

Gay Parent TM

LGBTQ MAGAZINE

gayparentmag.com

Photo courtesy of Nathan and Daniel



Photo courtesy of Nyema Barber



Photo courtesy of Rick Mastroianni



Photo courtesy of Jennifer Savage/HeartMedia



MEDIA KIT

A LEADER IN LGBTQ PARENTING RESOURCES SINCE 1998

Dear Advertiser,

Place your ad in front of thousands of LGBTQ couples and individuals who are interested in building families and caring for children. Publishing since 1998, *Gay Parent Magazine* serves the needs of a niche audience eager for information that pertains to their unique family situation. Terry Boggis, former Director of New York City's Center Kids, said, "For every gay and lesbian couple who are already parents, there are ten who want to know how they can become parents."

For mainstream businesses, an ad in *Gay Parent Magazine* will provide a "seal of approval" with brand loyal consumers who prefer to patronize LGBTQ-friendly businesses.

In addition to *Gay Parent Magazine* we also publish *Gay Parent Magazine-New York* – an annual published each May. *Gay Parent Magazine-New York's* editorial focuses on the New York tristate area whereas *Gay Parent Magazine's* editorial is nationwide.

Prior to the COVID-19 pandemic, for over 20 years *Gay Parent Magazine* print was distributed across the country through LGBTQ community centers, bookstores, libraries, and offices. Now, *Gay Parent Magazine* and *Gay Parent Magazine-New York* are published only as digital issues and circulated through our website and social media (Instagram, X, Threads, Facebook, Bluesky, and Tumblr).

Gay Parent Magazine is an important publication for LGBTQ parents and prospective parents to find LGBTQ-friendly services, businesses, and resources for family building and nurturing. Contact us preferably by email at gayparentmag@gmail.com and an advertising representative can assist you to discuss promoting your message to our audience of LGBTQ parents and LGBTQs wanting to become parents.

Sincerely,

A handwritten signature in black ink, appearing to read 'Angeline Acain', written in a cursive style.

Angeline Acain
Publisher & Editor



ISSUE DISPLAY ADVERTISEMENT RATES (US DOLLARS)

Gay Parent Magazine is published bi-monthly, on the first day of the first month of the issue. Digital issues are circulated through our website and social media. Commit to two years and take an additional 10% discount. All rates are NET. Rates as of 10/11/26

Issue	Space reservation deadline	Material deadline	Themes (subject to change)
January-February	November 21	December 10	Camps & Summer Programs
March-April	January 21	February 10	Assisted Reproduction/Camps & Summer Programs
May-June	March 21	April 10	Foster Care Month/Pride Month
July-August	May 21	June 10	Travel & Recreation/Summer Reading
September-October	July 21	August 10	Schools/Colleges/Preschools/Afterschool
November-December	September 21	October 10	Adoption/Schools/Colleges/Preschools/Afterschool

Size	Dimensions	1 issue (US \$)	*2 issues (bulk rate)	*3 issues (bulk rate)	*4 issues (bulk rate)	*5 issues (bulk rate)	*6 issues (bulk rate)
Full Page (non bleed only)	7-1/4"w x 9-5/8"h	\$1636	\$3185	\$4629	\$5979	\$7226	\$8373
One-half page	7-1/4"w x 4-5/8"h	\$773	\$1507	\$2201	\$2851	\$3464	\$4031
One-third page	4-3/4"w x 4-5/8"h	\$548	\$1070	\$1563	\$2031	\$2468	\$2880
One-quarter page	3-1/2"w x 4-5/8"h	\$436	\$852	\$1247	\$1623	\$1975	\$2308
One-sixth page	2-1/4"w x 4-5/8"h	\$322	\$633	\$927	\$1209	\$1479	\$1728
One-eighth page	7-1/4"w x 1-1/8"h	\$254	\$499	\$736	\$962	\$1178	\$1386
One-twelfth page	2-1/4"w x 2-1/4"h	\$211	\$414	\$612	\$802	\$987	\$1161

*To receive the multiple insertion discount, all insertions must be paid in full in advance. Multiple issue advertisers who wish to pay per issue will be charged the one issue rate per insertion.

Gay Parent MAGAZINE - New York

Gay Parent Magazine - New York is published annually. The editorial focus is on the tristate area of New York, New Jersey, and Connecticut.

