

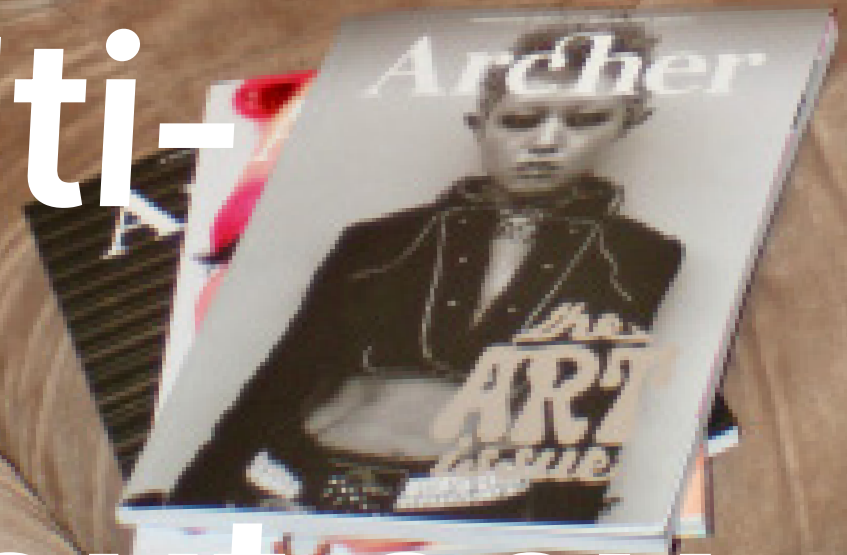


The world's most
inclusive magazine.

@archermagazine | www.archermagazine.com.au

WHAT IS ARCHER?

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



WHAT IS ARCHER?

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



STOCKISTS

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

OUR AUDIENCE

The Archer community is on the edge of culture and information. Our readers are fiercely engaged, political and brand-loyal. They buy every issue and attend every event. We have their trust.

98K

reach
per month

95%

identify as
LGBTQIA+

52%

identify as trans/
non-binary

82%

attend
cultural
events

29%

identify as
culturally
diverse

62%

between
20-39
years old

Archer's reach exceeds
98K readers per month
across print and digital.



OUR READERS

Archer readers engage with us regularly. Our publications have a positive impact on community, connection, mental health, and overall wellbeing. They are extremely brand-loyal.



**“You talk
about what
matters.
You give a
voice to the
usually
silenced.”**

- ARCHER READER, 2025

ARCHER DIGITAL

The Archer website has been viewed more than 3.5 million times. Spanning from Australia to the USA, UK, Europe and beyond, our online audience is our largest community.

60K
website views
per month

2min
avg. time
spent on page

4K
e-news
subscribers

40%
e-news
open rate

Every month on our website, and fortnightly in our e-news, we reach tens of thousands of engaged readers.



SOCIAL MEDIA

Archer's social media brings together a community of engaged, loyal and respectful readers, with high activity on Instagram, and secondary channels on LinkedIn and Facebook.



Our Instagram platform is a powerful driver of visibility and engagement, delivering 1.4 million views annually and reaching close to 900K unique accounts every year.

1.4M
Instagram views per year

15K
Instagram followers

60K
Facebook views per year

3.3K
LinkedIn views per year

PRINT EDITION

Our flagship print product, Archer Magazine, has been curating lesser-heard voices and artwork from marginalised communities for over 12 years. The mag is shared widely, and distributed globally.

