

# LGBTQ+ MARKETPLACE GUIDE

## HIGH-LEVEL SUMMARY 2026 EDITION

The essential guide to LGBTQ+ media, marketing, audiences, and opportunities.



DIGITAL MEDIA  
& SOCIAL PLATFORMS



STREAMING  
& PODCASTING



EVENTS &  
EXPERIENTIAL



TRAVEL, BUSINESS,  
HEALTH & FAMILIES



MARKET RESEARCH  
& DEMOGRAPHICS



ORGANIZATIONS,  
RESOURCES & DEI

**\$1.4T**

LGBTQ+ BUYING POWER  
(U.S. EST. 2025)

**30M+**

LGBTQ+ ADULTS  
IN THE U.S.

**87%**

USE SOCIAL MEDIA  
DAILY





PINK MEDIA PRESENTS

# LGBTQ+ Marketplace Guide

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High-Level Summary

**2026 Edition**

Digital Media · Social Platforms · Streaming · Events · Travel  
Business · Health · Families · Global Markets · Demographics

The essential guide to LGBTQ+ media, marketing, audiences, and opportunities.  
Designed to summarize and support in-depth reports on digital media, social  
platforms, streaming, events, travel, business, health & families, and more.

**Celebrating Our 20th Anniversary Edition**

Produced by **Pink Media** | [www.PinkMedia.LGBT](http://www.PinkMedia.LGBT) | Updated & Expanded from the 2006 Gay Market Guide

# Table of Contents

*LGBTQ+ Marketplace Guide: High-Level Summary — 2026*

## Introduction & Overview

Introduction & About This Guide ..... 3

How the Market Has Changed: 2006–2026 ..... 3

## Digital & Social

Digital Media & Social Platforms ..... 4

Key Social Platforms in 2026 ..... 4

LGBTQ+ Digital Media Brands ..... 5

Key Mobile Platforms for 2026 ..... 6

Influencers & Creators ..... 6

## Media & Content

Streaming & Podcasting ..... 7

Print & Digital Media ..... 8

National Publications (US) ..... 8

Regional Publications (US) ..... 8

International Publications ..... 8

## Events & Niche Markets

Events & Experiential Marketing ..... 9

## Niche Markets

LGBTQ+ Niche Markets ..... 10

Travel ..... 10

Sports ..... 10

Parenting & Families ..... 10

Health & Wellness ..... 10

## Research & Data

Market Research & Demographics ..... 11

Population & Identity ..... 11

Buying Power & Income ..... 11

Media Consumption ..... 11

Key Research Studies ..... 12

## Organizations & Resources

LGBTQ+ Organizations & Resources ..... 14

Business & Professional Organizations ..... 14

## Best Practices & Reference

DEI in Marketing — Best Practices ..... 15

Glossary of Terms ..... 16

### About This Guide

The 2026 LGBTQ+ Marketplace Guide is produced by **Pink Media** — a leading LGBTQ+ digital media and marketing network connecting brands with LGBTQ+ audiences across social media, digital publishing, influencer networks, and events. This guide serves advertising agencies, media buyers, brand marketers, LGBTQ+-owned businesses, and anyone seeking current intelligence on media sources, demographic insights, and marketing opportunities within the LGBTQ+ community as of 2026.

# Introduction & About This Guide

*Welcome to the 2026 High-Level Summary — Produced by Pink Media*

Welcome to the 2026 LGBTQ+ Marketplace Guide: High Level Summary — a comprehensive update to the groundbreaking 2006 Gay Market Guide. Over the past twenty years, the LGBTQ+ marketplace has undergone a profound transformation: from a niche community largely reached through print publications and regional events, to a global, digitally-native, commercially powerful audience commanding the attention of every major brand on earth.

This guide is designed for **advertising agencies, media buyers, brand marketers, LGBTQ+-owned businesses**, and anyone seeking current intelligence on media sources, demographic insights, and marketing opportunities within the LGBTQ+ community as of 2026.

## How the Market Has Changed: 2006–2026

When the original guide was published, the landscape was defined by a handful of national print magazines, a growing cluster of early websites, and an emerging email-list culture. “Blog advertising” was described as one of the hottest new trends. Today, the media ecosystem has been entirely restructured:

### ► Social Media

Has replaced personal websites and web forums as the primary community hub. Instagram, TikTok, Facebook, X, and YouTube now host billions of LGBTQ+ creators and conversations.

### Identity Language

Has expanded from “Gay & Lesbian” to LGBTQ+ (or LGBTQIA+), with bisexual, transgender, non-binary, intersex, asexual, and queer identities representing distinct audience segments.

