



#GenerationG Magazine

#GenerationG is a conscious decision to be better every day!

Be Generous • Be Accepting • Be Kind

Target Audience:

Advocates for the Down syndrome community, including; new parents, current families, self-advocates, medical professionals, educators, policy makers, volunteers, community at large



Mission of the #GenerationG Magazine

To spread acceptance, awareness and empowerment for the Down syndrome and disability community through the sharing of inspirational, educational and resourceful content that changes readers perspectives. At the same time, we aim to engage the community at large with colorful meaningful content to help spread our mission of acceptance for all.

Table of Contents: #GenerationG Magazine is broken into different sections, all consisting of various stories, spotlights, relevant advertisements, tips and tricks, informative resources, celebrations, and ways to give back.

Inspired:

Sharing touching stories from the Down syndrome community in celebration of the diagnosis

Entrepreneurial:

Spotlighting legitimate businesses run by individuals with Down syndrome and their families.

Health and Fitness:

Providing up to date information and tips regarding fitness and wellbeing for people with DS

Information:

A repository of life altering resources provided by leading organizations in the DS community.

#GenerationG:

Celebrating those who have gone above and beyond to spread the message of global acceptance for all.

Entertainment:

Showcasing the latest developments in the sports & entertainment industry related to Down syndrome.

Be Part of the Change:

Keeping our readers up to date in the various ways they can help in creating a better world for the disability community.

Down Syndrome Advocate Super Store and Gift Guide

Be Part of the Change

Keeping our readers up to date in the various ways they can help in creating a better world for the disability community.

Scale of Reach:

- 10,000 vibrant hard copy prints
- 190,000 plus GiGi's loyal email contacts
- 400,000 faithful followers
- 25 million GiGi's social reach
- 100,000 weekly webpage views
- Live online in PDF format (unlimited reach)

Distributions:

- 60 GiGi's Playhouse locations across US and Mexico
- Health care facilities across the country
- Free digital download on all GiGi's Playhouse websites
- School Districts
- Park Districts
- Retail and ecommerce

Timeline:

- Yearly
- 2024 Release Date: October 1

Ad Specs for Be Extra - 2024 Issue

Trim size of book is: 8.5" x 11"

Acceptable File Formats:

- High res PDF
- 300dpi JPG at full size of ad
- Vector EPS
- InDesign File (must include links and fonts)

Image mode should be CMYK

Magazine is printed full color on 100# gloss text paper.

Circulation:

- 10,000 print copies
- Emailed to over 190,000+
- Posted on website - 3mil+ views
- Posted on social media - 25 million+

Deadline:

- August 31, 2024

Files less than 10 meg can be emailed to marketing@gigisplayhouse.org

Please include insertion details along with the file.

The collage shows several pages from the magazine. On the left, a page titled 'Singing the Song He was Meant to Sing' features a photo of a young boy in a baseball uniform. Next to it is a page titled 'Building a Family Around Ari' with a photo of a family. To the right, there's a page titled '21 Pineapples: A Family Company' with a photo of a woman. Further right is a page titled 'ABLE today Financial Accounts for People with Disabilities' with a QR code and a photo of a woman. The bottom of the collage shows a page with a photo of a woman and a child, likely related to the 'ABLE today' section.

Diamonds Direct and GiGi's Playhouse Down Syndrome Achievement Centers Present My Extra Chromosome Pendant

DIAMONDS DIRECT
Your love. Our passion.
www.diamondsdirect.com

GiGi's Playhouse
Down Syndrome Achievement Centers

rubys rainbow

Check out some of our AMAZING Rockin' Recipients!

- ADINA ALICATA
- ANITA MONTGOMERY
- ARNESE LEIGHT
- KENDALL MONTGOMERY
- PIELA REYES
- MANOCHA KANDU
- PIELA REYES
- PIELA REYES

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ndss

NDSS empowers individuals with Down syndrome and their families by providing comprehensive financial education and strategic financial contributions and influencing public perceptions.

Join us for an event this year!

ABLE today
Financial Accounts for People with Disabilities

November 9-11, 2023 | March 20-21, 2024

Telephone: 1-800-221-4602
Email: info@ndss.org
Website: www.ndss.org

Full Page

Trim: 8.5" x 11"

Full size with bleed: 8.75" x 11.25"

Keep live matter 1/4" away from edge

Cost: \$5000

(+\$750 for inside front or inside back cover)

Non-Profit Rate: \$4000

Limit 3

Half Page

7.5" x 4.75"

Cost: \$3000

Non-Profit Rate: \$2000

Limit 4

Quarter Page

4.75" x 3.5"

Cost: \$1500

Non-Profit Rate: \$1000

Limit 6