

Niche Markets

Travel | Sports | Parenting | Marriage | Business

Media

Print | Internet | E-Mail | Direct Mail | Events | Radio | Cable TV



Introducing the guide that takes a comprehensive look at various opportunities and media sources for companies wishing to target the gay & lesbian community.

Regional Markets

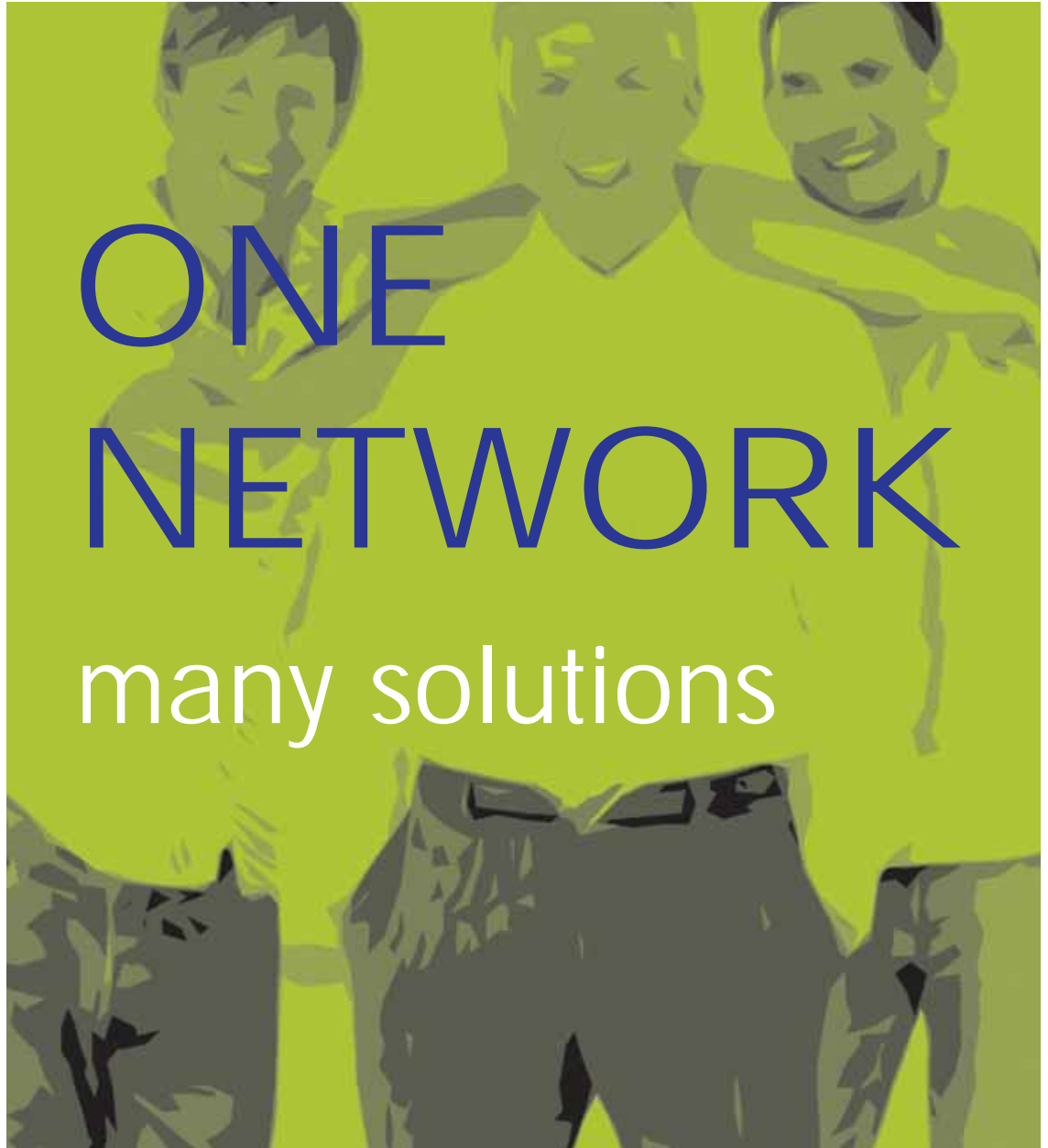
San Francisco | New York | L.A. | Key West | Palm Springs

Niche Demographics

Latino | African American | Youth | Seniors

International Markets
United States | Canada | France | U.K.

