

A person wearing a dark pinstriped suit jacket is holding a stack of Archer Magazine. The magazine covers are white with the word 'Archer' printed in a large, bold, sans-serif font. The background is dark and out of focus, showing the faint outline of another person in a suit.

ARCHER MAGAZINE

The worlds most inclusive publication.

[@archermagazine](https://www.archermagazine.com.au) | www.archermagazine.com.au

Archer Magazine is a multi-award-winning publication about sex, gender and identity.

Published since 2013 in a beautiful, glossy format, Archer curates human stories, real bodies, fashion and photography from the intersections of LGBTIQ+ communities across the world.

Archer Magazine was founded by queer journalist and writer Amy Middleton, with the help of with a small team of volunteers.

Right before Covid hit, Archer was breaking even for the first time. Due to the pandemic's impact on advertising dollars, arts funding and the economy at large, revenue was down more than 90%, and Archer faced closure.

Drummond Street Services knew the closure of this crucial publication would impact the wellbeing of countless people in marginalised communities, and stepped in to support.

Drummond Street provided Archer with funding support through its toughest years. Now it's your turn to help Archer platform the most needed voices in our communities.



REACH AND IMPACT

Award-winning, globally distributed, deeply trusted.

Archer Magazine is sold in 11 countries worldwide including Australia, USA, England, Belgium, Germany and France, with stockists in cities including New York, San Francisco, London, Berlin, Chicago and Portland.

Archer has received several awards including a Media Peace Prize from the United Nations, and media awards from the Victorian Pride Awards, Thorne Harbour Health, The Gender Centre NSW, Transgender Victoria, and The Mental Health Service Awards, among others.

98,000
readers per month
across print and digital

3.5 million
total views to date

60,000
website views per month

4,000
eNews subscribers at 40% open rate

1.4 million
Instagram views per year

15,000
Instagram followers

21
themed print editions

20,000
readers per print issue

75+
voices published per year

11
countries with active stockists

25+
events held globally

WHY GET INVOLVED

Archer Magazine focuses on the lived experiences of people who are left out of the media.

We publish stories on queer identity, gender, families, relationships, addiction, homelessness, young people, ageing and sexuality, First Nations experiences and more.

Archer shows solidarity, respects individual expression, and represents diverse experiences, bodies and people with celebration and pride.

We reach those who need it most.

Businesses and organisations have a responsibility to improve the lives of those in need, and to support social justice issues. With your financial support, people who exist at the intersections of LGBTIQA+ communities, including people of colour, First Nations people and those living with disability/ chronic illness, can continue to have their voices heard.

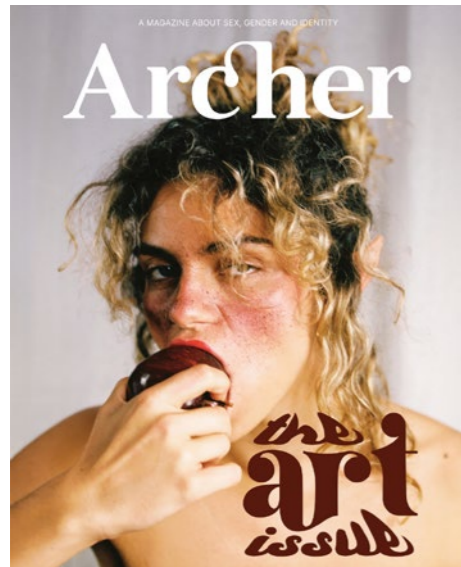
By supporting us, you are showing your support, both nationally and internationally, for inclusion and equity.



Supporting Archer Magazine supports the mental health and wellbeing of LGBTIQA+ people.

CRUCIAL VOICES

Archer platforms the least-heard voices from LGBTIQ+ communities. Since 2013, we have published hundreds of hundreds of intersectional voices including First Nations people, those living with disability and chronic illness, young people, older people, sex workers, and people living in rural and regional areas.



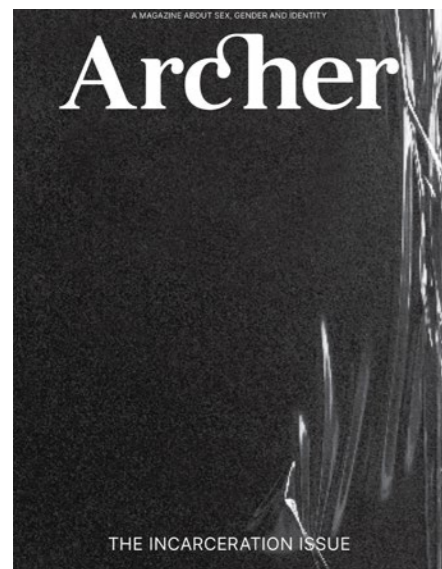
The ART issue



The RESISTANCE issue



The PLEASURE issue



The INCARCERATION issue



The FIRST NATIONS issue



The DISABILITIES issue

VOICES ONLINE

Recent online stories include respectful relationships, Indigenous masculinities, trans sex work, ageing and identity, neurodivergence, polyamory, cruising culture, queer parenting and more.