Publication date: May 1, **Material deadline:** April 10 (space reservation required)

Digital issues are circulated through our website and social media and circulated for one year. All rates are NET. Rates as of 10/11/26.

Size	Cost (US \$)
(see Gay Parent Magazine above for dimensions)	
Full Page	\$1021
One-half page	\$517
One-third page	\$370
One-quarter page	\$333
One-sixth page	\$304
One-eighth page	\$242
One-twelfth page	\$206

Commit to two years and take an additional 10% discount.

WEB SITE ADVERTISEMENT RATES (US DOLLARS)

Size	Dimensions/Description			
Side Banner Ad	494 pixels wide x 496 pixels high (6.86"w x 6.89"h) • Appears on all main web site pages (not including all Blog pages). • \$30 for each Banner change.	\$478 - 2 months	\$682 - 3 months	\$840 - 4 months
Premium Banner Ad	2000 pixels wide x 873 pixels high (27.77"w x 12.125"h) • Rotates near top of Home page • \$30 for each Banner change.	\$325 - Two months	or \$614 - 4 months	
Banner Ad	744 pixels wide x 148 pixels high (10.33"w x 2.05"h) • Placed on Resources page. • \$30 for each Banner change.	2 months \$150	6 months \$401	1 year \$712
Text Ad+logo	200 word description, logo, contact info, and link. • Placed on More Resources and Family Resources pages.		\$229	\$358
Sponsored Content	Up to 700 word article submission with one image. • Placed on own page. • Link to article from Home and Explore GPM pages. • One initial Facebook posting. • \$30 for each Sponsored Content image or text change.	\$203 - 2 months	\$294 - 3 months	\$344 - 4 months

Add your logo to your complimentary online listing - \$20

Social Media Postings

\$196 - three postings, \$252 - four postings

Post your ad on our Instagram, Facebook, and X. Email a graphic measuring 15" wide by 18.75" high, JPG file.

Advertising Material and Payments

- Issue Display ads should be a PDF or JPG file, saved as RGB, less than 1 megabyte in size and have no crop marks. Images should have 200-300 dpi resolution. Advertisers are responsible for sending their ads by our deadline. Web site Banner ads should be submitted as JPG, or GIF files.
- Gay Parent Magazine is not responsible for spelling and grammatical errors and design judgements on ads that are submitted by advertisers. Please proofread your ad.
- We can build your ad for an additional \$100 (you must provide verbiage and images).
- Prepayment is required on all ad insertions in order to reserve your space. Make check payable to Gay Parent Magazine and mail to GPM, PO Box 750852, Forest Hills, NY 11375. Or pay by Visa, MasterCard, American Express, Discover or PayPal.
- No refunds, all ad space sales are final. Credit will be given.
- Advertiser will be charged \$30 for each returned check.
- Advertiser assumes all responsibility and liability for claims arising from their ads.
- Rates subject to change without notice.
- Questions? Contact Angeline Acain at 718-380-1780 or gayparentmag@gmail.com.

"The only feedback I have is all positive...having an ad in your publication is important to us!"

- Marcia Roesch, Director of Admissions, Bank Street School for Children

"The ad looks great and I think your publication is wonderful."

- Fran M., The Center for Reproductive Medicine and Fertility



The family of Patrick and Roger. Photo by Angeline Acain.

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The family of Susan and Saundra. Photo by Angeline Acain.



Digital issue & Online Combo Ad Packages

Reach both issue and online markets with our issue and banner ad combo packages. Choose:
Banner ad, Premium Banner, or Side Banner ad.
To receive, mention the discount when ordering.

1/4 pg package: \$35 discount

Issue ad space, minimum one issue insertion + banner ad space, 2 months

1/3 pg package: \$45 discount

Issue ad space, minimum one issue insertion + banner ad space, 2 months

1/2 pg package: \$55 discount

Issue ad space, minimum one issue insertion + banner ad space, 2 months

Full pg package: \$65 discount

Issue ad space, minimum one issue insertion + banner ad space, 2 months
FREE Sponsored Content article with your full page ad order

Contact us for pricing, ordering, or any questions
Email Vivian Schepis at viv.gayparentmag@gmail.com
or Angeline Acain at gayparentmag@gmail.com
or call 718-380-1780
Reserve your space today



The family of Susan and Sandra. Photo by Angeline Acain.

