

Queer Forty is the world's ONLY online magazine dedicated to the over-40 LGBTQ+ community - an affluent, yet regularly overlooked demographic. Queer Forty reaches 210,000 people around the world every month and is rapidly growing.



Queer Forty provides the unique opportunity to reach thousands of LGBTQ+ people daily with our exceptional content both on site and through our active social media channels.

Our dedicated editorial team delivers the highest quality reporting and features on a daily basis, keeping our readers regularly coming back for more.

Our content includes entertainment, arts, health, style, travel, automotive, nightlife, food, and age positivity, providing you with the ability to surround your campaigns with content that supports your messaging.

DEMOGRAPHICS

Age

18-24:	14%
25-34:	21%
35-44:	21%
45-54:	18%
55-64:	15%
65+:	10%

Gender

Male:	49%
Female:	51%

Location

USA/Canada:	69%
UK/Europe:	20%
Asia:	6%

Queer Forty readers have a passion for food, cuisine, quality entertainment, travel, events, music and automotive news. They are high earners, own their homes, and have good disposable incomes, and travel often. Our readers place a high value on diversity, keep an open mind when it comes to cultural differences, and are fierce supporters of equality.

Source: Google Analytics and Readers' Survey

MARKETS WITH STRONGEST REACH

USA, UK, New York, California, Florida and Texas (can target down to ZIP)

OFFERINGS

Display ads, video ads, dedicated email blasts, newsletters, editorial, promotional giveaways, content sponsorships

AVERAGE CTR

0.33%

LEAD TIME

48 hours

ARTWORK SIZES

Box Ad	300x250 pixels
Leaderboard	728x90 pixels
Slide-In Ad	300x600 pixels
Video Pop Up	n/a
Newsletter Ad	728x90 pixels