like the transition from radio to television, we've adopted an immersive and interactive digital canvas that transforms the traditional magazine experience with HD video and slideshows, live links and touchscreen navigation. It's enticing like print and interactive like the web: the best of both, ahead of the curve and apart from the crowd. Join our journey.

ManAboutWorld doesn't sell plain advertising. We develop multi-platform marketing programs, provide strategic consulting, LGBT-ready sensitivity and sales training, and creative services to adapt your existing creative for full-screen mobile advertising.

ManAboutWorld lives on iTunes and Google Play.

We reach gay travelers where they live — on their phones. In the top 1% of all travel Apps (often ahead of National Geographic or Condé Nast Traveler), with 31,000+ installed readers in 100+ countries (50% USA).

ManAboutWorld is content and context. Our magazine issues and thematic guides position your destination, property or brand alongside the most sophisticated and actionable content ever created for gay travelers. And our branded content programs go even further, showcasing your story in the content itself.

MAN WORLD



UNIQUE:

Sophisticated + Stunning

Our decision-empowering editorial is illustrated with beautiful, evocative imagery. Every issue is full of personal, insider recommendations that go far beyond the usual gay travel fluff.

Advanced Interactivity

We bring travel to life with HD video and slideshows, dual-layer formatting and intuitive navigational tools. An embedded browser that pops out of the page makes your website, fan page or booking tool accessible with a tap.

Breakthrough Messaging

Using the unique capabilities of our digital-native platform, we deploy an array of novel techniques to break through media clutter. From auto-play video to push notifications, we deliver attention in groundbreaking ways.

EASY:

Creative Services Included

Our team works with yours to adapt your existing creative for full-screen mobile, bringing best-practice deployment to your marketing. Additional marketing assistance is available, and the creative is portable to other platforms.

INCOMPARABLE:

Verified Response

Our tap-to-click ads are as trackable as the web. And a total download count is available for our custom content partnership guides.

Quality Environment

Leverage our trusted voice to position your property or brand in the most desirable, sophisticated and modern context: No amateur ads, no sexualized content, no cheesy imagery.

TAP TO PAUSE OR REPLAY/SWIPE TO ENTER

TEMPLATE *or* BESPOKE:

Full Screen Mobile

Just like early television ads, the first generation of mobile ads – shrunken print creative – doesn't begin to tap the power of today's devices. Full screen mobile marketing allows you to tell stories and foster interaction like never before. We have the experience and know-how to help you create mobile-native marketing that works.

Destinations and brands

Showcase your unique features and sales proposition with multi-screen interactive content. We'll help you conceive and build it.

Hotels, Resorts and Tours

Our template ads turn your photos into an auto-play slideshow, and link your messaging directly to your website for inquiries and bookings.

Thematic Context

Our travel guides provide the most targeted context for your marketing

Weddings, Honeymoons + Celebration Travel

A how-to planning guide from ManAboutWorld global correspondents.

Tours + Cruises

An insider guide to the full range of guided vacations — gay and gay-friendly of all sizes.

travel:unexpected

An editorial showcase for smaller destinations and novel perspectives on larger ones.

Blue Dot/Red State

This imaginative guide shines a light on bold and inspiring cities in conservative states.

Fitness + Wellness

We look at wellness-focused travel, ways to stay healthy on the road, and tips for HIV+ travelers.

Shopping

This guide points the way to local, authentic, unique and sustainable shopping adventures.

ABOUT WORLD

SAVVY. OPINIONATED. INSPIRED. GAY.

TAP TO PAUSE OR REPLAY/SWIPE TO ENTER

MAN WORLD



MULTIPLATFORM:

The ManAboutWorld Audience

Engaged and responsive, our own audience is tech-savvy, adventurous and passionate about travel. Our content is promoted across our email and social media channels, including the personal accounts of ManAboutWorld principals Billy, Ed and Kenny. We amplify our reach through partnerships and paid access to other audiences.

Licensed Content

All partnerships include a 1-year license to use the content we develop on any external platform: your own websites, social media — even in competitive publications.

Multi-purpose Content

Our content is designed to be excerpted and reformatted into social media posts, listicles, email promotions and blog posts.

Extended Reach

ManAboutWorld content is syndicated on multiple platforms, including the Huffington Post, Towleroad, GayCities, and 1,000 travel tips.

Targeted Promotion

We're working with the Gay Ad Network to promote our branded content to selected targets across multiple websites and mobile apps.

