

MORE QUEER CREATORS. MORE POSITIVE QUEER REPRESENTATION.

Happy Queer Media





SHANNON BEVERIDGE

With over a decade online as @nowthisisliving, Shannon has been representation for the LGBTQ+ community since she started her tumblr account in 2011. Now, with over 2m followers, Shannon continues to create representation for the queer community through elevating and sharing others' queer stories, interviewing guests on her hit podcast, and creating music videos and portraiture for artists like Fletcher, Alyson Stoner, Joy Oladokun, and Ariana Grande.

2.1m

followers

90+%

LGBTQ+ women

50%

25-34 years old

5.7m

YouTube views of podcast

2.1m

Streams on Spotify

950k

Streams on Apple Podcasts



INTEGRATION EXAMPLES



Patreon

a live podcast show for Shannon's fans - the coolest experience!



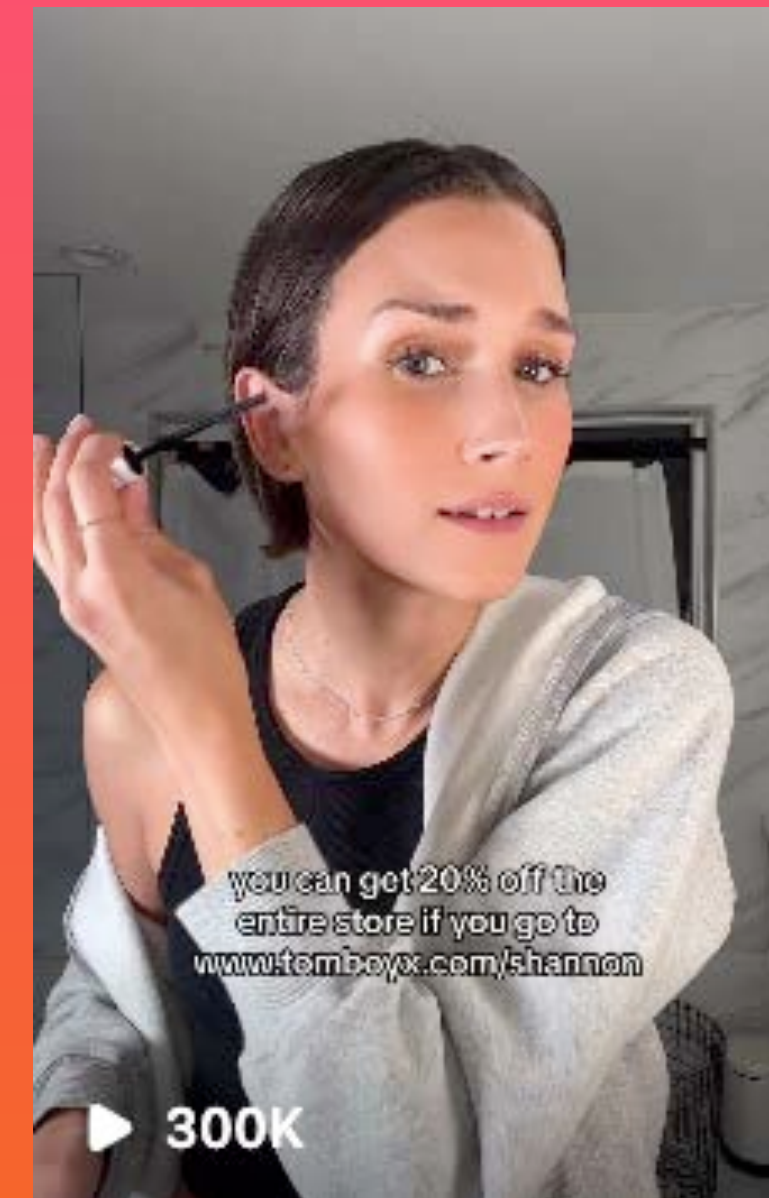
Expedia

featuring Toronto's incredible LGBTQ+ scene beyond Pride.



Hinge

showing how to use Hinge's BFF prompts with Zolita.



TomboyX

launching exes & o's with our first sponsor, a queer-owned intimates brand.