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Gay Parent Magazine audience profile

- 45% of our readers are gay men, 50% are lesbians, and 5% are bisexual women (mostly) and men or transgendered.
- 54% are between the ages of 30-39, 24% are between 40-49, and 22% are between 21-29.
- 93% are college graduates and 36% have post graduate degrees.
- 73% are couples. 82% have been together 2 or more years, and 50% have been together 5 or more years. 25% are singles (36% are women and 64% are men).
- 60% own their homes.
- 86% vacation 1 to 3 times per year, and 20% vacation 4 or more times per year.
- 65% of our readers say they buy books often, 50% buy music often, 31% buy computer products often, and 32% buy clothes often.
- 92% prefer to buy products and services from a LGBTQ-friendly business.
- 17% of our readers say a friend or associate gave them their copy of Gay Parent Magazine.
- 46% found Gay Parent Magazine online either through a link, while browsing for information on gay parenting and many found gayparentmag.com by searching Google.com.

Lesbian and gay men readers who wish to be parents:

- 42% of our readers have no children and are planning to become parents (46% are women and 51% are men).
- 82% of our female readers are considering donor insemination, 58% are also considering adoption, and 12% are also considering foster care in order to have their first child.
- 97% of our male readers are considering adoption, 47% are also considering surrogate parenting, and 28% are also considering foster care in order to have their first child.

Lesbian and gay men readers who are parents:

- 58% of our readers are parents with at least one child, and 50% of parents have 2 or more children (58% of our parent readers are mothers and 42% are fathers).
- 46% of mother readers used donor insemination to create their families.
- 8% of our reader's were pregnant or their child was an infant, 36% are 1 to 4 years old, 32% are elementary school age, 14% are middle school age, 12% are high school age, and 14% are over the age of 18.
- 73% of our parent readers buy books often for their children; 71% buy clothes often, 56% buy toys often, 50% buy videos often, and 39% buy music often for their children.
- 57% use day care, 57% use a nanny or baby sitter, 31% use children's camps, 23% use a private school, and 20% use playgroups.

Lesbian and gay men readers who are parents and want to have more children:

- 44% of our parent readers want to have more children (56% of mothers and 27% of fathers).
- 88% of mothers wanting more children are considering using donor insemination, 38% are also considering using adoption, and 13% are also considering foster care.
- 91% of fathers wanting more children are considering adoption, 45% are also considering surrogate parenting, and 45% are also considering foster care.

Based on 169 responses to our reader survey.

*Based on 73% of readers having a partner and 17% receiving their copy through an associate..



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Audience Responses

WOW. That is all I can say. I know that I would be a good father, and I thought that would never happen because of my gayness. Thank you for this magazine. You have given me hope. I graduate with my Masters in 2 years, and I will try to start my family soon after.

Robert Dempsey, New York City

Thank you so much for your help. I am only 20, and a part time student/full time activist, but I intend to have a child some day when I meet Mr. Right and have a house, and a good job, and so forth. Anyway, I'm just so tired of so many (even gay and lesbian) people assuming that because I'm gay I'm not having kids. The thought of not having kids never occurred to me as a natural consequence of living my life honestly. And I know of many others in our local Springfield community who will be happy to know your mag exists.

Thanks so much,

Trint Williams, PR Guy

Gay and Lesbian Center of the Ozarks, Missouri

Hi. It was a pleasure to run across your on-line magazine about and for gays and lesbian families. In a time when there seems little exposure on this kind of lifestyle within the gay community, I was happy to see that the future generations - our children - are finally being acknowledged as part of gay culture.

I hope to one day read a print copy of your magazine, and hope that it will also be available to the mainstream community. Any literature that the gay and lesbian community produces, ultimately informs and educates the heterosexual communities about who gay and lesbian people are. Gay-positive imagery is not only a much-needed resource in our own community, but the society-at-large.

Your publication is worthwhile, and is important to the young people who have already come, and the young people who will come out in the future, and any other gay individual who is unaware of the possibilities for his or her future. Finally, another segment of the gay population is being acknowledged and exposed through your publication. Thank you for this.

After all, it is important that we do all we can to represent ALL people in our community. It's time to dissolve the gay stereotype that is self-perpetuated in the glbt communities, a stereotype that is not only personally hurtful, unfair, inaccurate and self destructive. Thank you for your commitment!

Ken Smith, Vancouver, BC, Canada

I just wanted to send a quick e-mail and congratulate you on the web site. My partner, Peter, and I raise two little boys, 6 and 4 years old, with their mother and her same-sex parent. It's important to have resources such as yours.