20K

readers
per issue

75+

voices shared
per year

11

countries with
active stockists

21

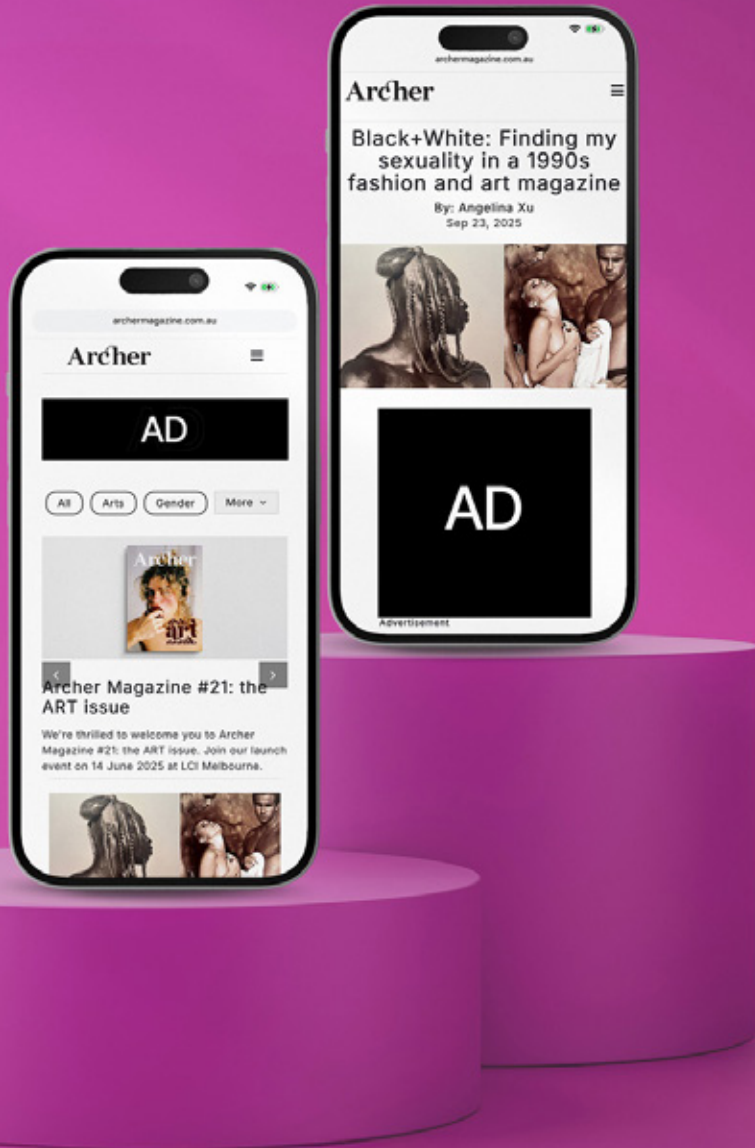
themed print
editions

Archer Magazine is sold globally, and has received many awards, including a UN Media Peace Prize.



DIGITAL ADS

Web ads, social media promotion, sponsored editorial articles and EDM campaigns - you can reach tens of thousands of readers per month through our digital channels.



AD FORMATS AVAILABLE

Sponsored Article | Editorial placement
(incl. socials/e-news)

Hero Website MREC | 300 × 250px

In-Article Banner | 1200 × 600px

EDM Tile | 300 × 250px

Featured EDM Banner | 1200 × 400px

+ tailored campaigns incl. sponsored editorial and social posts

SPECIFICATIONS

Display ads can be site-served via Ad Manager (except EDM)

Accepted file types: JPEG, PNG, or GIF

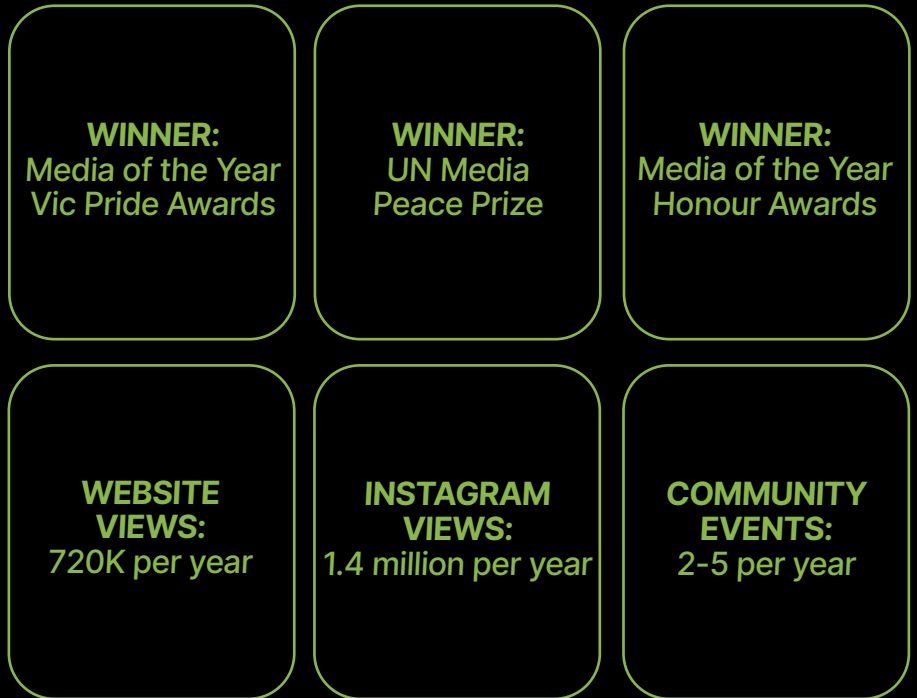
Resolution: 72 dpi

Dimensions are listed as width × height (pixels)

HIGHLIGHTS

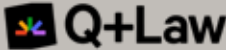
For 12+ years, Archer has platformed voices and artwork from marginalised people and celebrated pride, joy and community. Our relationship with our readers is built on mutual trust.

Archer is a multi-award winning publication with a trusted legacy, global reach, and more than **3.5 million views to date.**



OUR PARTNERS

We partner with like-minded brands, organisations, artists and government initiatives that centre diverse and marginalised people and experiences. Our audience's trust is our most valuable asset.



We love to chat.

Aaron Little | Director of Advertising

+61 402 046 340

aaron.little@lgbtmediamarketing.com.au

hello@archermagazine.com.au



@archermagazine | www.archermagazine.com.au