WEBSITE:
60,000 views per month
3.5 million total views

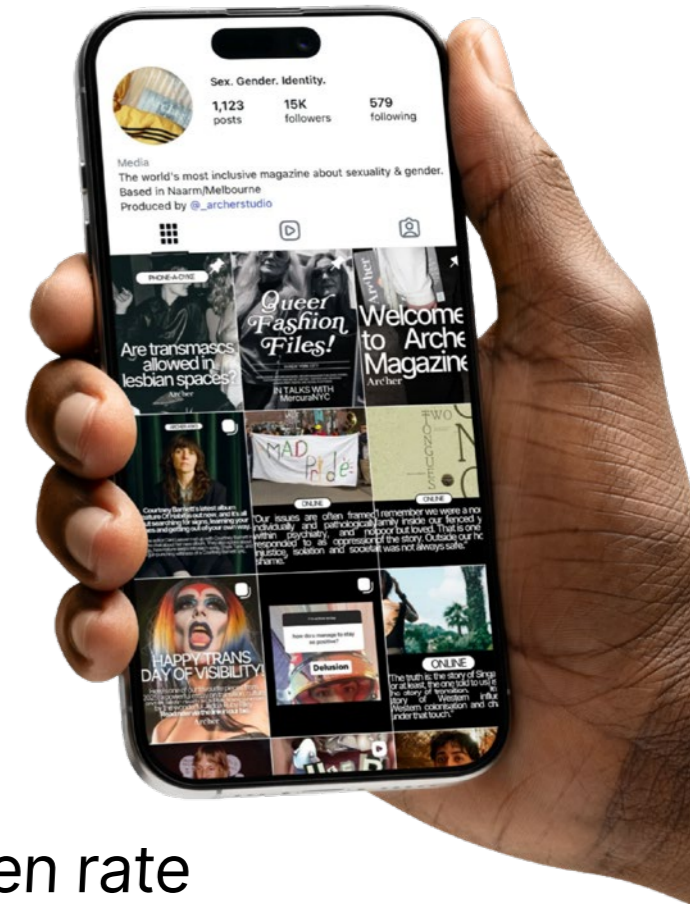
INSTAGRAM:
15,000 followers,
1.4 million views per year

FACEBOOK:
60,000 views per year

LINKEDIN:
3,300 views per year

ENEWS:
4,000 subscribers, 40% open rate

TOTAL MONTHLY REACH:
98,000 readers across print and digital



EVENTS

Since 2013, Archer Magazine has hosted events across Australia and the world, bringing humans from myriad communities together with a focus on **pride, safety and connection.**

We have held more than 25 events in Melbourne, Sydney, Brisbane, Adelaide, New York, San Francisco, London and more.

As well as building connections within and between communities, our events foster positive mental health outcomes for marginalised people through connection, storytelling, performance and deep inclusion.

