

Bear World Magazine is the leading digital source for news, lifestyle and entertainment relating to the global bear (plus-size gay male) community, **reaching 310,000 people** around the world every month.



Bear World Magazine provides the unique opportunity to reach tens of thousands of bears daily with our exceptional content both on site and through our active social media channels.

Our editorial team delivers the highest quality reporting and lifestyle features on a daily basis, so content is always fresh and authentically relevant to the global bear community.

Content includes entertainment, arts, health, style, travel, automotive, nightlife, food, and body positivity. Written by staff who are part of the community itself, it provides the ability to surround your campaign with content that supports your messaging.

DEMOGRAPHICS

Age

18-24:	14%
25-34:	22%
35-44:	22%
45-54:	18%
55-64:	14%
65+:	9%

Gender

Male:	95%
Non-binary:	4%

Location

USA/Canada:	68%
UK/Europe:	16%
Asia:	9%

Our readers have a passion for food, cuisine, quality entertainment, travel, events, and are loyal to fashion brands that offer a true range of sizes. They are very tech savvy and are early adopters. 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, California, Texas, New York, Florida and Illinois (can target down to ZIP)

OFFERINGS

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

AVERAGE CTR

0.20%

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