ManAboutWorld Client Partners

Greater Fort Lauderdale • Marriott International
Monaco • Axel Hotels • New Orleans • Thailand
Uniworld Cruise Lines • Red Carnation Hotels
Granvia Hotel Kyoto • Brendan Vacations
Zeavola • IBM • Visit Dallas • La Cucina Sabina
Greece • West Hollywood • NYC & Company

STRATEGIC:

Advisory Services

Our consumer-focus distinguishes us from other consultancies in the LGBT space. Our 2 decades of experience in creating content for gay and lesbian consumers drives our understanding of the market and our insights, recommendations and services.

Destination Audit

Let us evaluate your opportunities in the LGBT travel niche. We'll uncover your most relevant opportunities, identify the right hooks for the LGBT market, and connect you to the people and resources you need to execute against the plan.

LGBT-ready Training

We facilitate LGBT-sensitivity training for customer-facing employees, and provide interactive sales training: empowering your team to address the LGBT market, and identifying the specific products, sales benefits and messaging they need to confidently sell the market.

INFLUENCE:

Reaching Consumers + Influencers

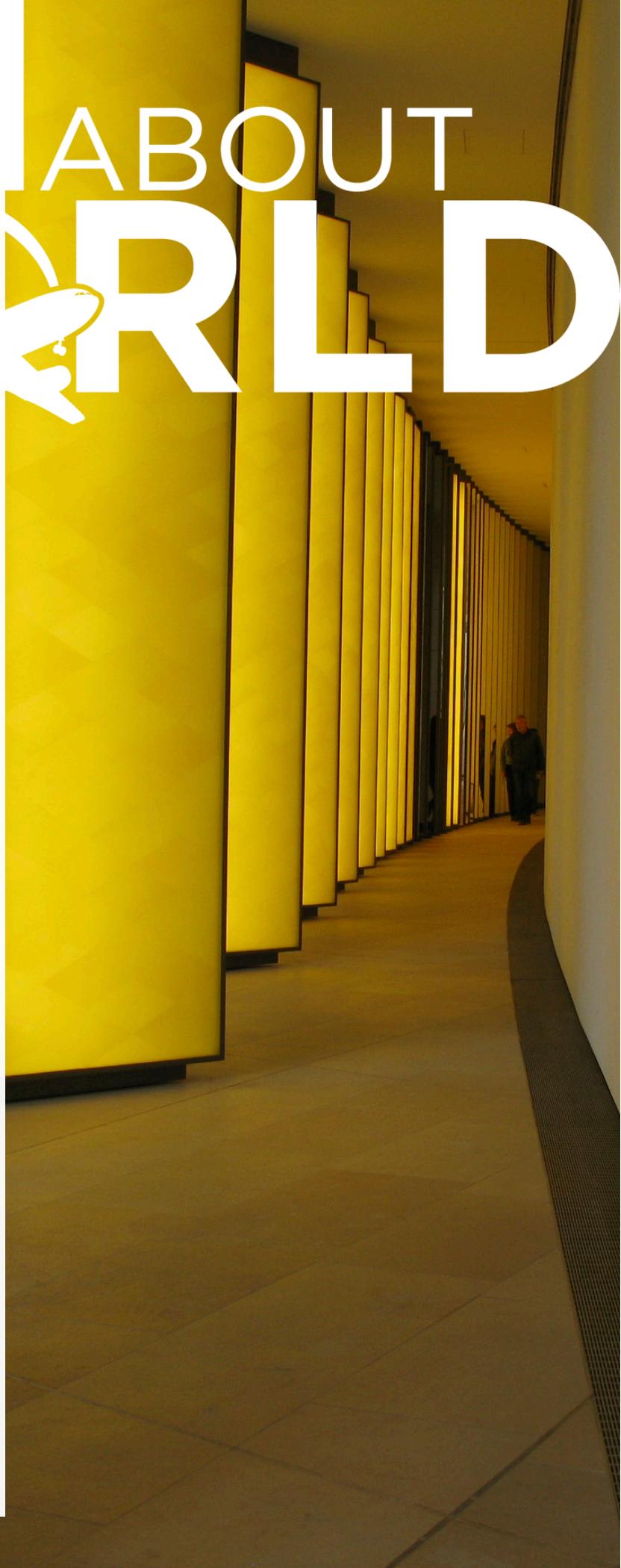
Leverage our network of LGBT travel writers and influencers through intimate gatherings and press/influencer trip assistance. We will expand this program in 2018 at the New York Times Travel Show, and the Adventure + Travel Shows in DC, LA and Denver, where we also provide representation and distribution to 3,000 consumers.

Connecting you to our network

Partnership is at the heart of everything we do, and we leverage our network to build bridges on your behalf, and advance your goals.

ABOUT

WORLD



CONNECT TRAVELERS TO YOUR DESTINATION OR BRAND



ENGAGING LIKE PRINT. INTERACTIVE LIKE THE WEB. ENGAGING LIKE NOTHING ELSE.