Lyft

an experiential campaign for the launch of Drive Away Dolls.



Sony

shooting friend's dating app profile pictures with the latest Sony camera.

HAPPY CUSTOMERS

a softlines brand

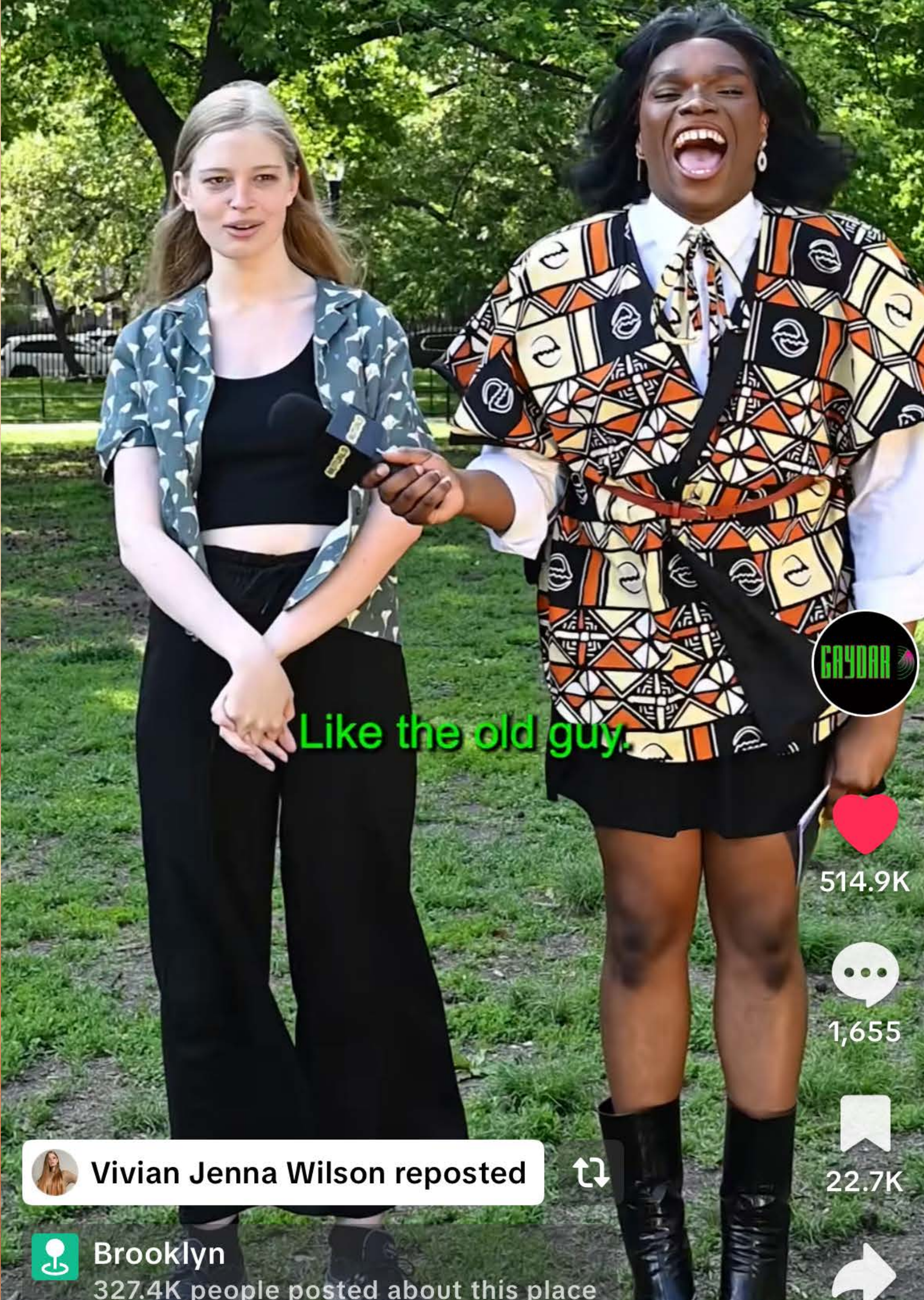
Hinge

SONY

“We acquired 200+ incremental customers within the first 45 days after our podcast and social integration.”
- **VP of Marketing**

