

**ARCHER
MAGAZINE
MEDIA KIT
2016-2017**

Archer



WHAT IS ARCHER MAGAZINE?

**ARCHER MAGAZINE IS
A MULTI-AWARD-WINNING
PUBLICATION ABOUT SEX,
GENDER AND IDENTITY.**

Published twice-yearly in a beautiful, glossy format, we curate human stories, real bodies, fashion and photography from across the world.



ARCHER MAGAZINE IS...

Inclusive
Progressive
Celebratory
Profound
Human
Bold



MORE...

EACH ISSUE OF ARCHER MAGAZINE SELLS OUT

reaching 20,000 readers

WINNER: VICTORIAN AIDS COUNCIL

Media of the Year 2015

WINNER: UNITED NATIONS ASSOCIATION OF AUSTRALIA

Media Peace Awards 2015

WINNER: LGBTI HONOUR AWARDS 2014

Media of the Year 2014

FINALIST: PUBLISHERS AUSTRALIA

Excellence Awards 2014

DISTRIBUTION

Newsagents and bookstores

ACROSS AUSTRALIA, USA, UK + EUROPE

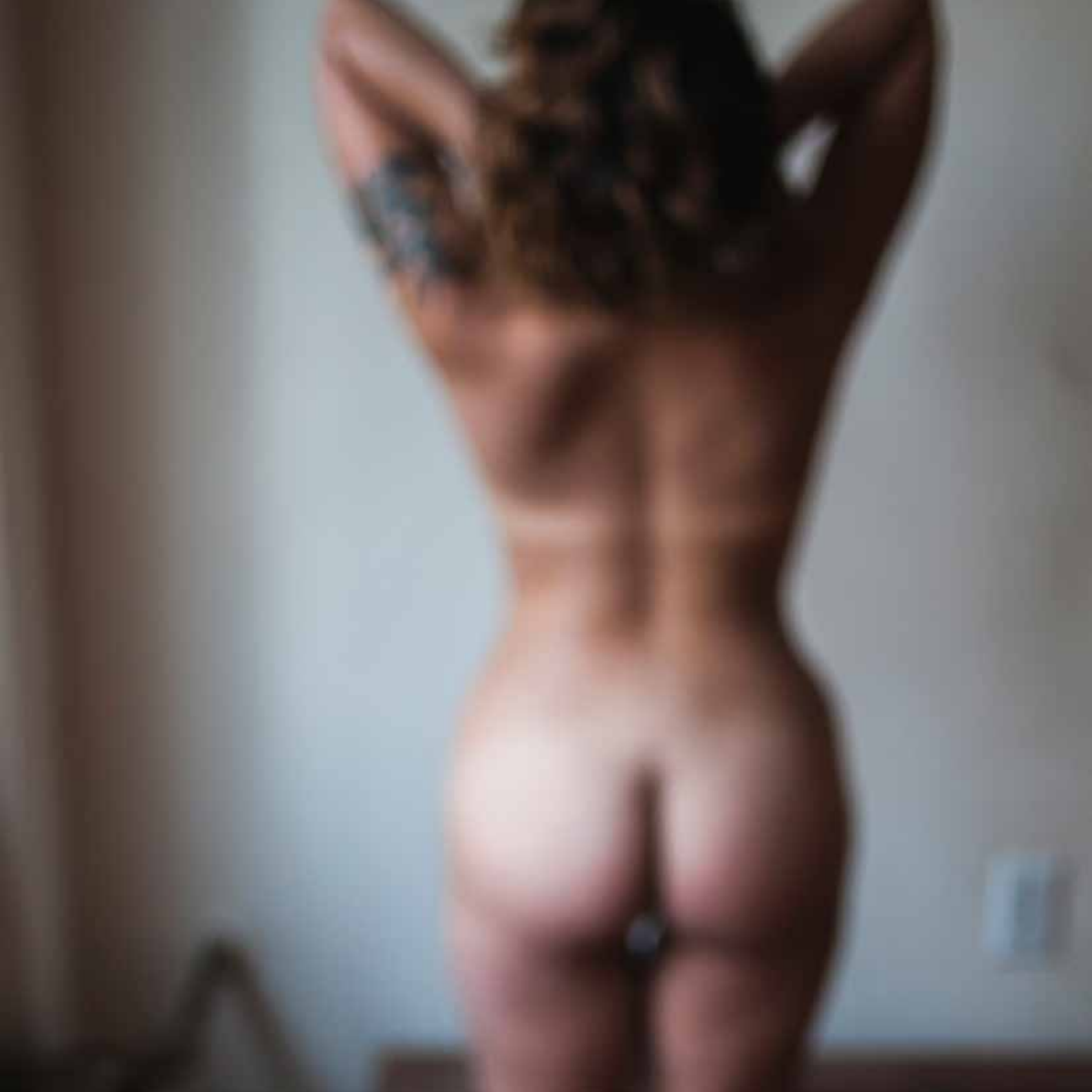
Barnes & Noble stores

ACROSS USA

Digital subscriptions

2500+ SUBSCRIBERS WORLDWIDE

**Sydney, New York, San Francisco,
Melbourne, Austin, Los Angeles,
Perth, London, Brisbane, Chicago,
Portland, Adelaide, Berlin**



DIGITAL

WEEKLY FACEBOOK REACH

40,000 readers

SOCIAL MEDIA FOLLOWERS

More than 8,000 (Facebook, Instagram, Twitter)

FORTNIGHTLY E-NEWSLETTER

40% open-rate

DIGITAL REACH

20,000 uniques/month

DIGITAL ACCESS

50,000 uniques/month

ARCHER MAGAZINE READERS...

OUR COMMUNITY

is on the edge
of culture and
information.

They are fiercely
engaged, diverse
and brand-loyal.

**Drink,
take drugs,
shop,
dream big,
work hard,
spend,
travel,
share,
analyse...**

Our readers collect
every issue. They
share the magazine
at universities, bars
and dinner parties.
They are hungry
for progressive and
positive branding.

**THEY DON'T MISS
A TRICK**



MEET OUR READERS

37% SAME-SEX ATTRACTED

CISGENDER WOMEN **55%**

27% CISGENDER MEN

IDENTIFY AS TRANS OR NON-BINARY **16%**

56% HAVE PETS

62% DRINK IN BARS

TRAVEL OVERSEAS REGULARLY

70%

26% IDENTIFY AS QUEER

21-39 YEARS OLD **76%**

72% GO TO THE MOVIES

ATTEND CULTURAL EVENTS **80%**

