

**HOMOCOULTURE.COM**

**HOMOCOULTURE**

**HC**  
**.COM**

**FASHION + LIFESTYLE**

**MEDIA KIT 2013**

# WHO IS HC?

## Summary

In the media, homosexuals are portrayed as being either flamboyant, sexual or unhealthy men. Therefore creating a stereotype that is hated through the mass media and entertainment industry by individuals who are not educated on the homosexual lifestyle. It is clear that the media has placed a negative interpretation of what they consider a "realistic" perspective of the homosexual culture. Due to the fact that homosexuals continue to fight for equality each and every day, it is crucial to progress and contribute to the positive impact of these individuals that the media chooses to ignore. As advocates and contributors of the gay community, we have the power to represent our truth of what it means to be homosexual. That's through positive, empowering and informative media outlets.

HomoCouture is an online magazine and platform that provides a free national guide that functions as a media outlet to promote social growth and empowerment for men between the ages of 18-35 within the gay community. As a free worldwide guide, HomoCouture promotes equality, HIV/AIDS awareness, individual growth, pride in the community and social acceptance within the LGBT lifestyle.

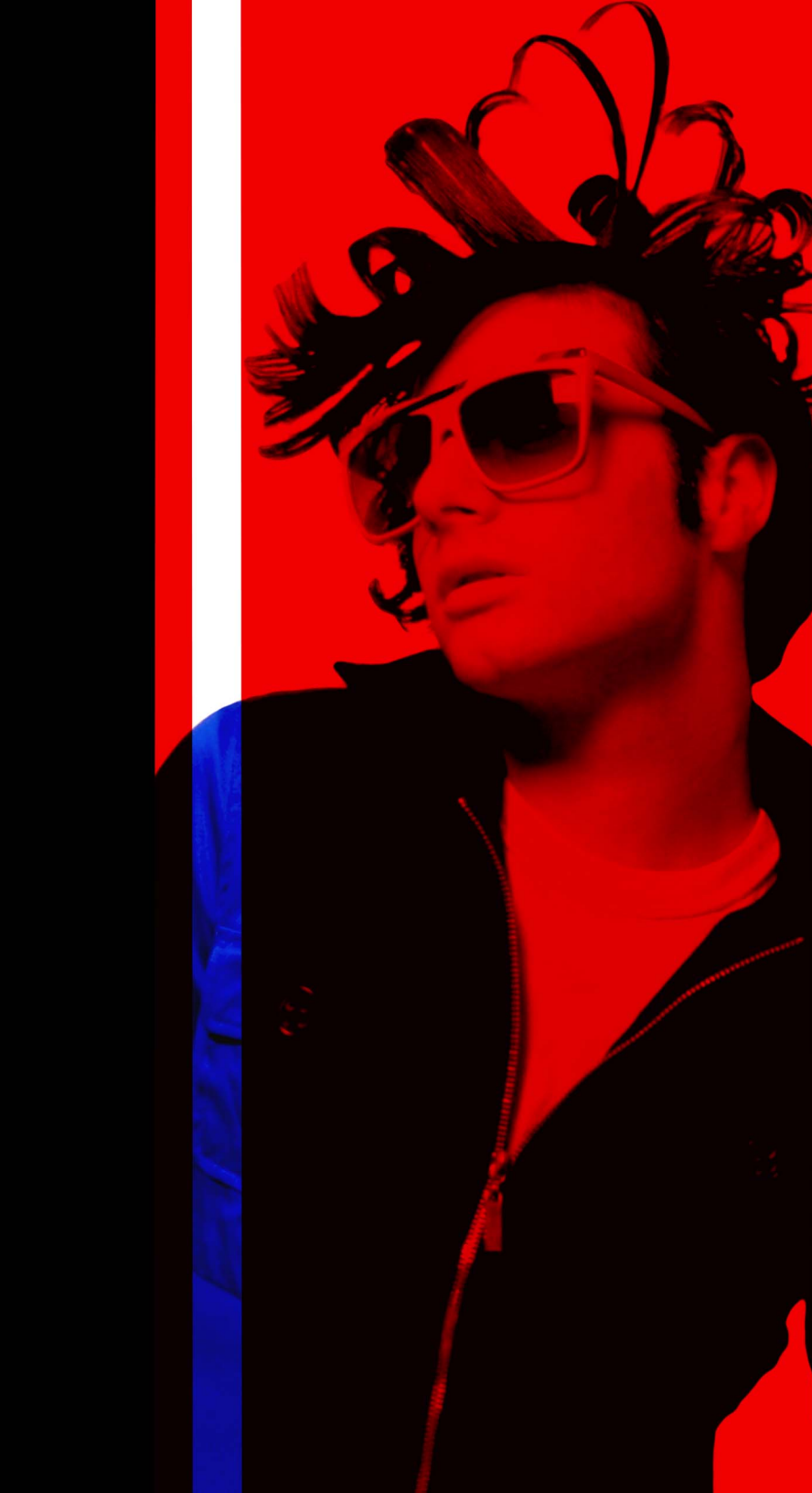
## Mission

Our Mission is to effectively empower and influence the gay community by encouraging social acceptance and supporting a misunderstood lifestyle through the voice of HomoCouture. We are committed to providing a guide that focuses on positive and real life material. HomoCouture encourages individual growth, social acceptance, community pride and lead by example as one of the positive and influential media outlets. There is a demand for a voice in the media that understands and represents what it truly means to be homosexual. And that voice is HomoCouture.



