



BLACK  
GAY  
WEDDINGS

The Premier Platform that Celebrates  
LGBTQIA+ Couples of Color





# WHY PARTNER WITH BROUGHTON MEDIA GROUP, LLC?

Broughton Media Group, LLC (BMG), DBA Black Gay Weddings, is a media company with a mission to share and protect the love stories of LGBTQIA+ couples of color. Through its flagship digital magazine, BGW Elevate, Broughton Media Group empowers this niche of consumers to share their stories and connect with wedding professionals and other businesses that support the LGBTQIA+ community. In addition to the magazine, Broughton Media Group's integrated platform spans digital, social, print, and televised mediums with 1 million monthly impressions through social media. Additionally, the company has a growing presence at live events, having been the first gay-centric vendor at Essence Fest in its 27-year history.

[#RepresentationMatters](#)

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## OUR AUDIENCE

67% of our readers started following a vendor after hearing about them on the Black Gay Weddings platform.

### Our Followers By The Numbers:

Instagram | 61,000+

TikTok | 105,000+

Facebook/Meta | 7,000+

YouTube | 2,000+

Monthly Social Media Reach | 953,000+

Monthly page views | 50k+

Monthly site users | 31k+

### TOP CITIES

1. New York, NY
2. Atlanta, GA
3. Houston, TX
4. Dallas, TX
5. Washington, D.C.
6. Chicago, IL
7. Rio De Janeiro, Brazil
8. Philadelphia, PA
9. London, England
10. Sao Paulo, Brazil

## COMMUNITY STATS - LGBTQ POC\*

### Gender:

39.2% Women

60.8% Men

### Age:

43.2% Age 25-34

27.9% Age 35-44

11% Age 45-54

10% Age 18-24

6.2% Age 55+

### Education:

39% High School graduate

14% Some college

23% Associate's Degree

13% Bachelor's Degree

8% Post Graduate/Professional Degree

### Finances:

51% earn <\$50k per Year

27% earn >\$50k per Year

22% earn >\$100k per Year

### Estimated Wedding Spending 2022:

Total Weddings = 66,000

Total Spend = \$1.83 Billion

(Community Stats)\* | We extracted industry information from The Wedding Report with wedding market data last updated in March 2022. Community stats were determined from baseline data extracted from the UCLA Williams Institute's Demographics report on the US LGBTQ population.



# GROW YOUR BUSINESS

## Join Our Vendor Community

Broughton Media Group offers companies and wedding professionals access to a niche audience of progressive couples and readers in major cities across all 50 states, the District of Columbia, and more than 150 countries.

Our vendor directory, the LGBTQBizList, is a growing LGBTQ-friendly resource for all couples to find vendors dedicated to equality and making each wedding experience a unique reflection of the clients they serve.

The LGBTQBizList showcases businesses owned by women, LGBTQIA+ community members, and people of color. All vendors in the directory are personally invited and vetted to ensure a welcoming, high quality experience for LGBTQIA+ couples.

Membership in our vendor community is by invitation only. However, you may submit your company for consideration during the open enrollment months of January & July. Once we have completed our review of your business, you will be invited to complete your application, or you will receive feedback as to why you were not approved.

Once you have completed your application, you will be listed in the LGBTQBizList, an exclusive international directory of more than 100 businesses and wedding professionals collectively working to transform our world for the better. You will also gain access to a supportive community of like-minded peers and a vast amount of promotional and educational resources.





# MAXIMIZE YOUR INVESTMENT

BMG offers one Premium Vendor/Venue Listing option for wedding professionals & wedding venues.

## **Premium Vendor/Venue Listing** **\$750/Year**

- Optimized listing in the LGBTQBizList with priority page placement and link to your website or social media
- Premium vendor profile page, including an image gallery, client testimonials, social media links
- Emails to newly EnGayged couples include your business profile
- Listing in the Interactive BGW Experts Directory E-Book.
- "Warm Referrals" via email connecting you to potential clients.
- "Hot Referrals" via three-way phone calls connecting you to potential clients.

BMG provides two additional options for non-wedding vendors/venues to join the directory.

## **Option 1:** **Premium A-Z Business Listing** **\$450/Year**

- Optimized listing in the LGBTQBizList with priority page placement and link to your website or social media
- Premium vendor profile page, including an image gallery, client testimonials, social media links
- Email newsletter sent to our entire mailing list highlighting your work

## **Option 2:** **Standard A-Z Business Listing** **\$250/Year**

- Limited interactive listing in the LGBTQBizList, including three images, business name, location, and link to your website or social media

## **All Paid Premium Vendor/Venue Listings Receive:**

- Annual detailed analysis of industry trends & customer profiles based on your business
- A 30-minute complimentary listing review & consultation
- Instagram shout-outs showcasing your work
- An Instagram Live within 90 days of joining
- Access to the LGBTQBizList Facebook Group
- An Opportunity to Schedule an In-Studio Interview for the On-The-List Video Series (**Limited To Video Production Schedule**)
- Invitation to write expert articles for the magazine and websites.
- Invites to collaborative marketing opportunities
- 20% Discounts on all Ads & Merchandise

Are you interested in joining  
the LGBTQBizList family of  
businesses?

