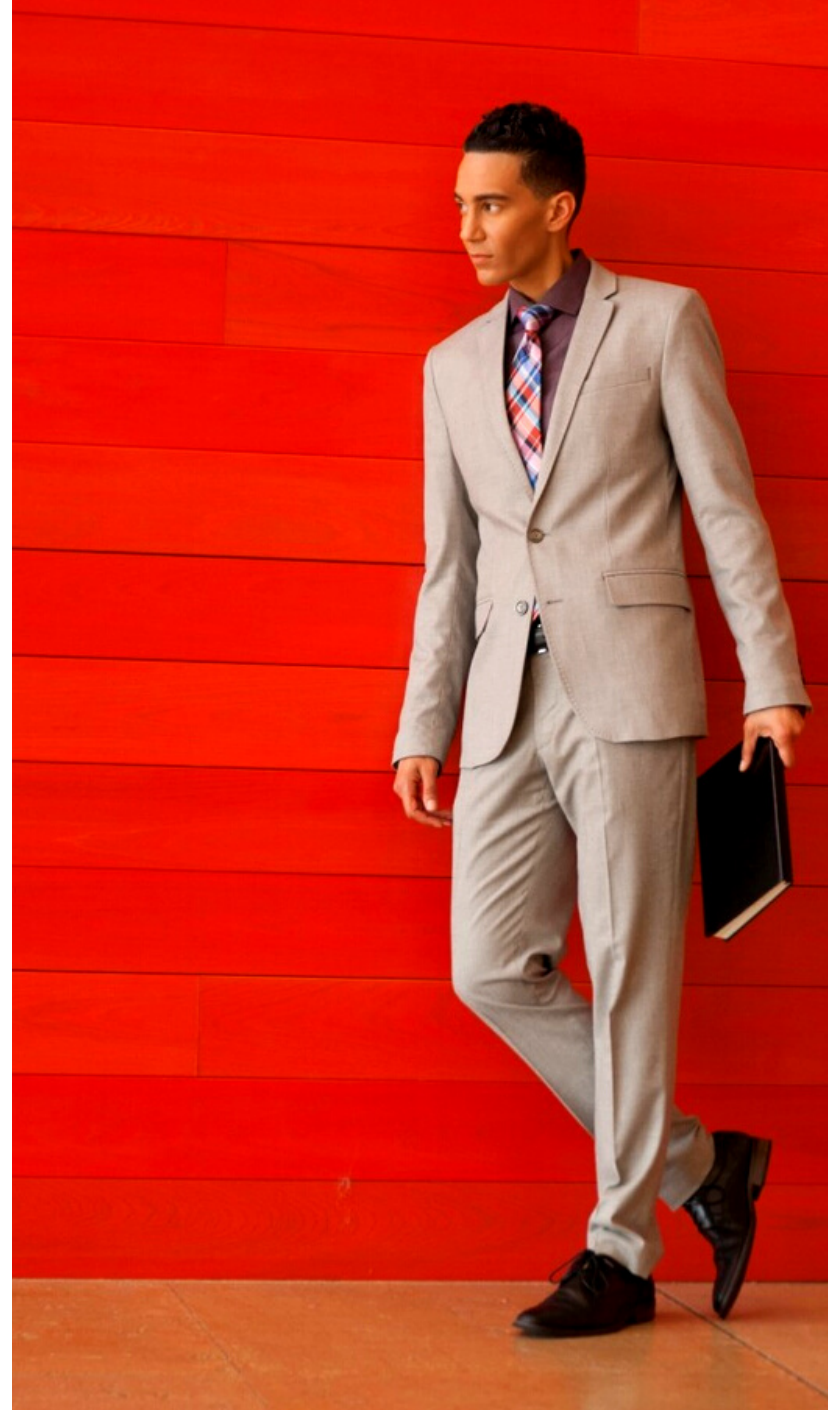




OUR BRAND

DAPPERQ IS ONE OF THE WORLD'S MOST WIDELY READ QUEER STYLE DIGITAL MAGAZINES. DUBBED GQ FOR THE "UNCONVENTIONALLY MASCULINE," DAPPERQ WAS AMONG THE FIRST DIGITAL SPACES TO CHAMPION "MENSWEAR" FOR THOSE TRADITIONALLY UNDER-SERVED BY MAINSTREAM MENSWEAR MEDIA AND DESIGNERS.

DAPPERQ PRODUCES WIDE-RANGING ORIGINAL CONTENT AND EVENTS FOR WHICH IT HAS RECEIVED MEDIA COVERAGE IN **HBO, THE NEW YORK TIMES, VANITY FAIR, VICE, NYLON, THE DAILY BEAST, THE HUFFINGTON POST, REFINERY29 AND THE WASHINGTON POST, TO NAME A FEW.** OUR EVENTS HAVE BEEN SHOWCASED AT WORLD RENOWNED CULTURAL INSTITUTIONS AND HIGH PROFILE CONFERENCES, INCLUDING THE BROOKLYN MUSEUM, THE CALIFORNIA ACADEMY OF SCIENCES, THE INSTITUTE OF CONTEMPORARY ART/BOSTON, AND SXSW.