“Shannon has the highest number of installs of any influencer that posted links in Q1-Q2!! We LOVE working with Shannon. It’s an amazing fit and she always hits the mark!”
- **Fiorella Raino, Partnerships at The Thirteenth**

“The team loved our partnership with Shannon and is eager to do more with her.”
- **Ilyssa Rudman, Celebrity & Influencer Relationships at Shadow**



THE GAYDAR SHOW



Gaydar is the newest smash-hit, scroll-stopping interview show taking over For You Pages near you. Our dynamic and quick-witted host, Anania, overthrows the traditional “man on the street” format in an edgy, binge-worthy formula of comedic banter, shade, and trivia.

1.8m+

Views Per Episode

59%

18-24 years old

75%

Female

81%

Avg engagement rate on TikTok

34%

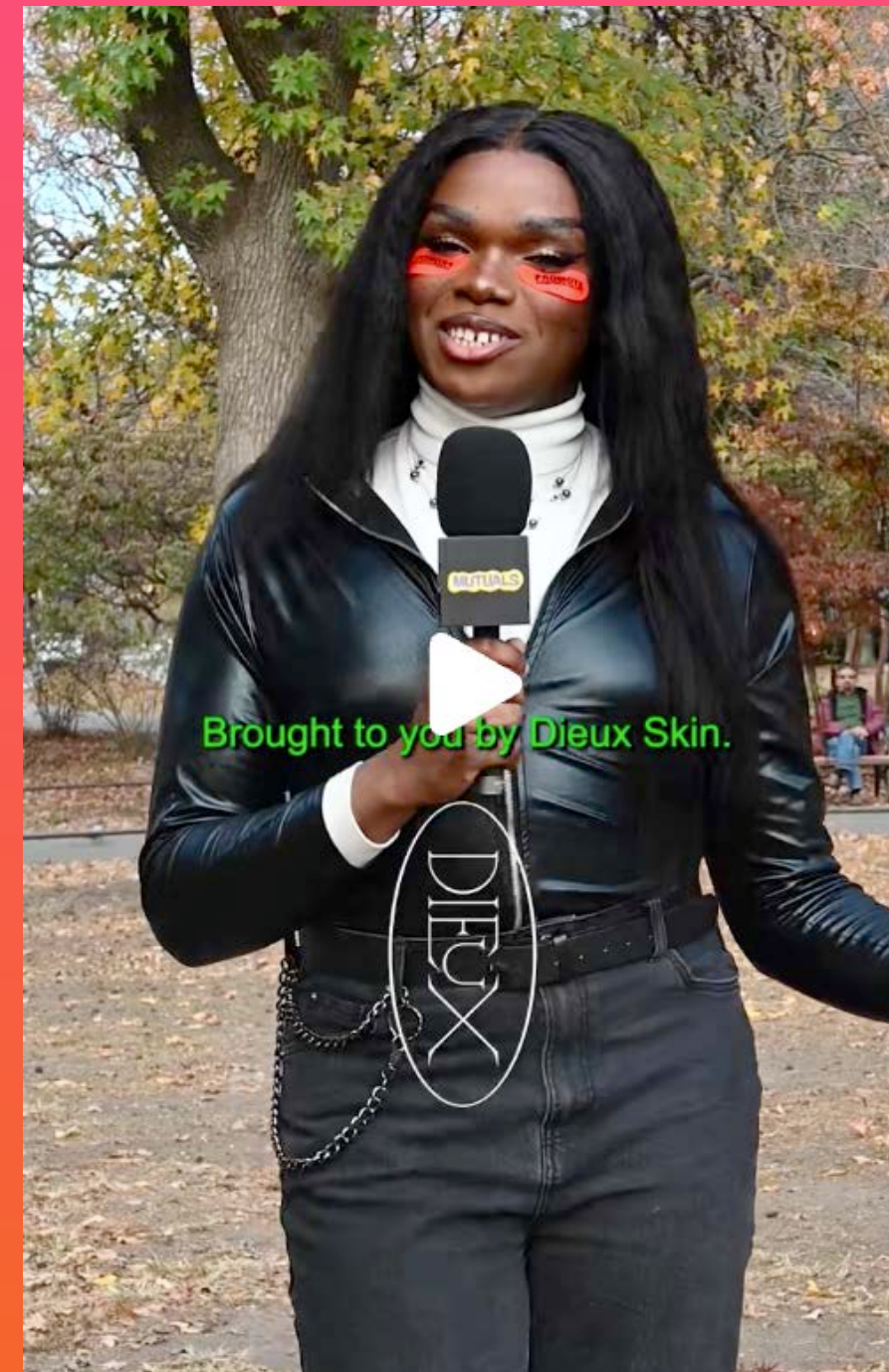
Avg engagement rate on Instagram

155M

Views & counting



INTEGRATION EXAMPLES



Dieux Skin

Drove 29,000 clicks to Dieux Skin's TikTok shop, and earned 4.2M views across two sponsored episodes.



Adults on FX

Partnered with FX to promote the new show, Adults. Had two of the main characters on as guests.



GABI OVALLES

With a quickly growing audience of over 2.3M across channels, Gabi's androgynous style, confidence, and humor drives huge positive engagement. Gabi is from the Dominican Republic, is a twin, and engaged to Mary Plotas (next slide). Her content revolves around fashion, and her incredible, funny and special relationships with Mary and her family.

Note: We frequently do collaborations with Mary.

