



them.

2019
BRAND OVERVIEW

We Are Them. And Them Is About All Of Us.

them, a next-generation community platform, chronicles and celebrates the stories, people and voices that are emerging and inspiring all of us, ranging in topics from pop culture and style to politics and news, all through the lens of today's LGBTQ+ community.

Who We Reach

+70%
2018 YTD
ENGAGEMENT

+243%
2018 YTD FAN
GROWTH

185 index
ADULTS 18-34

170 index
GAY/LESBIAN

Across Platforms

437K
DIGITAL UNIQUES

313K
SOCIAL FOLLOWERS

2M
VIDEO VIEWS

Editorial Tentpoles & Pillars

MET GA(Y)LA

Highlighting the history of Camp within the LGBTQ+ community, them. will re-contextualize Sontag's "Notes on Camp" through the lens of a queer Camp icon, with queer fashion at the forefront.

PRIDE ZINE

As we approach the 50th anniversary of Stonewall in 2019, them. will partner with the New York Public Library and a renowned queer creative director to produce a print zine celebrating the queer voices of our generation, tied to the NYPL's highly anticipated "Queer Press in the '60s and '70s" exhibition.

BEACH BOIS AND BABES

To celebrate queer bodies in all forms, shades, shapes, and sizes, them. will produce a digital "Beach Bois and Babes" calendar this summer that fans can print, assemble, and pin as they wish. The calendar will spread body positivity for trans people, intersex people, non-binary people, and the many other bodies that make up the queer community.

CHOSEN FAMILY

This Thanksgiving, them. will create a meaningful and valuable dinner series creating pop-up "Chosen Family" dinners among LGBTQ+ Youth Organizations, for people to come together and enjoy the holidays with the ones they love most.