Mission Statement

them. is **community first** - it’s about creating **with**, not speaking **at**. them. is **membership driven** — an invitation to **join**, not just read, watch, or listen. them. is about **creating an experience**, and sharing that with others.

By The Numbers

<table>
<thead>
<tr>
<th>TOTAL AUDIENCE REACH</th>
<th>SOCIAL IMPRESSIONS</th>
<th>HIGHER SOCIAL ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.8M</td>
<td>740M</td>
<td>2X</td>
</tr>
</tbody>
</table>

Across Platforms

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>SOCIAL</th>
<th>VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1M</td>
<td>220K</td>
<td>3.5M</td>
</tr>
</tbody>
</table>

Tentpoles & Editorial Pillars

**What is Love:** Guerrilla ad campaign of couples kissing, social media hashtag to spread the love.

**Queeroes:** Pride 2017 celebration

**Student Body:** them.’s Student Council - content around bullying, bathroom bills, and more. Local events for families, including drives for queer youth homeless shelters.

**Generation:** A celebration of Trans Awareness month

**VIDEO SERIES:**

**Drag Me:** Drag makeovers, **Queery:** Queer terms and words, explained

**The Library:** Queer roundtable on LGBTQ pop culture to politics, **Out/Law:** LGBTQ laws around the world, **Sister/Cister:** A trans woman and her cisgender friend discuss womanhood,

**Bedtime Stories:** Sex, relationships, intimacy, and love.

**CONTACT:** Julie Graybill, Executive Director, them.
Editorial Calendar

New Queer’s Day January 2018

Black History, Chinese New Year, Love February 2018

Girl, Please (Women’s History Month) March 2018

Body-ody-ody (Health, Image, Fitness) April 2018

Call Me Muva, Wedded Bliss May 2018

Pride & Protest June 2018

Hot, Hot, Heat (Sexuality) July 2018

Escape (LGBTQ Travel Around the World) August 2018

Student Body (Back to School) September 2018

ThemStory (LGBTQ History Month); Costume (Halloween) October 2018

Generation (Trans Awareness/Day of Remembrance) November 2018

Holidays (Family, Religion, Gifting) December 2018