800k

Average Reels Views

1.8M

TikTok Followers

50%

25-34 years old

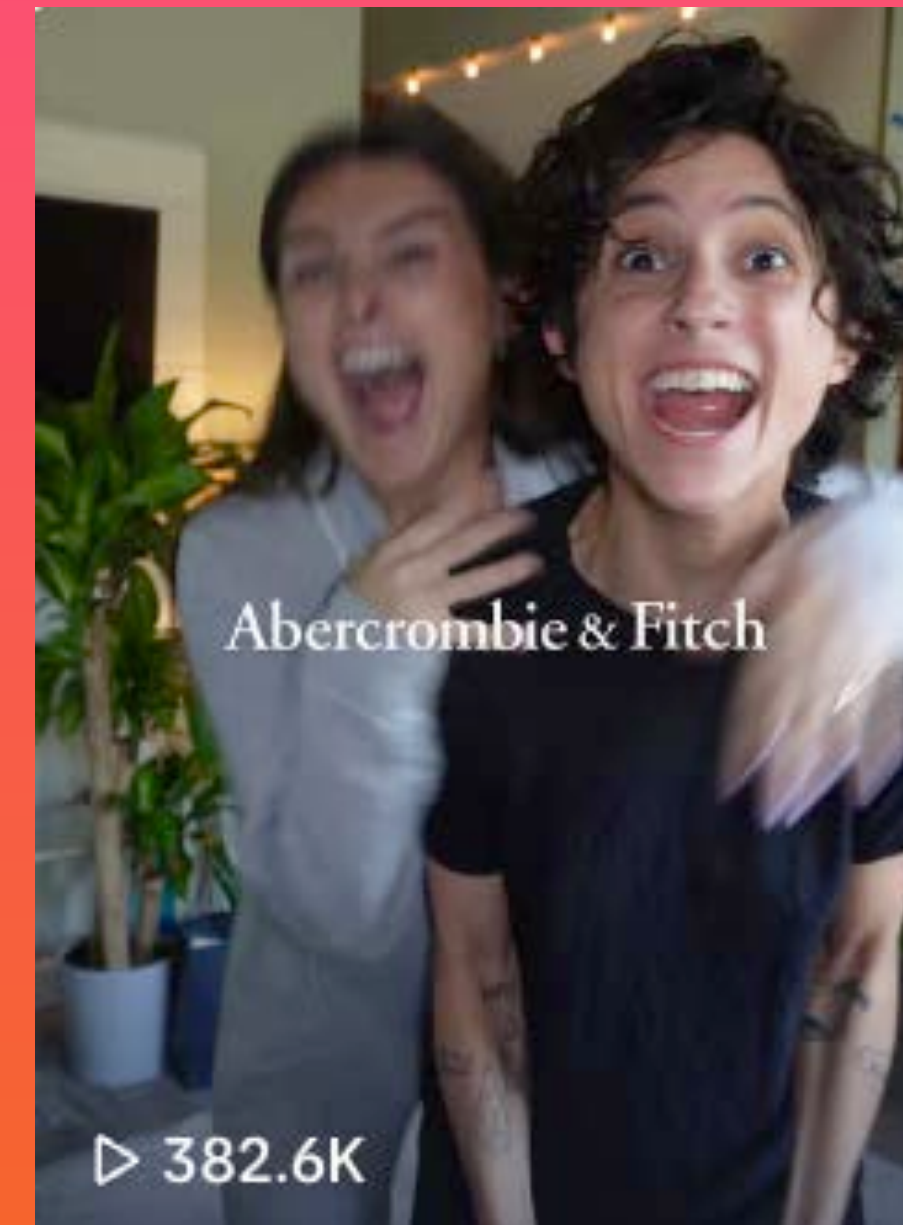


INTEGRATION EXAMPLES



Pac Sun

Showing off Pac Sun clothing in Gabi's unique androgynous style.



Abercrombie

Gabi shows off her amazing smooth transition GRWM video with Abercrombie.



MARY PLOTAS

With a quickly growing audience of 139k on TikTok, Mary's unique blend of humor and vulnerability stand out. Whether she is pranking her fiancé, Gabi (previous slide), or having an intimate "car talk" about her newfound queerness, Mary's channels continue to quickly climb with huge viewership and engagement numbers.

Note: We frequently do collaborations with Gabi.

3m

Monthly Views

89%

Women

50%

25-34 years old



INTEGRATION EXAMPLES



Bellesa

A giveaway of Bellesa products, done in Gabi and Mary's earnest and funny approach.



CAROLINE KLIDONAS

Blurring the line between parody and sincerity, Caroline is a multi-hyphenate through and through: actor, writer, content creator, comedian. Her engagement and viewership on TikTok and Instagram shows how captivating and powerful her comedic work is. Plus, her ability to seamlessly integrate a brand into her work drives some of her biggest engagements, yes, on sponsored posts!