### ► Streaming Services

Have supplanted cable TV, with dedicated LGBTQ+ content on Netflix, Hulu, Max, Peacock, and Amazon Prime reaching audiences globally on demand.

### ► Corporate Engagement

Has deepened and attracted political backlash. DEI programs and Pride sponsorships are now standard for Fortune 500 companies, even as some brands navigate highly publicized controversies.

### ► Print Media

Has contracted significantly. Many iconic LGBTQ+ magazines have pivoted to digital-only or ceased publication, while new digital-native brands have risen.

### ► Buying Power

Has grown to an estimated **\$1.4 trillion by 2025** — more than double the 2006 estimate of \$610 billion.

### ⚖️ Legal Equality

Has advanced dramatically. Same-sex marriage is now legal in the US (*Obergefell v. Hodges*, 2015), Canada, most of Western Europe, Australia, Taiwan, and many other nations.

## 20 Years

of LGBTQ+ Market Leadership  
2006 → 2026

*“The LGBTQ+ community is not a monolith. Brand loyalty is earned over time — through consistent, authentic engagement year-round, not just during Pride Month.”*

# Digital Media & Social Platforms

*From Web Portals to the Creator Economy*

**\$1.4T**

Estimated US LGBTQ+ buying power (2025)

**30M+**

LGBTQ+ adults in the United States

**87%**

LGBTQ+ adults who use social media daily

**62%**

Discover new brands via social platforms

## The Shift from Portals to Platforms

In 2006, reaching the LGBTQ+ community digitally meant advertising on a small set of destination portals: Gay.com, PlanetOut.com, 365Gay.com, GayWired.com, and LesbiaNation.com. Today, that model has been entirely supplanted by social platforms where the community creates, consumes, and converses.

## Key Social Platforms in 2026

### Instagram

[instagram.com](https://www.instagram.com)

The single most important platform for LGBTQ+ brand visibility and creator marketing. Reels have become essential for organic reach. Key hashtags: #LGBTQ, #Pride, #QueerJoy.

### X (formerly Twitter)

[x.com](https://www.x.com)

An important real-time platform for LGBTQ+ political discourse, breaking news, and community organizing. Its influence on cultural moments and advocacy campaigns remains significant.

### TikTok

[tiktok.com](https://www.tiktok.com)

The dominant platform for LGBTQ+ Gen Z and Millennial audiences. #LGBT TikTok has tens of billions of views and is a primary space for identity exploration and community education.

### Reddit

[reddit.com](https://www.reddit.com)

Hosts hundreds of active LGBTQ+ subreddits drawing tens of millions of monthly visitors: r/lgbt, r/ainbow, r/gaybros, r/actuallesbians, r/asktransgender, r/nonbinary, r/bisexual, and many more.

### Facebook

[facebook.com](https://www.facebook.com)

Significant for LGBTQ+ community groups, local events, and cause-based organizing. LGBTQ+ Groups host millions of members. Cost-effective for reaching LGBTQ+ adults 35+.

### Threads (Meta)

[threads.net](https://www.threads.net)

Meta's text-based platform has attracted a significant LGBTQ+ creator presence. Its integration with Instagram makes it a natural addition for brands already active there.

### YouTube

[youtube.com](https://www.youtube.com)

Home to a deep library of long-form LGBTQ+ content — coming-out videos, documentary series, comedy, beauty, gaming, and political commentary. Major LGBTQ+ YouTubers command audiences of millions.

# LGBTQ+ Digital Media Brands

## *A New Generation of Digital-First Community Media*

While legacy portals have declined, a new generation of digital-first LGBTQ+ media brands has emerged with strong editorial identities, loyal audiences, and diverse revenue models:

### Them. (Condé Nast)

[them.us](https://them.us)

Launched in 2017, focusing on Gen Z and Millennial audiences, non-binary and trans representation, and intersectional identity coverage.

### LGBTQ Nation

[lgbtqnation.com](https://lgbtqnation.com)

High-traffic news site focused on LGBTQ+ political and social issues with strong daily readership.

### Autostraddle

[autostraddle.com](https://autostraddle.com)

Independent, reader-supported media outlet for queer women and non-binary people with deep community loyalty.

### Gayety

[gayety.com](https://gayety.com)

Digital LGBTQ+ media brand covering culture, entertainment, lifestyle, and community news with a positive, celebratory tone.

### Queerty

[queerty.com](https://queerty.com)

One of the longest-running LGBTQ+ digital news and entertainment brands, with strong traffic in pop culture, politics, and community stories.