SIMPLIFY



The Most Comprehensive Online Gay Network



Welcome

Who is this guide for? Advertising Agencies, Media Buyers, gay & gay-friendly gay businesses, and anyone else looking for quick and up-to-date information on the various resources available in the Gay & Lesbian Marketplace.

Where is this guide promoted? We are offering this guide online and at business events and functions throughout worldwide (including the IGLTA convention in Cologne this year, Gay Business Expos in New York and gay business seminars held throughout the US). We are currently promoting this guide by direct mail to over 6,000 ad agencies, 10,000 small gay & lesbian businesses and 4,000 marketing contacts. It is also to be advertised in DM News, Advertising Age and Ad Week in 2005.

To **order** this guide, go to www.himcorp.com/guide/

We will be printing a **2nd Edition** of this Guide Book in July 2005. To be included, please contact us at the e-mail address below. If you would like to **advertise** or have a **Media Spotlight** feature on your company, please e-mail us, also at the e-mail address below.

Our current print run is for 10,000 copies, and if more are needed during the course of the year, a 3rd printing will be done. All advertisers remain in the entire year's print editions.

Contact information

Phone
323-512-2922

Fax
323-512-2924

Email
Info@himcorp.com

Website
www.HIMCorp.com

Address
HIM Corp.
7336 Santa Monica Blvd. #6L
Los Angeles CA 90046

*HIM Corp. is a
Hyperion Interactive Media company.*

*Photo credits: Australian Tourism Commission, Berlin Tourism
and Key West Business Guild*

Printed In Canada

Introduction	4
Internet	6
<i>Editorial: Analyzing Website Traffic</i>	10
Print (National)	16
<i>Editorial: Guidelines and Pricing</i>	20
E-Mail	22
Direct Mail	22
Contextual Ads	25
Events	26
Radio	30
Cable/Satellite/Internet TV	32
 Demographic Themes	
Travel	35
Sports	40
Entertainment	41
Health	41
Marriage	44
Parenting	45
Business	46
Careers	46
Search	47
Leather & Bears	47
Circuit Parties	48
Country Western/Rural	48
Latino	49
African-American	49
Youth	50
Seniors	50
Asian American	51
Adult	51
Gay Regional Markets	56
International Markets	67
Small Business Opportunities	72
Market Research	74
G/L Marketing, Advertising and PR Resources	80
GLBT Organizations	89
Retail Market	92
Content Syndication and Sources	93
Graphic Design	94
PR Resources	95

Introduction

Welcome to the 1st edition of HIM Corp.'s Guide to the Gay Market 2005,

a comprehensive look at various opportunities and media sources for companies wishing to target the gay & lesbian community.

Much of what you will find in this guide is a summary of the opportunities available, with website URLs being the primary source of contact. For the media sources that have opted to participate in this guide, you'll find a more comprehensive breakdown of information along with detailed contact information to allow you to make better informed decisions as to which sources may best serve your marketing needs.

This guide is intended to cover the full range of gay & lesbian media sources and opportunities, including Internet, Print, E-mail, Events and more. Each year this guide will be updated with current information and will continue to grow along with the gay & lesbian media marketplace.

Brief History of the Gay Market

The emergence of gay & lesbian media is a somewhat recent phenomenon of the past 30 years. Starting with small garage operations bringing information to a more underground gay community via local newsletters, the gay media marketplace has grown to include very well established **print publications**, both regionally and nationally.

For readers, access to these publications has typically been reserved for those living in one of several "gay communities" across the US and around the world, including the famous "Castro" of San Francisco and "The Village" in New York City. Even the national publications have had a limit to their overall reach, gaining ground in chain bookstores such as Borders and Barnes & Noble, only reaching an average of 50,000 to 75,000 per publication.

During this time, gay events such as **Pride Festivals** and **Circuit Parties** began to grow in popularity, and for many companies had become the primary means in which to reach gays & lesbians directly. Like publications, however, these successful events have been typically for those areas where gay communities are strongest. But over the years, regions in some of the more rural areas have seen a rise in gay pride festivals, albeit still small events compared to those held in some of the more major gay urban areas. Even today, these events, coupled with events such as the Gay Life and Gay Entertainment Expos held in New York, as well as niche events such as Gay Travel Expos, have become a mainstay

for many companies wishing to reach the gay & lesbian market on a consistent basis.