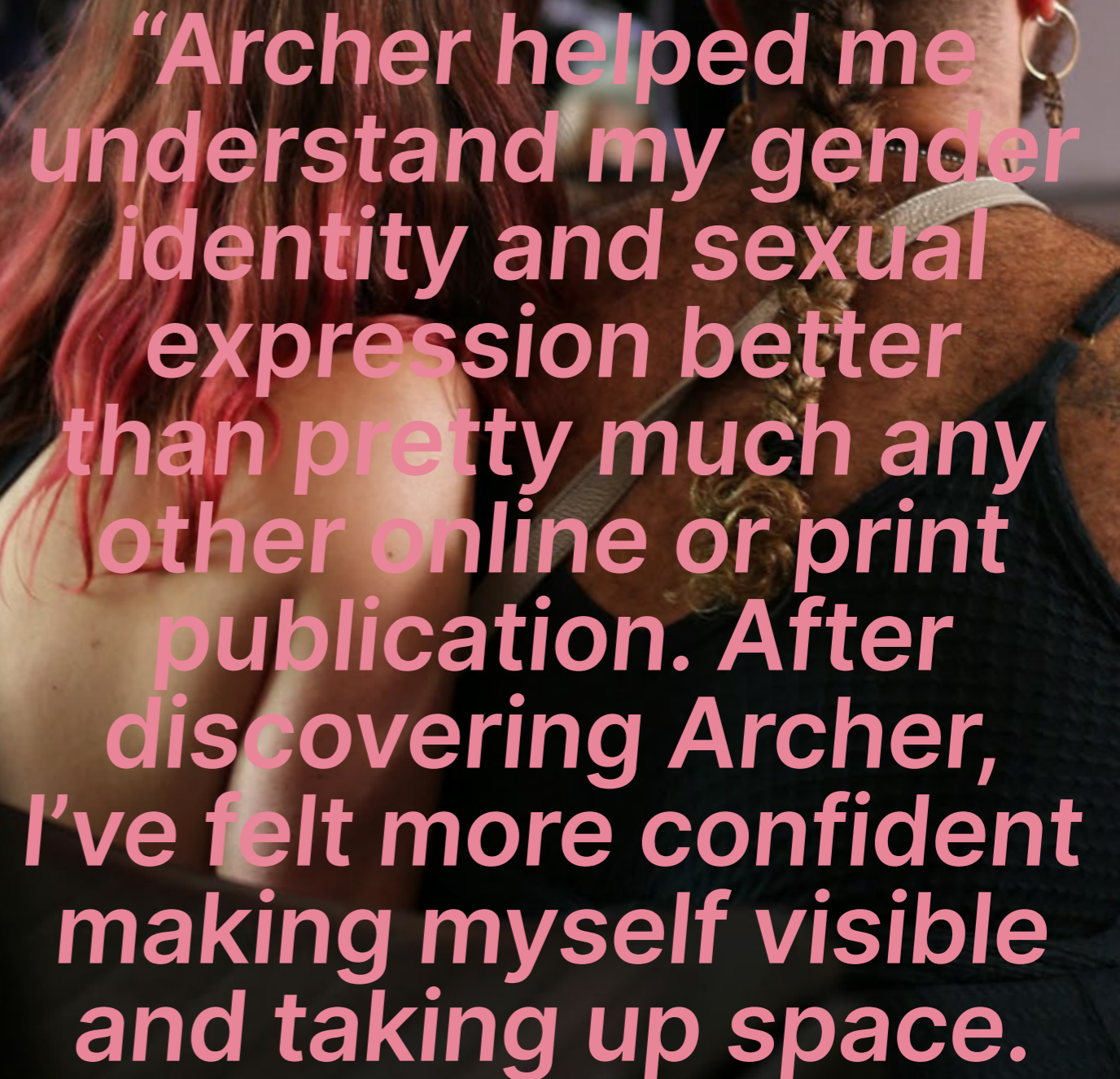


READER TESTIMONIALS

“Archer is a palette cleanser for the horrors of the world. Reading Archer is like sunbathing in raw queer power.”

“I have an adult child that identifies as queer and non-binary and I first read Archer to learn what I could do to help my kid on their journey. I’m learning all the time.”

“I love Archer’s strong commitment to values of social justice and representation of the diversity of queer life.”



“Archer helped me understand my gender identity and sexual expression better than pretty much any other online or print publication. After discovering Archer, I’ve felt more confident making myself visible and taking up space.”

Partnering with Archer Magazine gives your organisation a unique opportunity to reach our engaged and diverse audiences, while demonstrating your commitment to inclusion, fairness and equity.

Our readers are passionate about community connection and platforming voices, and our publications contribute to the mental health outcomes of people with intersectional LGBTIQ+ experiences.

BRONZE \$10,000/year *Digital Partner*

Your investment unlocks a digital campaign to reach Archer's engaged LGBTIQ+ audience of 98,000 monthly readers over one-year period.

- 60 days x MREC ad across entire website
- Featured EDM banner to 4,000 subscribers at 40% open rate
- Sponsored article including social and eNews promotion
- Demonstrated alignment with prominent independent queer media

SILVER \$25,000/year *Digital and Creative Partner*

Your investment of \$25,000 includes a direct digital advertising campaign, plus a bespoke zine produced by the Archer Magazine team, and creative support through Archer Studio. Silver partners get everything in Bronze, plus the tools to build a lasting presence with Archer's intersectional queer audience.

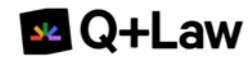
- A bespoke zine produced by the Archer team, advertising your organisation to intersectional queer communities
- 60 days x MREC across entire website
- Featured EDM banner to 4,000 subscribers at 40% open rate
- Sponsored article including social and eNews promotion
- Advertising design and copywriting support from Archer team
- Demonstrated alignment with prominent independent queer media

GOLD \$60,000/year *Print, Digital and Creative Partner*

Your investment of \$60K makes you a named sponsor of an Archer Magazine print issue, to add to our catalogue of award-winning print magazines, sold in 11 countries and read by 20,000 people per issue. This is a legacy partnership. Your organisation's name and logo appear in the front page of a UN Media Peace Prize-winning publication, with presence in waiting rooms, on coffee tables, and in the hands of the communities you serve.

- Prominent acknowledgment and logo placement within Archer print edition
- Special mention at issue launch events and accompany media/promotion
- 1 x inside front cover spread OR outside back cover ad placement
- Digital advertising package valued at \$10,000+ including sponsored article, 60 days x MREC, featured EDM banner
- Sponsored article including social media and eNews promotion
- In-house staff meet-and-greet with the Archer team
- Reciprocal event support and attendance
- Advertising design and copywriting support from Archer team
- Demonstrated alignment with prominent independent queer media

OUR PARTNERS



LET'S WORK TOGETHER

We love to chat.

Get in touch to find out more about partnering with Archer Magazine, and show your support for a more inclusive, fair and equitable society.

Our head of partnerships, Dani Leever, will take your call.
Email: dani@archermagazine.com.au
Phone: (03) 9663 6733

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**a magazine
about
sex,
gender
and
identity.**

Support our work by donating, advertising or buying Archer Magazine.

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