### Curve Magazine

[curvemag.com](https://curvemag.com)

America's best-selling lesbian magazine, now operating with a strong digital-first presence covering culture, entertainment, and community.

### Instinct Magazine

[instinctmagazine.com](https://instinctmagazine.com)

Gay men's lifestyle magazine operating primarily digitally with special print editions covering fashion, travel, and culture.

### So.Gay

[so.gay](https://so.gay)

Independent LGBTQ+ digital media brand delivering culture, community, and identity-driven content. A strong partner for brands seeking authentic, community-rooted content placement.

### PinkNews

[pinknews.co.uk](https://pinknews.co.uk)

Europe's largest LGBTQ+ digital news brand, with strong UK and international readership.

### The Advocate

[advocate.com](https://advocate.com)

America's oldest LGBTQ+ newsmagazine (founded 1967), now operating as a digital-first brand with special print issues.

## Why LGBTQ+ Media Matters

*"72% of LGBTQ+ adults are more likely to purchase from brands that advertise in dedicated LGBTQ+ channels. General-market buys alone will not move the needle with this audience." — CMI 15th Annual Survey*

**Key insight:** Only 54% of LGBTQ+ media outlets currently accept branded/sponsored content — but **83% of those not currently running it are open to it**. This represents a significant, underutilized content marketing opportunity for brands seeking authentic placement.

# Key Mobile Platforms for 2026

## Mobile-First LGBTQ+ Apps & Advertising Opportunities

Mobile-first apps have become the primary social and dating infrastructure for LGBTQ+ communities worldwide, offering advertisers hyper-targeted access to highly engaged audiences.

### Grindr 13M+ Users

[grindr.com](http://grindr.com)

The world's largest gay dating app, with over 13 million active monthly users globally. Evolved into a broader social and media platform including editorial content (Into), advertising products, and advocacy initiatives.

### Hornet

[hornet.com](http://hornet.com)

Gay social network and media platform with tens of millions of users globally. Strong in Latin America, Europe, and Asia-Pacific. Operates editorial content alongside social features.

### HER

[weareher.com](http://weareher.com)

The leading social and dating app for LGBTQ+ women and non-binary people. Combines dating features with community events and social networking.

### Sniffies

[sniffies.com](http://sniffies.com)

A map-based cruising and social platform for gay, bi, and queer men with rapidly growing usage among younger users. Modern web-app format with advertising platform.

### Scruff

[scruff.com](http://scruff.com)

Popular dating and networking app for gay, bisexual, and trans men with strong international reach. Owned by Perry Street Software along with Jackd.

### Archer

[thearcherapp.com](http://thearcherapp.com)

Dating and social networking app for gay, bi, and queer men with safety-first approach and community-focused culture. Growing rapidly among younger LGBTQ+ men.

## Influencer & Creator Marketing

The single most significant development in LGBTQ+ digital marketing since 2006 is the rise of the individual creator. LGBTQ+ influencers — spanning beauty, fashion, fitness, travel, comedy, gaming, education, and advocacy — now command audiences that dwarf any single LGBTQ+ publication.

- ✓ Prioritize authentic relationships over one-off transactions
- ✓ Engage creators across the full spectrum of LGBTQ+ identities
- ✓ Consider micro-influencers (10K–100K followers) for higher engagement
- ✓ Engage year-round, not just during Pride Month

# Streaming & Podcasting

## LGBTQ+ Content in the On-Demand Era

In 2006, the guide devoted attention to then-nascent gay cable channels Logo and HereTV. Today, those channels have been eclipsed by streaming platforms that offer broader LGBTQ+ content libraries to a global audience, on-demand.

## Streaming Television & Video

### Netflix

The global leader in LGBTQ+ scripted content — *Heartstopper*, *Orange is the New Black*, *Grace and Frankie*, *Young Royals*, and many more.

### Max (HBO)

*Euphoria*, *Looking*, *And Just Like That*, and a deep library of LGBTQ+ documentary and narrative content.

### Hulu

*The Handmaid's Tale*, *The Bear*, and strong documentary offerings with advertising-supported tiers for targeted campaigns.

### Amazon Prime Video

*Transparent*, *A League of Their Own*, and international co-productions with strong LGBTQ+ storylines.

### Peacock (NBCUniversal)

*Queer as Folk* reboot and major LGBTQ+ news event coverage reaching broad audiences.

### Revry LGBTQ+ Only

[revry.tv](https://revry.tv)

The first global LGBTQ+ streaming network, available on Roku, Apple TV, Amazon Fire TV, and more. Advertising products available for brand alignment.

### FAST Channels

Several Free Ad-Supported TV channels dedicated to LGBTQ+ film and television, opening cost-effective advertising channels for brands.