David Kuefler, Vancouver, B.C.

What a wonderful find! While attending an out of town meeting to get ideas for the Gay Pride Parade and Diversity Festival I'm organizing in a local city where I work, I came across a copy of your magazine!

Living in a rural upstate NY community...who would have thought such a magazine existed...let alone another interracial lesbian couple with children!

My partner and I of 5 years have 6 children, 7, 9 (only girl), 12, 12, 13, and 14, which keeps us busier than we usually want to be. We've been called the "Brady Bunch of the nineties" by our friends and have even considered writing a book about our lives, and our family. But time is always in great demand. Keep up the much needed good work!

Sheila DeFazio, New York

You awesome people. I became a single gay parent eleven years ago when I adopted my son from the Florida Department of Health and Rehabilitative Services. I lucked out in getting to be Dad to the greatest Son a Father could wish for. Junior has now grown into a fine twenty one year old young man (Still living at home!!!) We survived the teen years, for which we each deserve a medal. We had a lot of support from family, colleagues, PTA, school officials and the community overall however it sure would have been nice to have had Gay Parent magazine.

Richard W. Lewis, Sr.

It is great to read other family making stories. We are the proud fathers of two adopted sons. Here in California we have been able to adopt jointly. Ethan just turned three and Victor is eleven months. I look forward to more great stories.

Michael Hunter-Bernstein, California

Your magazine is great! I just received the first issue of your magazine. It is both well written and down to earth. Gay Parent is a big hit!

Cheryl Deaner, Executive Director

All Our Families Coalition, California

Hi! Here I am in the backwoods, Bible-thumping Midwest, St. Louis--the nation's gut, and thinking I'm all alone. I have finally found your magazine and feel like I'm home. I wanted you to know that it was so inspiring to me to read the article by Angeline on Terry Boggis. I have decided to start a support group here in St. Louis for gay parents and parent wanna-be's. We are called Family Tree ...We have had just 2 meetings and are already at 10 families...I am looking forward to sharing your magazine with the group at our next meeting. I've picked up copies for everyone! Thanks for filling such an important need. You're making a difference!

Julie Lynch, Missouri

RECENTLY YOU SENT US SOME MAGS! THANK YOU! We have a g/l/b parent group and a group for their kids. They all love the mag. Yea!! Keep up the good work.

Sheila Bewsee

Program Coordinator

Compass, Inc., Florida

Hi. I'm sending a check for back issues numbers five through twelve. I'm so glad I found your magazine on the web!

Michael Elyanow, Illinois

I'm a gay man who adopted a newborn last year. I enjoy every minute with my child. I'm glad to have found gayparentmag.com. It is a great web site.

Scott

I belong to the Metropolitan Community Church in the Valley, North Hollywood, California. We have a place within our church where we offer gay-friendly resource materials and I would like to include yours. Personally, discovering Gay Parent magazine was really great, I have six kids and I feel pretty isolated sometimes.

Judith Longman

We enjoy your magazine very much.

Ivy Belardo, New York

**Read more on our web site,
<https://gayparentmag.com/letters/>**

Gay Parent Magazine Receives 2015 PrideIndex.com Esteem Award

On July 4, 2015, Gay Parent Magazine (GPM) was honored to receive an award for Outstanding Magazine at the 9th Annual PrideIndex.com Esteem Awards.

PrideIndex.com is an online resource for news for the African American LGBT and gay-friendly companies. It houses profiles of gay authors, businesses, events, parties, conferences, fundraisers, support groups, and other online resources.

Since 2007, PrideIndex.com's Esteem Awards has honored local and national organizations and individuals for their continued efforts in supporting the African-American and LGBT communities in the areas of entertainment, media, civil rights, business and art.

"From the beginning, publishing stories featuring racially diverse LGBT parents and families has always been an editorial priority. For our work in this area, the staff of Gay Parent Magazine is proud and honored to be recognized as an Outstanding Magazine at the PrideIndex.com's 2015 Esteem Awards," says Angeline Acain, GPM publisher and editor.



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Gay on the Page

A GAY PARENTING STORY
BY VICTORIA A. BROWNWORTH

Angeline Acain is an entrepreneur, but like a growing number of lesbians, she and her partner, Susan, are also parents. Her role as parent led Acain to her role as founder and publisher of *Gay Parent Magazine* (GPM).