Unlike print, our digital canvas brings travel possibilities to life, with the same beautiful imagery and interactivity as our HD magazine. No one else bridges digital and print like this.



SLIDING LAYERS

Use our innovative, mobile-friendly layers to provide detailed information and listings.



POP-UP BROWSER

Create hotspot links directly to your website, for single-tap access and customer engagement.

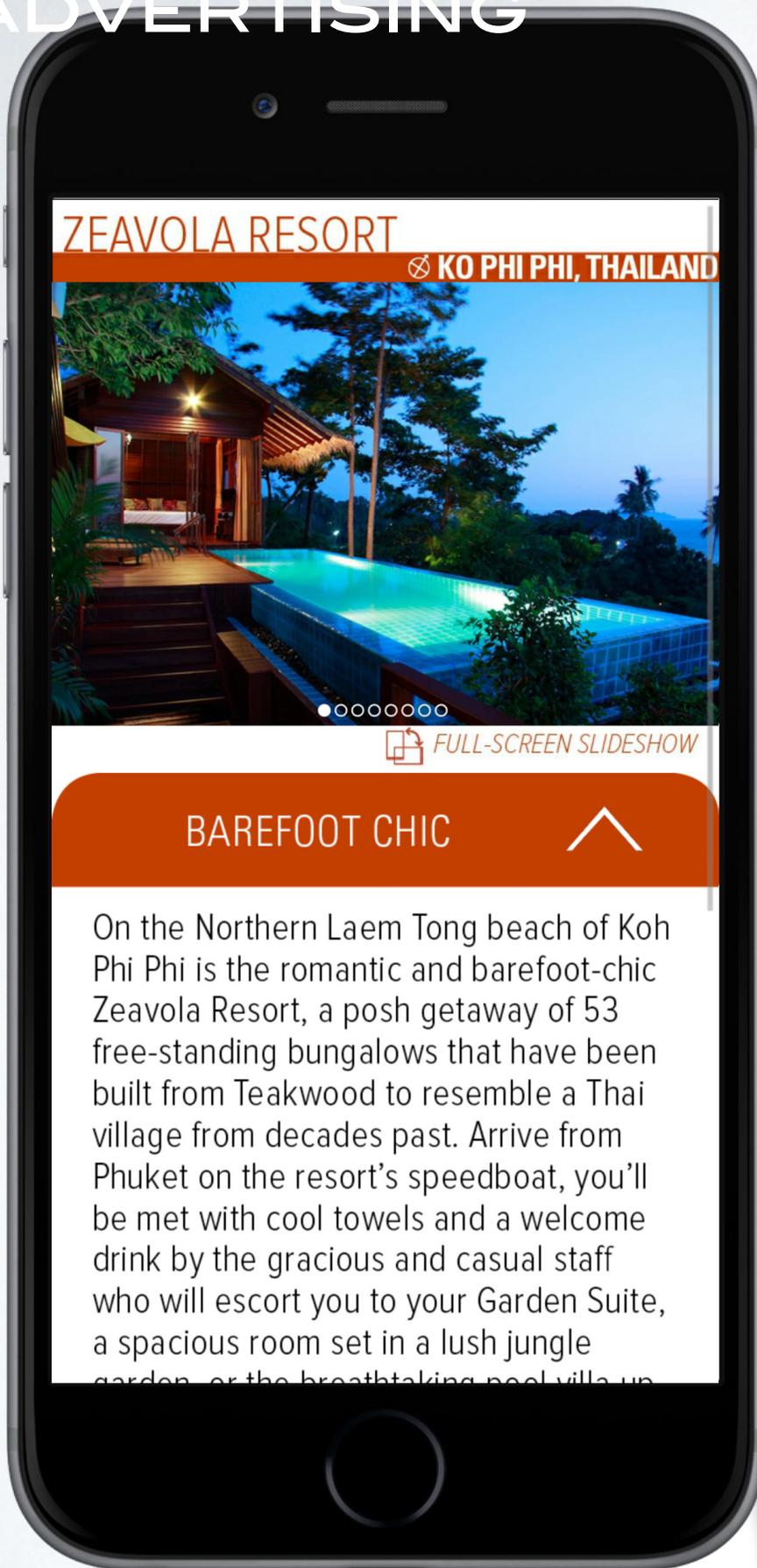


EMBEDDED MEDIA

Your story comes alive in full HD interactivity. Slideshows. Video. HTML widgets.

ManAboutWorld's content development team and creative services are included to create your custom content. Leverage our digital expertise to adapt your creative for full-screen mobile on iPhone, iPad and Android devices. Our sponsored guide programs are created in partnership with your team, providing top-quality content that aligns with your broader messaging, initiatives and goals.