AT WORLD RENOWNED INSTITUTIONS AND EVENTS

DAPPERQ HAS PRESENTED SHOWS AND
SPOKEN AT:

BROOKLYN MUSEUM
(2014, 2015, 2016, 2017, 2018)

INSTITUTE OF CONTEMPORARY ART/BOSTON
(2015, 2016)

CALIFORNIA ACADEMY OF SCIENCES
(2014)

SOUTH BY SOUTHWEST: SXSW
(2016, 2017, 2018)

BROOKLYN HISTORICAL SOCIETY
(2016)

THE MUSEUM OF THE CITY OF NEW YORK
(2017)

MONTREAL FASHION AND DESIGN FESTIVAL
(2015)

PRESS AND KUDOS

The New York Times

Buzz
Feed

VICE



HBO®



FOLLOWING + EVENT ATTENDANCE

EVENT ATTENDANCE

OUR FASHION SHOWS AND PANELS HAVE AN AVERAGE ATTENDANCE OF NEARLY **500-2,500** LGBTQ AND ALLY SUPPORTERS.

WEB TRAFFIC

OUR MAIN WEBSITE GENERATES OVER **90,000 UNIQUE PAGE VIEWS PER MONTH** AND OVER **1 MILLION AVERAGE PAGE VIEWS PER YEAR!**

SOCIAL MEDIA

WE HAVE OVER **100,000 SOCIAL MEDIA FOLLOWERS** FROM INSTAGRAM, FACEBOOK, TWITTER, TUMBLER, PINTEREST, AND SNAPCHAT COMBINED!

KLOUT SCORE

OUR KLOUT SCORE IS CURRENTLY AT **70**, MEANING THAT WE ARE IN THE **TOP 5% OF SOCIAL MEDIA INFLUENCERS!**

ADVERTISING

OUR READERS REPRESENT A UNIQUE, UNDUPLICATED MARKET AND EXIST WITHIN DEMOGRAPHICS OFTEN OVERLOOKED BY TRADITIONAL “MENS” AND “WOMENS” FASHION BLOGS AND GLOSSIES.

WEBSITE SQUARE SIDE BAR ADS

- ☐ \$100 PER MONTH
- ☐ \$270 PER QUARTER (\$30 SAVINGS)
- ☐ \$960 PER YEAR (\$240 SAVINGS)

WEBSITE VERTICAL SIDE BAR ADS

- ☐ \$1060 PER YEAR FOR LARGER VERTICAL

BANNER ADS

- ☐ \$130 PER MONTH
- ☐ \$360 PER QUARTER (\$30 SAVINGS)
- ☐ \$1,320 (\$240 SAVINGS)

SOCIAL MEDIA PLACEMENTS

- ☐ \$10 PER 1,000 FOLLOWERS (VARIES ACROSS PLATFORMS)

CONTACT INFO@DAPPERQ.COM FOR ADVERTISING PACKAGES



EVENT SPONSORSHIPS

OUR FASHION SHOWS GARNER AUDIENCES OF 500-2,500. EVENT SPONSORSHIPS START AT \$500. EXCLUSIVE PRESENTING SPONSORSHIPS START AT \$2,000. TO FIND OUT MORE ABOUT SPONSORSHIP PACKAGES CONTACT INFO@DAPPERQ.COM



HuffPost Queer Voices was live.

1 hr • 🌐

We're backstage at iD, the largest queer New York Fashion Week show. Come hang out!



2016 Readers' Choice
Nightlife Awards

WINNER
BEST
FASHION EVENT
dapperQ iD



SPEAKING ENGAGEMENTS



DAPPERQ HAS BEEN CALLED UPON AS EXPERTS IN OUR FIELD TO SPEAK AT SXSW, BROOKLYN MUSEUM, BROOKLYN HISTORICAL SOCIETY, HUFFINGTON POST LIVE, REFINERY29, INSTITUTE OF CONTEMPORARY ART/BOSTON, AND THE MUSEUM OF THE CITY OF NEW YORK. WE ARE AVAILABLE TO KEYNOTE AT SCHOOLS, UNIVERSITIES, CONFERENCES, AND BUSINESSES. TO BOOK US, EMAIL INFO@DAPPERQ.COM



PRESS TRIPS (DESTINATION FAMS)



DAPPERQ EDITORS HAVE TRAVELED THE GLOBE FROM ST. BARTS TO SARAJEVO. OUR TEAM IS AVAILABLE TO SHOWCASE THE LGBTQ-FRIENDLY AND FASHION-FORWARD UNIQUENESS OF YOUR LOCATION. CONTACT INFO@DAPPERQ.COM FOR PRESS TRIP RATES AND PACKAGES.



PRODUCTION SERVICES

DAPPERQ HAS PRODUCED SMALL SCALE FASHION PRESENTATIONS TO LARGE SCALE RUNWAY SHOWS FEATURING OVER 10 DESIGNERS AND 70+ MODELS. WE ARE SKILLED IN EVERY ASPECT OF THE FASHION EVENT PRODUCTION PROCESS AND CAN DELIVER A SHOW THAT IS IMPECCABLY EXECUTED FROM CONCEPT TO RUNWAY.

FOR INFORMATION ABOUT HIRING OUR TEAM FOR FASHION EVENT PRODUCTION SERVICES, E-MAIL INFO@DAPPERQ.COM



CONSULTING SERVICES

WHETHER YOU'RE A NEW QUEER LINE SEEKING A STRATEGIC MARKETING PLAN OR AN ESTABLISHED CORPORATE BRAND WANTING TO REACH OUT TO LGBTQ AUDIENCES, DAPPERQ OFFERS BRAND STRATEGY CONSULTING SERVICES TO MEET YOUR OBJECTIVES. E-MAIL INFO@DAPPERQ.COM FOR PRICING.