CLICK HERE







## ADVERTISE WITH US

### (WEBSITES)

Broughton Media Group, LLC creates spaces and produces publications dedicated to sharing underrepresented and diverse love stories with attention to the intersections of race, ethnicity, gender, sexuality, culture, religion, and income inequality. **BGW Elevate Magazine** is the premier luxury wedding magazine for LGBTQIA+ people of color.

### ADS & SPONSORED ADD-ONS

#### Sponsored Blog Post on BGWElevate.com

##### Starting at \$1,000/Post

- One-hour phone consultation with our editorial team to help tap into what makes your business unique
- A high-quality blog post with solid SEO keywords that will remain on our website indefinitely

#### Homepage Horizontal Display Ad in One Section on BGWElevate.com

##### \$900/Six Months

- Horizontal display ads linked directly to your social media or website are 730px wide by 90px tall and appear in rotation with a max of 5 Ads Per Section
- Sections include: Weddings, EnGAYgements & Expert Articles
- CTR & other stats are provided when the ad closes

#### Sidebar Display Ad Homepage Only

##### \$600/Six Months

- Small display ads linked directly to your social media or website are 300px wide by 250px tall and appear in rotation with a max of 5 ads
- Annual CTR & other stats are provided when the ad closes

#### Sidebar Display Ad Wedding Posts

##### \$450/Six Months

- Small display ads linked directly to your social media or website are 300px wide by 250px tall and appear in rotation with a max of 5 ads
- Annual CTR & other stats are provided when the ad closes

#### Sidebar Display Ad EnGAYment Posts

##### \$450/Six Months

- Small display ads linked directly to your social media or website are 300px wide by 250px tall and appear in rotation with a max of 5 ads
- Annual CTR & other stats are provided when the ad closes

#### Sidebar Display Ad Expert Articles

##### \$450/Six Months

- Small display ads linked directly to your social media or website are 300px wide by 250px tall and appear in rotation with a max of 5 ads
- Annual CTR & other stats are provided when the ad closes

Are you interested in advertising on  
the Black Gay Weddings Platform?

[CLICK HERE](#)



## ADVERTISE WITH US (SOCIAL MEDIA)

### INSTAGRAM

Instagram Feed Post  
**\$750/Post**

**\$350** for each additional Post

Instagram Story Post  
**\$500/Post**

**\$250** for each additional Post

Instagram IGTV Post  
**\$800/Post**

**\$400** for each additional Post

### TikTok

Video Post  
**\$1,000/Post**

**\$500** for each additional Post

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## ADVERTISE WITH US (MAGAZINE)

Recently rebooted from a monthly digital-only magazine to a bi-annual luxury wedding magazine for LGBTQIA+ people of color, BGW Elevate is available for print-on-demand and as an e-book.

Take advantage of this opportunity to introduce yourself to our community.

### MAGAZINE ADS (PRINT & DIGITAL)

#### COVER SESSION SPONSORS

##### **Inside Front Cover Left**

**\$20,000/Issue**

Full Page Ad

Two Editorial Reviews For Brand Check

##### **Inside Front Cover Right**

**\$20,000/Issue**

Full Page Ad

Two Editorial Reviews For Brand Check

##### **Inside Back Cover Left**

**\$15,000/Issue**

Full Page Ad

Two Editorial Reviews For Brand Check

##### **Inside Back Cover Right**

**\$15,000/Issue**

Full Page Ad

Two Editorial Reviews For Brand Check

### ARTICLE ZONE ADS

**Expert Article Zone 1** (4 Available/Issue)

**Wedding Zone** (4 Available/Issue)

**EnGAYgement Zone** (4 Available/Issue)

**Expert Article Zone 2** (4 Available/Issue)

**\$7,500/Issue**

Full Page Ad

Two Editorial Reviews For Brand Check

### PHOTOGRAPHY CREDIT

A special thank you to the following LGBTQ-friendly photographers.

LaJoy Photography

Linda McQueen Photography

Itan Images

MaxRes Photography

Beyond The Focus Photography

Adventure Elopement Photography

Sydney Morman Photography

Second Shots Photography

Breaux Moments Studio LLC

Corner House Photography

Blooms Photography

Ally Haley Photography

Are you interested in advertising on the Black Gay Weddings Platform?

[CLICK HERE](#)







## THE WRAP UP

Join the growing number of vetted and dedicated professionals and businesses who are committed to supporting the LGBTQIA+ community of color by becoming a vendor in our directory or by purchasing a select advertising package.

We connect our community-conscious consumers to outstanding wedding professionals and businesses with a proven track record of supporting our community.

With an average of nearly 1 million content interactions monthly, 105K+ followers on TikTok, and 61K+ followers on Instagram, we look forward to successfully partnering with you and elevating our community to new heights.

For more information or to ask questions, please send an email to:

[INFO@BLACKGAYWEDDINGS.COM](mailto:INFO@BLACKGAYWEDDINGS.COM)



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