HOTEL, RESORT + TOUR ADVERTISING



TEMPLATE ADS

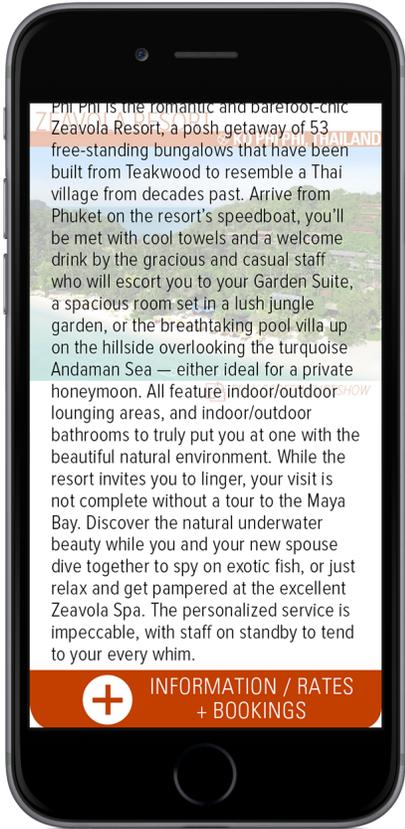
You provide:

- Eight high-resolution photos for slideshow
- Descriptive title
- Up to 1,000 words
- Landing page URL

We do the rest.

Included:

- Full Year Insertion in one or more thematic guides
- Email Promotion
- Social Media Promotion
- Direct link to your website
- Access to ManAboutWorld event marketing

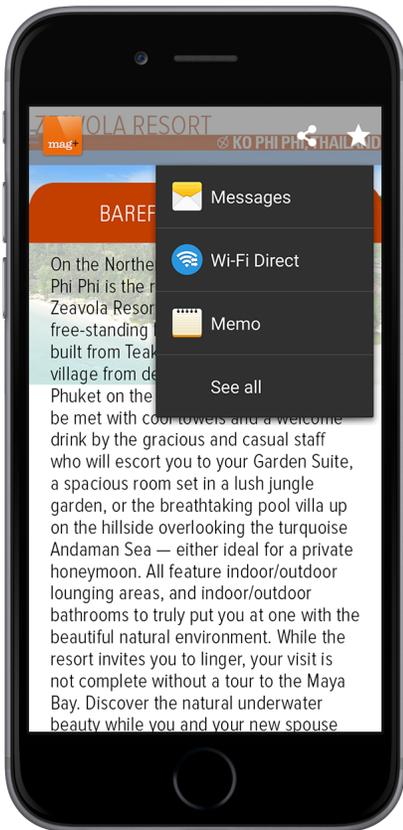


← Scrolling text layer

Direct web link →

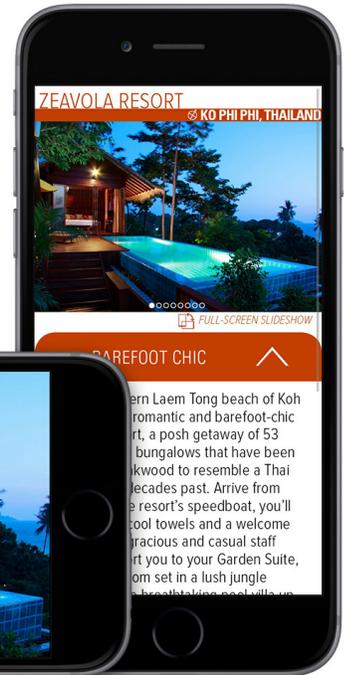


FEATURES



← Tap to share

Rotate for →
full-screen slideshow



2018 Net Rates

Sponsored Content Program

- Custom content development
- Choice of thematic guides
- Up to 4 dual-layer spreads
- Promotion across our platforms
- Content license for your platforms

12-month insertion US\$8,000

Insertion in 2 guides: \$11,000

Insertion in 3 guides: \$16,000

Brand/Destination Mobile Ad

- Full screen mobile ad
- Includes up to 15 seconds of video
- Includes creative services

12-month insertion US\$2,500

Template Advertisements

- Full page
- Slideshow of 8 images
- Up to 1,000 words copy
- Direct web link

12-month insertion US\$1,500

Key Demographics

As a magazine built for mobile, our demographics are different from both print and online platforms.

Magazine Base

- 31,000+ installed users
- 105 countries
- 50% U.S.A.
- Top 10: US, China, UK, Canada, Australia, Mexico, Brazil, France, Germany, Russia

Customer Access*

- 10,000+ email addresses
30%+ open rate
- 15,000+ push notification
direct to user home screens
- 24,000+ Twitter
- 9,000+ Facebook
- 17,000+ Instagram

* Social numbers include ManAboutWorld and personal accounts used for promotion.