## Podcasting

Podcasting has emerged as one of the most intimate and loyal media formats for LGBTQ+ audiences, with thousands of active shows. Host-read endorsements carry extraordinary audience trust.

### News & Politics

Pod Save the People  
Nancy (WNYC)  
Outward (Slate)

### Trans & Non-Binary

Gender Reveal  
The Laverne Cox Show

### History

Queer History Project

### Storytelling & Culture

Food 4 Thot  
Las Culturistas  
Queery with Cameron Esposito

### LGBTQ+ Parenting

Radioactive Queer  
Two Dads

### Comedy

Throwing Shade  
My Favorite Murder

# Print & Digital Media

## National, Regional & International LGBTQ+ Publications

The 2006 guide described national gay print publications as "the dominant form of gay media for most corporate advertisers." Twenty years later, the landscape has changed dramatically. Many iconic titles have closed, merged, or moved to digital-only. Yet print has not disappeared — it has evolved, occupying premium positioning within a multi-platform media strategy.

## National Publications (US)

### The Advocate

[advocate.com](http://advocate.com)

America's oldest LGBTQ+ newsmagazine (founded 1967). Now operating as a digital-first brand with periodic special print issues covering politics, culture, health, and entertainment.

### Out Magazine

[out.com](http://out.com)

Leading LGBTQ+ lifestyle and culture brand with strong print and digital presence. Fashion-forward editorial identity with robust luxury advertising.

### The Gay & Lesbian Review Worldwide

[glreview.org](http://glreview.org)

Bimonthly journal of LGBTQ+ arts, culture, and politics serving an educated, literary readership.

## Regional Publications (US)

*A representative sample — many more regional outlets exist with loyal local readerships and strong community ties.*

### Dallas Voice

[dallasvoice.com](http://dallasvoice.com)

The leading LGBTQ+ publication serving Dallas/Fort Worth and North Texas.

### Windy City Times

[windycitytimes.com](http://windycitytimes.com)

Chicago's long-running LGBTQ+ newspaper covering news, arts, culture, and community events throughout the Midwest.

### Bay Area Reporter (BAR)

[ebar.com](http://ebar.com)

San Francisco's long-running LGBTQ+ newspaper, operating in print and digital formats.

### Philadelphia Gay News (PGN)

[epgn.com](http://epgn.com)

One of the oldest surviving LGBTQ+ regional newspapers, with significant local and national advertising opportunities.

### Los Angeles Blade / Washington Blade

[losangelesblade.com](http://losangelesblade.com)

Regional news publications with national significance in political coverage. The Washington Blade is among the oldest LGBTQ+ newspapers in the US.

### OutClique

[outclique.com](http://outclique.com)

South Florida's LGBTQ+ lifestyle magazine covering Miami, Fort Lauderdale, and the surrounding region.

### Out South Florida

[outsouthflorida.com](http://outsouthflorida.com)

LGBTQ+ community publication serving the South Florida market with news, entertainment, and community coverage.

## International Publications

### Gay Times (UK)

[gaytimes.co.uk](http://gaytimes.co.uk)

### Têtu (France)

[tetu.com](http://tetu.com)

### Attitude Magazine (UK)

[attitude.co.uk](http://attitude.co.uk)

### Diva Magazine (UK)

[divamag.co.uk](http://divamag.co.uk)

### Xtra (Canada)

[xtramagazine.com](http://xtramagazine.com)

### DNA Magazine (Australia)

[dnamagazine.com.au](http://dnamagazine.com.au)

# Events & Experiential Marketing

*Pride, Community Gatherings & Live Experiences*

**50M+**

Pride event attendees globally each year

**\$1B+**

Economic impact of NYC Pride annually

**200+**

Countries with Pride events

**10K+**

Corporate Pride sponsors worldwide

## Pride Events: The World's Largest LGBTQ+ Marketing Platform

Pride events remain the single largest gathering point for LGBTQ+ consumers and allies, and the highest-profile opportunity for brand engagement with the community. In 2026, Pride sponsorship is an expected component of any serious LGBTQ+ marketing strategy.

### NYC Pride

[nyc-pride.org](http://nyc-pride.org)

The largest Pride event in the world, drawing over 2 million participants annually. \$1B+ annual economic impact.

### LA Pride

[lapride.org](http://lapride.org)

One of America's oldest Pride celebrations with strong entertainment industry presence in Los Angeles.

### San Francisco Pride

[sfpride.org](http://sfpride.org)

Legendary two-day festival in Civic Center Plaza — the birthplace of modern Pride celebration.

