



**YOUR RESOURCE GUIDE TO 2SLGBTQIA+ OWNED & SUPPORTIVE BUSINESSES IN WINDSOR-ESSEX**

# COME OUT & PLAY

**2024/2025  
GUIDE**

**ADVERTISING  
PACKAGE**







**Windsor-Essex is a unique and special one that has all the amenities you could ask for and is also the most socially progressive. This is apparent in our local businesses, friendly welcoming people and a vibrant 2SLGBTQIA+ community.**

The Come OUT & Play Guide has been at the forefront of the Windsor-Essex 2SLGBTQIA+ scene for the past 12 years. By maintaining our strong community presence, the Come Out & Play Guide has become the premier choice for businesses and organizations looking to reach not only the Windsor-Essex 2SLGBTQIA+ consumers but travelers from Michigan, Ohio and across Ontario.





# ABOUT THE **COME OUT & PLAY** GUIDE

## **Now celebrating our 12th year of publication,**

we invite you to be a part of the Come Out & Play Guide, our area's hottest and best publication to reach savvy 2SLGBTQIA+ residents and travelers. The guide is an important resource for the Windsor-Essex region, from shopping to service organizations, from nightlife to health & wellness, from counselling to spas, from arts/theatre to restaurants, the Come OUT & Play Guide has it all!

As an advertiser in the Come OUT & Play Guide, it will help position your business in a dynamic market by:

- Expand your business demographic reach and establish new business.
- Send a positive message to your company employees and customers.
- Create a positive marketing connection to a brand loyal audience.
- Give you an edge over your competition through new audience exposure.

We love the Windsor-Essex region, and we know it intimately. We know this market inside and out and what makes people tick. Marketing and advertising experts agree that no two markets are alike and we are no exception. We can help bridge your brand to the 2SLGBTQIA+ local area consumers and out-of-town visitors.

We will be distributing **10,000 digest-sized, full colour glossy guides** and we mind where every copy is distributed to make sure it ends up in quality hands and is not a wasted exposure. We ensure that someone picking up this publication is a local 2SLGBTQIA+ resident or out-of-town traveller from either and that this presents a new business relationship opportunity for our area and advertisers.

## **WE HAVE A TWO-PRONGED DISTRIBUTION METHOD:**

### **In Town Distribution**

- All Participating Advertisers (throughout Windsor-Essex)
- Caesars Windsor Tourism kiosk - Downtown
- Pelee Island Winery Information Centre (Kingsville)
- Provincial Tourism Office (Downtown Windsor)
- Tourism Windsor-Essex kiosk (Downtown)
- Windsor-Essex Pride Fest office (Windsor)

### **Out-of-Town Distribution**

- Provincial Tourism Office (Tilbury, Ontario)

The Come OUT & Play Guide will also be supported online with a business directory complete with pictures, description and contact information. A printed version will also be available at the 2024 Windsor-Essex Pride Fest.

**For more information or to view previous issues of the Come OUT & Play Guide, visit [www.comeoutplayguide.com](http://www.comeoutplayguide.com).**



# REASONS TO **ADVERTISE** IN GUIDE

## QUALITY AND DESIGN

Printed in full colour glossy stock with a professional look as well as an online business listing. Professional advertisements with publication and content quality that represents the client and their corporate image to the 2SLGBTQIA+ community.

## NICHE MARKETING

When you place your advertisement in the Come OUT & Play Guide, you acknowledge your business is supportive of our readers and the 2SLGBTQIA+ community and our readers know they can feel comfortable doing business with you.

## DISPOSABLE INCOME

Statistics show that the 2SLGBTQIA+ community is often dual-income families with higher than average disposable income, making marketing to this demographic value for your dollar.

## RETURN ON INVESTMENT

Multiple studies have demonstrated that allocating more money to publications in the media mix improves marketing and advertising with a return on investment across a broad range of product categories.

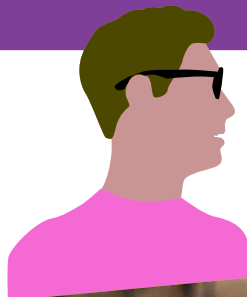
## WHAT OUR ADVERTISERS SAY!

The *Windsor-Essex Come Out and Play Guide* is the first resource I use to find companies and organizations that support the local 2SLGBTQIA+ community. Supporting a company that champions my community isn't just about products or services; it's about investing in a world where diversity is celebrated, and every customer is embraced with respect and dignity.

Ryan White, 2SLGBTQIA+ Business Owner, Mixtape Branding

The Come OUT & Play Guide has always provided a beautifully designed and printed product, with affordable ad prices and a wide distribution reach. I am proud to help support our 2SLGBTQIA+ community and it's an honour to be included in the magazine!