925k

followers

1.6M

avg. views on TikTok

990k

avg. views on Reels

81%

women

77%

<34 years old

52%

us-based



INTEGRATION EXAMPLES



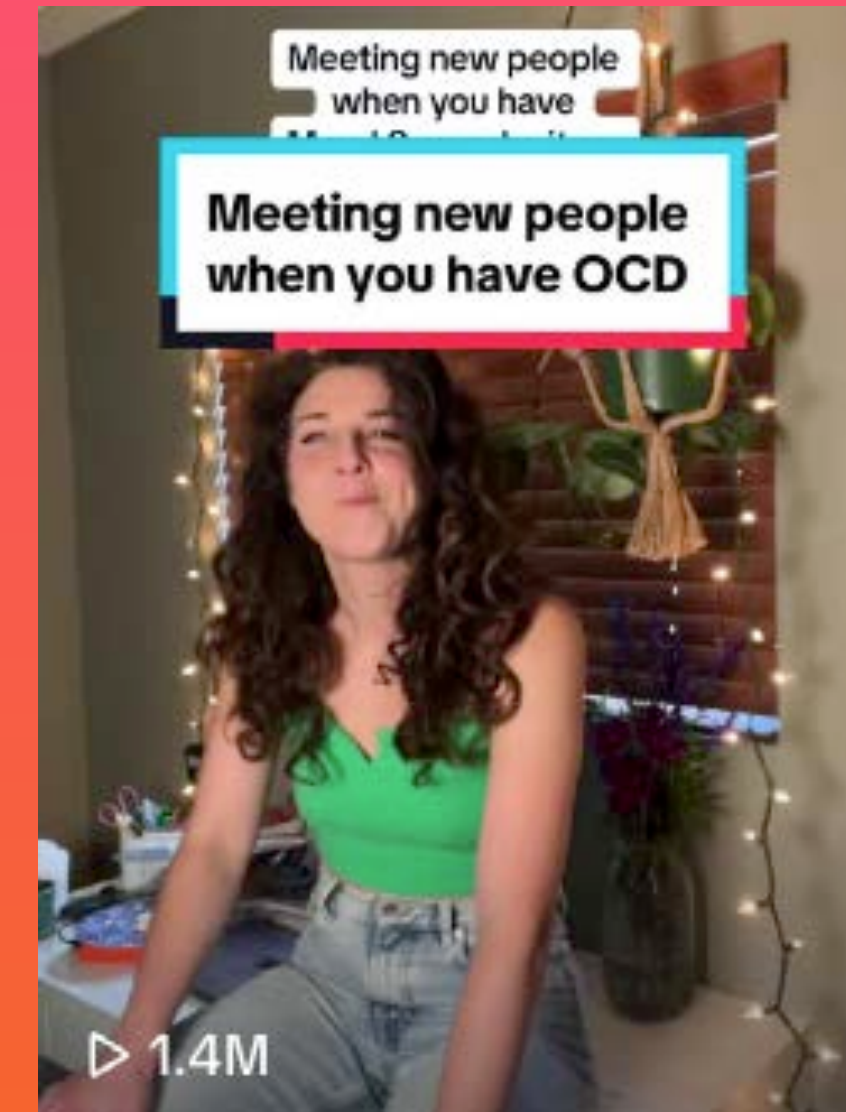
Bellessa

a Bellessa giveaway in the middle of a enemies-to-lovers comedy sketch.



DoorDash

promoting the DashPash seamlessly during a friends-to-loves slow burn comedy sketch.



NOCD

An authentic narrative supporting an online OCD ERP therapy services.



CASEY TANNER

Casey Tanner MA, LCPC, CST (She/They) is a psychotherapist, author of *Feel It All*, founder of The Expansive Group, and creator at @queersextherapy. After coming out as queer at a college that expressly forbid “homosexual behavior”, Casey made it her mission to disrupt barriers to authenticity by pursuing her masters in counseling with a specialization in sexual and gender diversity. Casey is a global thought leader in the field of gender and sexuality. She consults for brands, businesses, and universities around the world, her expertise appearing in *Oprah*, *Health*, *Cosmopolitan*, *Marie Claire*, *Health* and *InStyle*. They are a trusted advisor to audiences seeking to undo their sex miseducation, cultivate authenticity, and expand their relational imaginations.