### Chicago Pride

[chicagoprideride.com](http://chicagoprideride.com)

One of the largest US Pride parades, drawing over 1 million attendees annually.

### Miami Beach Pride

[miamibeachpride.com](http://miamibeachpride.com)

Growing South Florida event with strong Latin LGBTQ+ representation.

### Atlanta Pride

[atlantaprideride.org](http://atlantaprideride.org)

Southeast's largest LGBTQ+ event with strong African American LGBTQ+ representation.

### WorldPride

[interpride.org](http://interpride.org)

International Pride hosted by a different city every two years, drawing global attendance and brands.

### EuroPride

[europride.info](http://europride.info)

Europe's most prominent international Pride event, rotating host cities across the continent.

## Professional & Business Events

### Out & Equal Workplace Summit

[outandequal.org](http://outandequal.org)

The leading global conference on LGBTQ+ workplace inclusion.

### NGLCC Business & Leadership Conference

[nglcc.org](http://nglcc.org)

National Gay & Lesbian Chamber of Commerce annual event.

### IGLTA Global Convention

[iglta.org](http://iglta.org)

International Gay & Lesbian Travel Association annual gathering.

### GLAAD Media Awards

[glaad.org](http://glaad.org)

Annual event honoring outstanding LGBTQ+ representation in media and advertising.



# Market Research & Demographics

Who Is the LGBTQ+ Market in 2026?

<p><b>7.6%</b></p> <p>US adults identifying as LGBTQ+ (Gallup 2024)</p>	<p><b>22%</b></p> <p>Gen Z identifying as LGBTQ+</p>	<p><b>\$1.4T</b></p> <p>Estimated US LGBTQ+ buying power</p>	<p><b>30M+</b></p> <p>LGBTQ+ adults in the United States</p>
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## Population & Identity

Gallup's annual tracking shows the percentage of US adults identifying as LGBTQ+ has grown from approximately **3.5% in 2012 to 7.6% in 2024** — with younger generations driving the shift:

Generation	LGBTQ+ Identification
Generation Z (born 1997–2012)	<b>~22%</b>
Millennials (born 1981–1996)	<b>~10%</b>
Generation X (born 1965–1980)	<b>~5%</b>
Baby Boomers (born 1946–1964)	<b>~2.5%</b>

Source: Gallup, 2024.

### Identity Distribution Within LGBTQ+

Identity	Share
Bisexual <b>Largest Group</b>	<b>~57%</b>
Gay/Lesbian	<b>~21%</b>
Transgender or Non-Binary	<b>~10%</b>

Source: Gallup, Williams Institute.

## Buying Power & Income

Estimated LGBTQ+ buying power reached approximately **\$1.4 trillion in 2025** — more than double the \$610 billion estimated in 2006.

Year	Estimated Buying Power
2004	\$450 billion
2006	\$610 billion
2008	\$712 billion
2023	\$917 billion
2025	<b>\$1.4 trillion</b>

*71% of LGBTQ+ adults say they are more likely to purchase from a brand that actively supports LGBTQ+ equality.*

*54% of LGBTQ+ adults report avoiding brands perceived as hostile to the community.*

Top spending categories: **travel, entertainment, home décor, dining, personal care, fashion, fitness, technology**

## Media Consumption

Channel	LGBTQ+	General Population	Advantage
Daily social media use	<b>87%</b>	68%	<b>+19 pts</b>
Streaming TV (daily)	<b>74%</b>	58%	<b>+16 pts</b>
Podcast listening (weekly)	<b>49%</b>	31%	<b>+18 pts</b>
Digital news reading (daily)	<b>71%</b>	52%	<b>+19 pts</b>
Print magazine readership	<b>28%</b>	22%	<b>+6 pts</b>

Source: Community Marketing & Insights, Harris Poll, 2024–2025.

# Key Research Organizations & Studies

*The Data Behind the LGBTQ+ Market*

The LGBTQ+ market is among the most thoroughly researched consumer segments in the United States. Below is a summary of the leading research organizations that marketers and agencies should reference when building LGBTQ+ campaigns.

## Community Marketing & Insights (CMI)

### Annual LGBTQ Community Survey® — The Gold Standard

Founded in 1992, CMI pioneered dedicated LGBTQ+ consumer research. Its Annual LGBTQ Community Survey® is the largest of its kind in the world, drawing up to 45,000 participants from 150 countries. CMI is an NGLCC-certified LGBTQ+-owned business. Now part of the HRC Foundation. [cmi.info](https://www.cmi.info)

**73%**

Think more positively about companies that advertise in LGBTQ media (CMI 15th Annual Survey)

**72%**

More likely to purchase from companies that advertise specifically in LGBTQ+ media

**Brand Recall Highlights:** Top brands with unaided recall among cisgender gay & bi+ men: Apple (27%), Disney/ABC (24%), Target (15%). For cisgender lesbian & bi+ women: Subaru (23%), Target (22%), Apple (17%). For transgender and non-binary: Target (22%), Apple (12%), Starbucks (11%).