Nancy Johns (she/her), Owner, Nancy Johns Gallery & Framing





# 2SLGBTQIA+ MARKET STATISTICS

## SIZE OF 2SLGBTQIA+ MARKET AND BUYING POWER

- A recent study by the International Gay and Lesbian Chamber of Commerce and Nation Post pegged the buying power of the 2SLGBTQIA community in Canada at just over \$100 billion, which is 10% of the \$1trillion Canadian consumer market.
- A majority of 2SLGBTQIA+ couples live in a dual-income household with no children. As a result, 76% of 2SLGBTQIA+ house hold in comes are above the national average, which fuels their high level of disposable income.
- 2SLGBTQIA+ Canadians are more likely to seek out companies that advertise to them and are willing to pay higher prices for premium products and services.

## ADVERTISING AND BRAND LOYALTY

65% prefer products or services from companies that support non-profits or charities serving the 2SLGBTQIA+ community over competing products or services that do not.

## PURCHASING BEHAVIOR

- 55% of 2SLGBTQIA+ consumers choose to do business with companies that they know have a commitment to diversity and equal treatment of employees, versus 34% of non-2SLGBTQIA+
- Companies or organizations advertising in LGBTQ2S+ media or sponsoring 2SLGBTQIA+ non-profits/charities favourably influence 72% of consumers.

## TRAVEL MARKET

- An estimated market of 1.8 million 2SLGBTQIA+ travellers spent on average \$1,131.00 per trip
- 2SLGBTQIA+ travelers spend nearly twice as much per trip as their straight counterparts (\$1,131.00 vs \$597.00)
- 2SLGBTQIA+ travelers are almost twice as likely to go on vacation or leisure trips as the general public.
- 2SLGBTQIA+ travelers are more likely to travel frequently; on average those who travelled took 4.6 trips.
- Total value of North American 2SLGBTQIA+ travel and tourism is estimated at more than 65 billion dollars.
- 2SLGBTQIA+ Canadians spend more than 9 billion on travel and tourism with 5.4 billion dollars spent in Canada
- 2SLGBTQIA+ consumers are nearly ttimes more likely to possess a valid passport.



# ADVERTISING RATES

Please make your selection and check the appropriate box.  
All measurements are width x height.

## CONTACT INFORMATION

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_


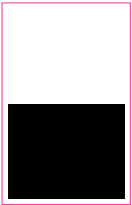
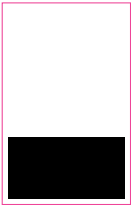

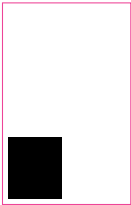
Website: \_\_\_\_\_

## COVER SPONSORSHIP OPPORTUNITIES

 <p><b>Outside Back Cover</b> 5.25" x 8.25" Bleed size: 5.8" x 8.8"</p> <p><b>\$995.00</b></p>	 <p><b>Inside Front Cover</b> 5.25" x 8.25" Bleed size: 5.8" x 8.8"</p> <p><b>\$925.00</b></p>	 <p><b>Inside Back Cover</b> 5.25" x 8.25" Bleed size: 5.8" x 8.8"</p> <p><b>\$925.00</b></p>	 <p><b>Centre Spread</b> 10.5" x 8.25" Bleed size: 11.6" x 8.8"</p> <p><b>\$995.00</b></p>
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All cover sponsorship opportunities include a banner advertisement on our website, enhanced business listing, and a supporter business window decal.

## ADVERTISING OPPORTUNITIES

 <p><b>Full Page</b> 5.25" x 8.25" Bleed size: 5.8" x 8.8"</p> <p><b>\$450.00</b></p>	 <p><b>Half Page</b> 5" x 4"</p> <p><b>\$325.00</b></p>	 <p><b>Third Page</b> 5" x 2.6"</p> <p><b>\$250.00</b></p>	 <p><b>Quarter Page</b> 5" x 2"</p> <p><b>\$200.00</b></p>	 <p><b>Sixth Page</b> 2.5" x 2.6"</p> <p><b>\$150.00</b></p>
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All advertising opportunities include an enhanced business listing with website link and a supporter window decal.

## GRAPHIC DESIGN SERVICES

The Windsor-Essex Pride Fest can provide professional design services at an additional cost of \$75.00. Maintaining a constant communication with our clients is a top priority. You will be provided with an advertisement design proof via email for your approval before production.

## TECHNICAL SPECIFICATIONS AND SUBMISSION

Your advertisement must be prepared by a designer or service provider, and it must be sent in high resolution PDF, EPS or JPEG formats via email. Advertisements supplied in other formats will not be accepted unless you have contacted us to discuss your format.

**Submissions deadline is Friday, May 31, 2024 at 5:00pm to the email [advertise@wepridefest.com](mailto:advertise@wepridefest.com).**

## PAYMENT TERMS, POLICIES AND CONDITIONS

Full payment is required in order to secure advertising. Payments can be made online by credit card, e-transfer or cheque.

Cheques should be mailed to: **Windsor-Essex Pride Fest**  
**2109 Ottawa Street, Unit #216, Windsor, ONT, N8Y 1R8**  
**Attention: Come OUT & Play Guide**

NOTE: NSF cheques are subject to a service charge of \$75.00 and made payable to the Windsor-Essex Pride Fest. Advertisers who have agreed to advertising space and prematurely cancel their advertising must do so by Friday, June 7, 2024 or the advertiser will be charged the full advertising rate.