In 1995, the rise of the **gay & lesbian Internet** brought new opportunities and new ways in which to reach gays & lesbians, wherever they may be. Major sites emerged which, over the years, have enabled companies to reach millions instead of thousands of gays & lesbians. In addition, smaller, more niche-oriented sites developed within the gay online community, succeeding in a business environment which may not have supported a full print publication, but could definitely support a smaller-overhead Internet company.

These niche sites, coupled with the reach of the larger gay & lesbian sites, have allowed companies to more accurately target gays & lesbians in ways that were previously unheard of when the Internet first came on the scene in 1995. Riding the trend of marketers away from mass media in general and towards reaching a smaller, more defined demographic, Internet sites have proven a strong and growing part of many companies' marketing efforts. In addition, sites that have developed an opt-in mailing list as well as simply an e-mail list have been able to realize even stronger growth, as marketers have learned that the same "selects" based on zip codes, household income, education and more are equally available for both direct mail and e-mail lists derived from Internet sites.

Trends in 2005

In addition to the continued rise of **niche-oriented Internet marketing**, via standard banner advertising, e-mail and other online marketing opportunities, there are a few other areas of potential growth on the horizon.



Satellite radio is slowly becoming a solid and viable medium as it expands its programming diversity and reach into more and more households and automobiles this year. Gay & lesbian programming made available on satellite radio is developing "legs" as more and more gays & lesbians are able to tune in.

Gay television programming, available on both cable and satellite, may also finally take off in 2005. Pay per View gay programming has already begun, and cable and satellite channels dedicated exclusively to gay and lesbian programming are on the horizon. With the rise in popularity of Digital Video Recorders beyond just Tivo, the distribution channels for gay & lesbian video



programming may also include the Internet as broadband continues to expand in more and more households across the country and technology continues to become more accepted at the entertainment/television level. Using a Tivo-like system, consumer choices may also begin to include video programming made available through both cable/satellite and the Internet, with the user interface being one in the same. Our advice - watch what happens to adult movie distribution in this arena first. Mainstream movie distribution will be sure to follow. Netflix and Tivo's recent joint venture announcement is a good indicator of what 2005 may look like!

Below is a benchmark that helps to bring this market more into focus, allowing us to compare it to other diversity niche communities in the US marketplace.

Market	Population	Buying Power	Buying Power Per Capita
African American	30 Million	\$535 Billion	\$17.8K
Gay American	16.5 Million	\$450 Billion	\$27.3K
Hispanic American	31 Million	\$383 Billion	\$12.4K
Asian American	11 Million	\$229 Billion	\$21.0K

Source: *Selig Center for Economic Growth, University of Georgia* with Gay information provided by *Witeck-Combs Communications* and *Packages Facts*. For more information, see "*Buying Power of Gay Men and Lesbians*" in the **Market Research Editorial** chapter of this guide.

Internet

Since the gay & lesbian Internet first came onto the scene in 1995, there have been countless thousands of Internet sites focused on one subject or another within the gay & lesbian community. While we will be covering some of those sites in subsequent chapters in this guide, we will focus this chapter on the larger and more general gay & lesbian sites online today.

In this chapter, we will be discussing the world of the **Gay Internet** and the world of the **Lesbian Internet** as separate sections. Although there are a small handful of sites which appeal to both sexes, in general the largest sites have become either gay or lesbian in style and appeal.

One of the largest sites online, and one that appeals to both gays and lesbians, is **PlanetOut.com**. Founded in September 1995 by Tom Reilly, a pioneer of the gay and lesbian Internet, this site has developed into one of the leading general gay & lesbian portals serving the online gay & lesbian community. Its strengths begin with its origins as one of the leading gay news sites online today. Early on in the development of the Internet, larger sites such as *MSN* and *AOL* began working with and integrating *PlanetOut.com* content into their own sites. *Yahoo News* began using *PlanetOut.com* as their primary source for gay & lesbian news found on the Internet.