## GLAAD — Media Accountability & Brand Responsibility

### Where We Are on TV Report

[glaad.org](https://www.glaad.org)

Annual census of LGBTQ+ characters on broadcast, cable, and streaming TV. Tracks representation trends by identity and network/platform. Essential for evaluating entertainment sponsorships.

### Brand Responsibility Index (BRI)

[glaad.org/brands](https://www.glaad.org/brands)

Evaluates how brands engage with the LGBTQ+ community beyond Pride Month — assessing advertising spend, sponsorships, social media presence, employee policies, and advocacy.

### Accelerating Acceptance Report

[glaad.org](https://www.glaad.org)

GLAAD tracks American attitudes toward LGBTQ+ people and safety data on major social platforms. Informs messaging strategy and platform selection for LGBTQ+-focused campaigns.

### Social Media Safety Index

[glaad.org](https://www.glaad.org)

Annual report evaluating how major social platforms protect LGBTQ+ users from harassment, hate speech, and discrimination.

## Human Rights Campaign (HRC) — Corporate Equality Index

The HRC's signature research product is the annual **Corporate Equality Index (CEI)** — the national benchmarking tool for LGBTQ+ workplace equality policies. In 2024, over 1,300 US employers earned a perfect 100% score.

[hrc.org/resources/corporate-equality-index](https://www.hrc.org/resources/corporate-equality-index)

*"Advertising with LGBTQ+ media outlets is itself a factor in HRC's CEI evaluation process — companies that actively market to LGBTQ+ consumers and support LGBTQ+ suppliers score higher. Working with Pink Media directly supports a brand's HRC CEI standing."*

## ThinkNow & LGBTQ+ Media Mapping Report (2025)

ThinkNow has profiled the LGBTQ+ community as a significant demographic force: **7.2% of US adults** with collective spending power of **\$917 billion**, with particular strength among younger consumers. The 2025 LGBTQ+ Media Mapping Report highlights a critical tension: despite the community's substantial economic influence, national advertising investment in LGBTQ+ media has declined sharply due to political headwinds and DEI pullbacks.

**Key finding:** Brands that have pulled back on LGBTQ+ commitments have seen real business consequences. Target experienced declines in store traffic and market value following its 2023 DEI retreat. Conversely, brands that held firm on DEI — such as Costco — saw sales increases, demonstrating that retreat is a business risk, not just a reputational one.

# Research-Backed Marketing Imperatives

## *What the Data Tells Brands to Do*

Across all major research sources — CMI, GLAAD, HRC, Gallup, ThinkNow, Pew, and Witeck Communications — five consistent imperatives emerge for brands seeking to authentically and effectively reach LGBTQ+ consumers:

### 1. Advertise in LGBTQ+ Media Specifically

**72%** of LGBTQ+ adults are more likely to purchase from brands that advertise in dedicated LGBTQ+ channels. General-market buys alone will not move the needle with this audience.

### 2. Engage Year-Round, Not Just During Pride Month

The GLAAD Brand Responsibility Index and CMI research both document that LGBTQ+ consumers distinguish between seasonal rainbow-washing and genuine ongoing engagement. Authentic brand loyalty is built through consistent presence 365 days a year.

### 3. Segment Within LGBTQ+

Bisexual adults now represent **57%** of the LGBTQ+ population — the single largest subgroup — yet are among the most underserved in targeted marketing. Each identity group has meaningfully distinct media habits and purchasing patterns that require tailored creative and channel strategies.

### 4. Back Up Advertising with Internal Policies

CMI's research shows that LGBTQ+ consumers weigh non-discrimination policies and staff training as highly as they weigh advertising and outreach. A brand that markets to LGBTQ+ consumers without demonstrable workplace inclusion risks backlash as a "pinkwasher." The HRC CEI provides the recognized standard.

### 5. Stay the Course Under Political Pressure

The research is unambiguous: retreat has business costs. Brands that withdrew LGBTQ+ support in response to anti-DEI pressure lost measurable traffic and market value. The community has a long memory, and the 2026 environment means brands willing to maintain authentic engagement face less competition for earned trust and share of voice.