450k

followers

80%

Women

54%

25-34 years old



INTEGRATION EXAMPLES



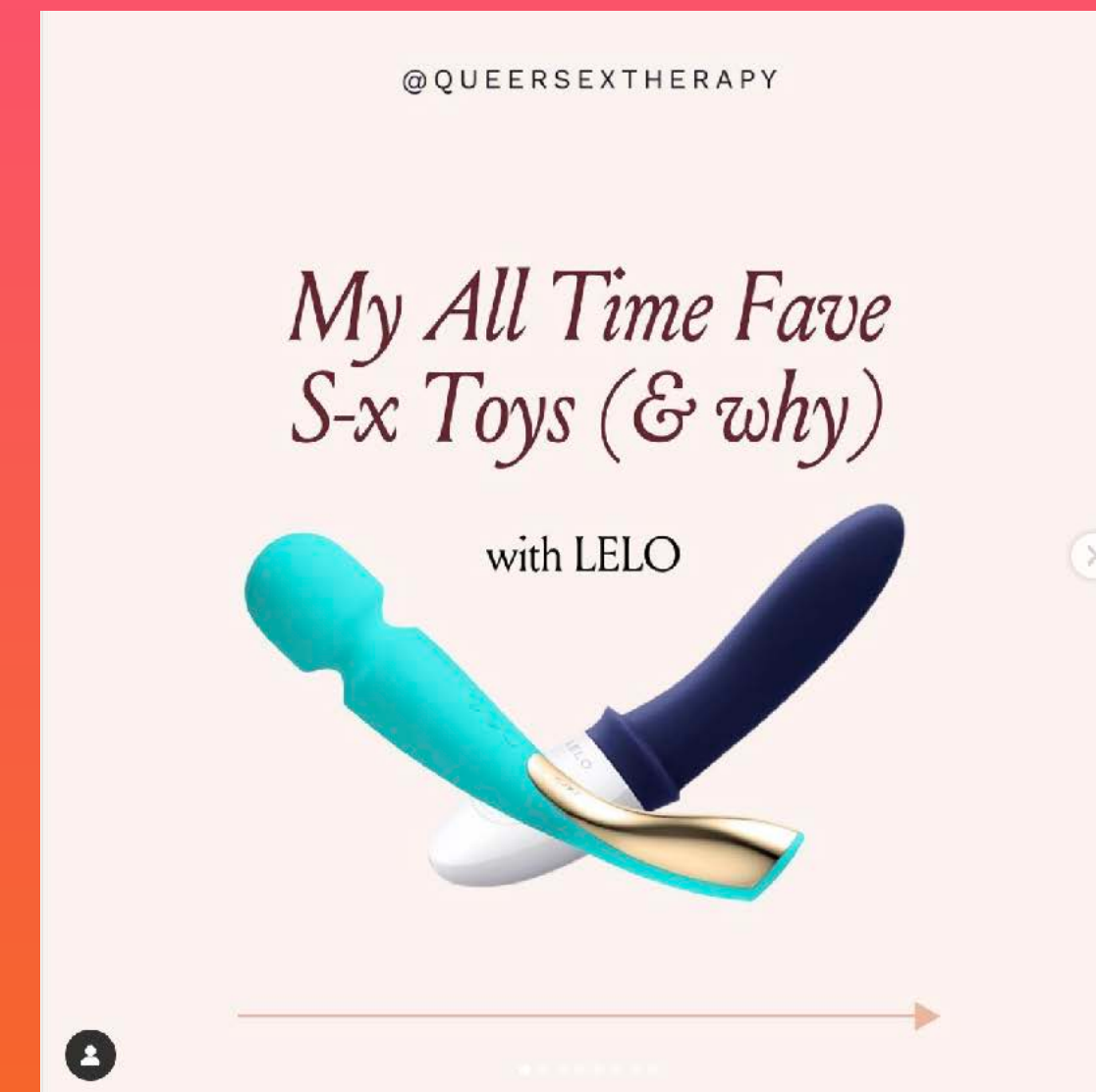
Cheex

explaining the benefits of ethical porn and sex education resources.



Roadway Moving

documenting her easy move across the country with Roadway.



LELO

reviewing sex toys from LELO.



KATIA TEMKIN

Trusted by the biggest names, including Ariana Grande, Renee Ramp, Hailey Steinfeld, and more, Kat is a world renowned photographer, creative director, and animator. After making a name for herself in the music industry, Kat has broadened her work to include some of the most iconic brand campaigns (including Renee Rapp x Sweetgreen and R.E.M. Beauty). Kat has amassed a loyal social following built on her extreme creative talent.

187K

followers

64%

Women

85%

<34 years old



INTEGRATION EXAMPLES



Sony
shooting friend's new
clothing line with the latest
Sony camera.



Google
a shoot for ICRYATWORK //
amelia moore using the
latest Google Pixel.



EMILY ALTADONNA

Emily Altadonna is a California-based LGBTQ+ model turned content creator with a combined following of over 270K across channels. Her content speaks to modern motherhood, wellness, and womanhood, connecting deeply with millennial women seeking empowerment and community. She creates campaigns that merge lived experience with powerful brand storytelling. Featured in The New York Post and LADbible, Emily is recognized as a rising voice in modern feminist and family-centered conversations. As she expands her platform, Emily is focused on partnering with brands that support women, families, and wellness, bringing thoughtful, mission-aligned messaging to a growing and loyal audience.

270K

followers

68%

Women

36%

25-34 years old



INTEGRATION EXAMPLES



Fullwell

Showing how she takes supplements and prenatal vitamins.



California Cryobank

Breaking down the pricing and process of selecting & purchasing sperm.

Thank You!

Don't be shy, say hi! Email lauren@happyqueermedia.com