Acain isn't just preaching to lesbian and gay parents with GPM. "I've been a parent for 15 years now," she says. "Susan and I adopted our daughter Jiana when she was just under 2 years old and last summer she celebrated her Sweet 16. Jiana had her first relationship with a boy when she entered high school. Coincidentally, he also was the child of lesbian parents. Her decision to start GPM 'stemmed from a realization of a lack of access to information on gay parenting both in print and on the Internet,' Acain explains, noting that during the late '90s 'the only children's book depicting gay parents was *Heather Has Two Mommies*.'"

The market for books for kids with lesbian and gay parents started to grow along with legalization of adoption and marriage equality, but Acain saw another gap that needed to be filled for lesbian and gay parents.

"My partner Susan and I had just become parents and I was looking for others like us. Through the grapevine, we learned of other gay parents and some of our gay friends were also becoming parents," Acain recalls, "But there was

no organized support group or activities for gay parents in Hawaii—the state we were living in at the time—and certainly not the large numbers of LGBT parents you see today."

Acain decided that had to change. "My mission with the magazine was to connect gay parents with one another and have them feel supported and empowered. I also wanted to provide a model resource for younger people in the LGBT community to show that they too could become parents."

When Acain and her family moved to New York City, she began publishing GPM in the fall of 1998. The response was as exciting as it was immediate. Acain realized that she had been right—lesbian and gay parents were hungry for a publication that would address them specifically. Acain recalls, "Within two hours of launching GPM's website, I received emails from parents across the U.S. and Canada." People were thrilled to have found GPM's site. Acain says, "I received an email from a woman in the Midwest who felt very alone." The woman was so inspired by GPM, she decided to start her own support group for lesbian and gay parents.

Acain is quick to note that, "Raising children is not everyone's cup of tea as it entails a heck of a lot of patience, loads of money and cleaning up your child's bodily messes." But the readership of GPM either has children or hopes to have

them, and, like that woman in the Midwest, needs support for that choice.

"For those who want to parent," Acain says, "GPM offers heartwarming family stories as well as resources." Those resources range from queer-friendly IVF companies and adoption agencies to private schools and summer camps for kids of queer parents.

Some of the issues GPM addresses have to do with becoming parents—through adoption, surrogacy and alternative insemination. Acain acknowledges the "how" of becoming a queer parent isn't an easy decision or road.

"The experience of building a family as a lesbian or gay person is not as sexy as a straight couple having intercourse," she admits. "For the gay community it certainly does take a village to raise a child. With adoption, although the legal situation is improving, gay couples still have difficulty adopting in some areas of the country. On top of that, the cost of conceiving or privately adopting is expensive."

Once the child arrives, however, Acain says new struggles begin. "A parent has to be out in order to advocate 100 percent for their child. And when we come out, we have to be ready to face any adversity. Prior to each school Jiana attended we always met with the school's teachers and principals to gauge their response when we let them know Jiana has two mommies. We had to make sure the school was accepting of our family structure. Not only do parents deal with coming out, but their child does, too. It is not uncommon during the awkward adolescence stage for children of gay parents to feel uncomfortable telling peers their parents are gay."

For Acain and her partner Susan, a psychotherapist, parenting was an experience they both wanted. Together for eight years prior to their decision to adopt, they were among the last generation of lesbian couples to adopt from China, which has since limited adoptions to straight couples. "Susan and I have experienced most stages of raising a child, infancy through adolescence. Jiana is now asking about getting her driver's permit. Living in New York City with its excellent public transportation," Acain says wryly, "we hope to postpone this as long as possible as our daughter getting behind the wheel of a car is still a little unimaginable."

As for what Acain would like to see happen in the future, making parenting more accessible to a wider range of lesbians is her immediate answer. "I'd like to see the cost of conceiving and private adoptions go down. And of course being a part of the LGBT community I would like to see gay parents accepted in more areas of the country and the world."

Meanwhile, GPM is there to help and support lesbian parents until that acceptance kicks in.

gayparentmag.com •

50 CURVE APRIL 2013

The April 2013 issue of *Curve* featured GPM publisher Angeline Acain and her family. She was interviewed by the late Victoria A. Brownworth. *Curve* is a magazine for lesbians.

In June 2022, Acain was interviewed by Lacey Vorrasi-Banis for Romper.com.

Read the article by clicking on this link:

<https://www.romper.com/parenting/gay-parent-magazine-interview-lgbtq-families-pride>

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