## Dollars & DEI: The Business Case

The "Dollars & DEI" white paper (DDH, February 2023) examined how multicultural consumers — including LGBTQ+ Americans — respond to brands' media investment and marketing practices. As multicultural consumers now represent approximately **40% of the US population**, the report makes a clear business case for diversified ad spend.

### Brand Affinity

Brands that invest in authentic multicultural media see stronger brand affinity and higher purchase intent

### Word of Mouth

Diverse media spend drives better word-of-mouth outcomes from LGBTQ+ communities

### Revenue Growth

Diverse media spend is not a cost of inclusion — it is a driver of incremental revenue growth

# LGBTQ+ Organizations & Resources

*Advocacy, Community & Business Organizations*

## National Advocacy Organizations (US)

### Human Rights Campaign (HRC)

[hrc.org](https://hrc.org)

The largest LGBTQ+ civil rights organization in the US. Produces the annual Corporate Equality Index — the standard for LGBTQ+ workplace equality benchmarking.

### GLAAD

[glaad.org](https://glaad.org)

Media advocacy organization promoting fair representation of LGBTQ+ people. Hosts the GLAAD Media Awards and Brand Responsibility Index.

### National LGBTQ Task Force

[thetaskforce.org](https://thetaskforce.org)

Progressive advocacy working on full equality with an intersectional justice focus. Produces annual Creating Change conference.

### Lambda Legal

[lambdalegal.org](https://lambdalegal.org)

Legal advocacy and litigation for LGBTQ+ civil rights and the rights of people living with HIV.

### PFLAG National

[pflag.org](https://pflag.org)

Largest US organization for LGBTQ+ people, parents, families, and allies. 400+ chapters nationwide.

### The Trevor Project

[thetrevorproject.org](https://thetrevorproject.org)

Suicide prevention and mental health support for LGBTQ+ youth. 24/7 crisis hotline: 1-866-488-7386.

### National Center for Transgender Equality

[transequality.org](https://transequality.org)

Policy advocacy protecting transgender people through research, education, and policy change.

### Family Equality

[familyequality.org](https://familyequality.org)

Advocates for LGBTQ+ families through policy, education, and community support programs nationwide.

## Business & Professional Organizations

### NGLCC

[nglcc.org](https://nglcc.org)

Certifies LGBTQ+-owned businesses (LGBTBE certification) and connects them with corporate partners. The voice of the LGBTQ+ business community.

### Out & Equal Workplace Advocates

[outandequal.org](https://outandequal.org)

Annual Workplace Summit and corporate LGBTQ+ inclusion training. The leading resource for LGBTQ+ workplace equality.

### IGLTA

[iglta.org](https://iglta.org)

International Gay & Lesbian Travel Association — global network for LGBTQ+ welcoming tourism businesses.

### Lesbians Who Tech (LWT)

[lesbianswhotech.org](https://lesbianswhotech.org)

Community of LGBTQ+ women and non-binary people in technology, with an annual Summit drawing thousands.

### StartOut

[startout.org](https://startout.org)

Nonprofit supporting LGBTQ+ entrepreneurs and startups with funding, mentorship, and community connections.

### Out in Tech

[outintech.com](https://outintech.com)

Global community of LGBTQ+ people in tech, hosting hackathons, networking events, and mentorship programs.

### Queer in Tech

[queerintech.com](https://queerintech.com)

Community and networking organization for LGBTQ+ professionals in the technology industry with events and job boards.

### Out Professionals

[outprofessionals.org](https://outprofessionals.org)

LGBTQ+ professional networking organization with chapters in major US cities, connecting professionals across industries.

# DEI in Marketing — Best Practices

*Authentic Engagement, Common Pitfalls & Best Practices*

*"The LGBTQ+ community has a highly developed radar for performative allyship. Brands that engage only during Pride Month and remain silent on LGBTQ+ issues for the remaining 11 months are increasingly called out — and that criticism travels fast on social media."*

## The State of Corporate LGBTQ+ Marketing in 2026

Corporate engagement with the LGBTQ+ community has deepened dramatically since 2006, when 36% of Fortune 100 companies were advertising in LGBTQ+ media. Today, virtually all Fortune 500 companies have some form of Pride-related marketing activity, LGBTQ+ employee resource groups, or diversity commitments. However, the landscape has also become more politically charged, and brands must navigate carefully between genuine engagement and perceived performativity.