**"IMPACTING A NEW GENERATION"**

# EVOLUTION



**OUR TARGET AUDIENCE** is young, 18-35 males, upwardly mobile, educated, current/future “*influentials*” – those with major earning potential and maximum disposable income. Males from every walk of life! African American, Latino, Caucasian, Asian, Multi-racial Gen Y/Xer Gay males who have an “*urban lifestyle mindset*”. We are on the leading edge of fashion, lifestyle, nightlife, fine-dining, sports, film, music ,travel, and technology.

**OUR READERS** are interested in the now! Whats hot, whats next and whats old news. They are social media mavens and document almost every move of their lives. They are educated, modern males with a special attraction to the “*finer things*” that life has to offer. HC readers travel and are always on the go. They play but work even harder to obtain and maintain a special lifestyle. We are leaders in the fashion & entertainment industries and push the boundaries on what it means to be different and progressive.

**THE LGBT EVOLUTION** indicates massive opportunity for marketing to gays and lesbians. According to Witeck-Combs Communications, Inc./Marketresearch.com, the 2006 buying power of U.S. gays and lesbians was approximately \$660 Billion an amount that will increase significantly as the gay and lesbian population grows to a projected 16.3 million in 2012. Marketing and advertising to LGBT consumers, through advertising in LGBT media, using LGBT messages in non-LGBT media or sponsoring LGBT events, constitute the most direct way businesses can communicate to LGBT consumers.

# “BLOGAZINE”

HomoCouture offers homosexual men worldwide a free online lifestyle and fashion guide. An informative platform that is focused and produced to support the homosexual lifestyle. The website includes four main sections; Fashion, LifeStyle, Entertainment, and Health. Each section has a concentrated theme and contributes to the overall success of satisfying our target. The subdivisions include: menswear, events, movies, music, television, news, print, sex & relationship, wine & spirits, foods, technology, nightlife, fitness, hygiene, and HIV/AIDS.

The magazine is coordinated and maintained by the Editor-In-Chief Melvin Browne. We currently have 7 major contributors to the website, which gives our content diversity in tone and topics. HOMOcouture is a weekly guide; that serves our readers fresh, original and current content Monday through Friday.