### GLAAD Brand Responsibility Index

Evaluates major brands on LGBTQ+ commitments, advertising spend, representation in marketing, employee policies, and response to anti-LGBTQ+ political attacks. An increasingly important benchmark for LGBTQ+ consumers. [glaad.org/brands](https://glaad.org/brands)

### HRC Corporate Equality Index

Rates companies on LGBTQ+ workplace equality policies including non-discrimination protections, domestic partner benefits, transgender-inclusive healthcare, and LGBTQ+ ERGs. In 2024, over 1,300 employers earned a perfect 100% score. [hrc.org/cei](https://hrc.org/cei)

## Best Practices for LGBTQ+ Marketing in 2026

- ✓ **Engage year-round** — Reserve Pride Month for celebration, but maintain visible support throughout the year.
- ✓ **Show the full spectrum** — Include bisexual, transgender, non-binary, and other identities — not just gay and lesbian couples.
- ✓ **Reflect intersectionality** — LGBTQ+ people are also Black, Latino, Asian, disabled, rural, religious, and elderly.
- ✓ **Invest in LGBTQ+-owned media** — Direct ad spending to community media and LGBTQ+ creators rather than primarily mainstream platforms.
- ✓ **Back words with action** — Donations to LGBTQ+ nonprofits, strong employee policies, and consistent messaging signal authentic commitment.
- ✓ **Consult the community** — Include LGBTQ+ people in creative development and campaign review processes.
- ✓ **Don't retreat under pressure** — The commercial case for LGBTQ+ marketing remains strong. The community has a long memory.
- ✓ **Measure community impact** — Track brand health metrics within LGBTQ+ audiences specifically: sentiment, loyalty, and advocacy.

# Glossary of Terms

*Updated Terminology for 2026*

Language in the LGBTQ+ community has evolved significantly since 2006. The following reflects current terminology as of 2026. Note that language continues to evolve, and community members may use different terms to describe themselves.

Term	Definition
<b>LGBTQ+ / LGBTQIA+</b>	Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual/Aromantic, and others. "+" acknowledges the full spectrum of sexual orientations and gender identities.
<b>Queer</b>	A reclaimed umbrella term used across gender and sexual minority communities. Once a slur, now widely used in a positive, self-identifying sense, particularly among younger generations.
<b>Transgender / Trans</b>	An umbrella term for people whose gender identity differs from the sex assigned at birth. Includes trans men, trans women, and non-binary people. Always use as an adjective, not a noun.
<b>Non-Binary / Enby</b>	A gender identity not fitting exclusively within "man" or "woman." May use they/them pronouns.
<b>Bisexual</b>	Attraction to people of one's own gender and other genders. The largest single self-identified group within the LGBTQ+ community (~57%).
<b>Pansexual</b>	Attraction to people regardless of gender. Often used interchangeably with bisexual by some community members.
<b>Asexual / Ace</b>	Little or no sexual attraction to others. Asexual people may still experience romantic attraction.
<b>Intersex</b>	A person born with reproductive or sexual anatomy, chromosomes, or hormones that do not fit typical binary definitions.
<b>Two-Spirit</b>	A term used by some Indigenous North American cultures for a person fulfilling a traditional third-gender or gender-variant role.
<b>Cisgender / Cis</b>	A person whose gender identity aligns with the sex assigned at birth.
<b>Chosen Family</b>	A network of close friends providing support typically associated with biological family.
<b>Rainbow-Washing / Pinkwashing</b>	Performative use of LGBTQ+ symbols without substantive support for LGBTQ+ rights.
<b>DEI</b>	Diversity, Equity, and Inclusion — corporate practices aimed at creating equitable workplaces and markets.
<b>PrEP</b>	Pre-Exposure Prophylaxis — daily medication dramatically reducing HIV transmission risk.
<b>Gender-Affirming Care</b>	Healthcare supporting people in living as their identified gender.
<b>CPM</b>	Cost Per Mille — cost per 1,000 advertising impressions. Standard digital ad pricing metric.
<b>Programmatic Advertising</b>	Automated buying of digital advertising inventory, allowing precise LGBTQ+ audience targeting via real-time bidding.



# LGBTQ+

## Marketplace Guide

High Level Summary · 2026 Edition

### Contact Us

**Pink Media**

[www.PinkMedia.LGBT](http://www.PinkMedia.LGBT)

(323) 963-3653

Offices in New York City & Los Angeles

For advertising opportunities, media partnerships,  
and custom research, visit [www.PinkMedia.LGBT](http://www.PinkMedia.LGBT)

**#ILoveGay** Content Marketing Ad Network

Reach the LGBTQ+ Community — Leverage the Power of Social Relationships

Facebook   LinkedIn   Instagram   TikTok   YouTube

Demographic data sourced from Gallup, Community Marketing & Insights, Williams Institute, Human Rights Campaign, and GLAAD research (2023–2025). Updated from the Gay Market Guide 2006.

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