WORDPRESS PLATFORM

# PRESS COVERAGE

We also take the time to support other organizations through media coverage. The HomoCouture Press Team attends local events to support the community and report on all the amazing events that happen in New York City! We take photos, video, conduct onsite interviews and contribute to the excitement! Reports are then published to our website, where our readers get to view event as if they were present! We have credentials with access to most major and local events. From Music to Fashion and Gay Pride Agendas, we attend them all. Just another way for HC to get out there and support our Community.

## Press Coverage Includes...

- AIDS Walk
- OMA Out Music Awards
- OBVIOUS MAG "Whats Next"
- For Faith, For Love; Forever Documentary Screening
- B.B. King Blues Events
- GLBT Expo NYC
- Mercedes Benz Fashion Week & Brooklyn Fashion Week
- Jose Duran F/W 10 Fashion Presentation
- Hernan Lander F/W 10 Fashion Presentation
- SABIT NYC Look Book Release
- BET Rip the Runway
- the Rainbow Collective Events
- Style the Soul Fashion & Music Benefit
- ENK NYC & Capsule Trade Shows
- And Many More!

## HomoCouture CARES!

### HCAAP (*HomoCouture Aid, Awareness and Prevention Volunteer Team*)

We have a "get involved" mindset and hands on approach to making a difference in the gay community. We have an established team of HC members and supporters that offer their services and hands to any HIV/AIDS related organizations or benefits. By volunteering for other organizations and charities, we hope to not only make a difference but to set an example for the community to follow and take pride in.

### We Come out to...

- Promote Safe Sex
- Raise Awareness
- Raise Money
- Collect Food & Clothing
- Hand Out Prevention Kits
- Collect Community Data
- General Operation and Much More!





# HOMOCOUTURE PROMO EVENTS!

NEW YORK CITY PRIDE  
**Homocouture** **HOT BOYZ NYC**  
 PRESENTS  
**MEGA PARTY**  
 FRIDAY, JUNE 25TH  
 @ **SPACE 128**  
 454 W 128TH ST. NYC  
 (OFF THE CORNER OF AMSTERDAM AVE)  
 11PM - 6AM  
 FREE B4 12 W/TEXT  
 SPECIAL GUEST SUPRISE  
 TEXT 'HOTBOYZ'  
 TO 38714 AND REPLY YES  
 WWW.HOMOCOUTURE.COM  
 WWW.HOTBOYZNYC.COM

PRESENTED BY HOMOCOUTURE.COM  
**HOMOCOUTURE**  
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 FASHION + LIFESTYLE  
 #AWW #HC  
**AFTER-WORK WEDNESDAY'S**  
*Anabergue*  
 NY FASHION WEEK PREMIERE - RED CARPET  
 4 EAST 36TH STREET - NYC (BETW FIFTH AND MADISON AVENUES)  
 EVERY WEDNESDAY FROM 7PM TILL 1AM  
 SEPTEMBER 11 OR 12  
 \$10 HC DRINK SPECIALS ALL NIGHT! FEATURING NYC'S  
 TOPSHELF ONLY! \$10-\$12 SMALL PLAGE  
 & \$25 HOOKAH - 6 FLAVORS  
 FIRST 50 GUESTS TAKE FREE CHICQ SHOTS!  
 COMPLIMENTS @COREY001  
**DJ MK**  
**NO COVER GROWN AND SEXY 21-**

JC OF JCINTIME.COM  
 PRESENTS  
**Homocouture**  
 HOMO COUTURE SPECIAL  
 PROMO PARTY  
 @  
*Secret Lounge*  
 SATURDAY APRIL 24TH, 2010  
 525 W. 29TH ST. NY, NY 10001  
 BTW 10TH & 11TH AVE  
 (\$5 UNTIL MIDNITE - DOORS OPEN 11PM - 4AM)  
 SEXY MALE / FEMALE DANCERS & MODELS  
 \$5 SHOTS & DRINK SPECIALS - ALL NITE  
**COME OUT & WIN A PHOTOSHOOT  
 W/CELEBRITY PHOTOGRAPHER  
 MIA MONEE**  
 WWW.HOMOCOUTURE.COM

# CONTACT HC

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