Today, *PlanetOut.com*, merged with larger *Gay.com* (highlighted below), has become one of the leading online destinations for both gays and lesbians online for such topics as news, entertainment and travel. In addition, the *PlanetOut.com* personals had begun early on to be one of the key places lesbians felt safe and comfortable in posting their online profiles, allowing *PlanetOut.com* to emerge as one of the leading sites appealing to both men and women.

Another larger site having cross-appeal is **365Gay.com**. Like *PlanetOut.com*, *365Gay.com* had emerged as primarily a daily news source, and has since grown into a full online portal featuring content in such topics as health, travel, entertainment, style and more. With its recent coverage of the hot topic of gay marriage, *365Gay.com* has appealed to both men and women equally as it has continued to grow over the years to become one of the leading sources for news online.

One of the first sites to target the gay community online with a primarily gay male focus, was **GayWired.com** begun in May 1995. Started as an online site for Internet surfers to find various gay content resources online, *GayWired.com* quickly emerged as one of the key sites dedicated to the gay community online. Working with some of the key print publications at the time, including *Genre Magazine*, *GayWired.com* ramped up its content, focusing on entertainment stories rather than just hard-hitting

news. It also pioneered the world of gay retailing online and became one of the largest sites offering gay & lesbian calendars, videos, music CDs and more to gays & lesbians across the US and around the world. This experience allowed *GayWired.com* to team up and help develop the retailing sites of *TLA Video*, *10% Productions* and other companies now dominant in the world of gay retailing online.

Today, *GayWired.com* is part of the larger **GayWebMonkey Online Network** of gay & lesbian websites. It has stayed true to its origins as a gay entertainment news source, as well as expanded into free online personals and interactive features such as blogs, member photo albums, chat rooms and hot model contests, while still offering gay retailing, travel and other strong gay resources online.

In the world of gay-male focused sites, **Gay.com** has emerged as the true leader. Primarily a chat room and personals-oriented web site, *Gay.com* has become one of the leading sites for gay men around the world to meet up online for friendship, romance and more. Having several thousand men online in their various chat rooms at any one time, *Gay.com* has also become one of the strongest ways for gay men in some of the more outlying and closeted areas to meet.

In addition to its strength in chat and personals, *Gay.com* is one of the few personals web sites that has a true strength in online content as well.

Featuring sections ranging from Travel to Business, Family to Style, *Gay.com* has something for everyone. With its acquisition of *Kleptomaniac.com*, *Gay.com* also has online retailing integrated all throughout its site.

On the subject of a gay personals site, it is the world of gay personals online that is one of the driving forces in today's online gay market. Sites such as **GayDarGuys.com**, **Manhunt.net**, **M4M-World.com**, **Adam4Adam.com** and **OutPersonals.com** have emerged as strong contenders in the online gay personals and chat space. *GayDarGuys.com* in particular is part of the UK **Gaydar.co.uk** network and includes the con-



tent-rich site

RainbowNetwork.com

(described in more detail in our International chapter), which again points to the strength of online personals coupled with content updated daily online.



In the world of lesbian websites, there are several strong ones out there, although they are generally a bit smaller than their male counterparts.

LesbianAlliance.com is one of the top sites in this category... a lesbian site made by women and just for women! Featuring editorial and bulletin boards, as well as member personals and chat rooms, *LesbianAlliance.com* has made a distinct name for itself in the lesbian world online.



Another strong site is **LesbiaNation.com**, begun in 1997 and designed as the "lesbian sister" site of *GayWired.com*. Also featuring strong daily content written by lesbians just for lesbians, this site features a very active bulletin board where lesbians post content daily to each other. *LesbiaNation.com* also features online blogs and personal photo albums, adding to the interactive element so important nowadays with community sites on the Internet.

A more recent site coming on strong with lesbians online is **AfterEllen.com**, a site with a more "entertainment" focus and feel to it. Featuring up-to-date stories and gossip regarding lesbians on television and film, this site allows lesbians to keep up-to-date on their favorite stars and interact with other lesbian fans.

Additional Gay Sites worth noting:

- BGay.com
- Datalounge.com
- OutInAmerica.com
- GayWorld.com
- QueerAgenda.com

Additional Lesbian Sites worth noting:

- Technodyke.com
- Lesbian.com
- Gingerbeer.co.uk
- OutlookPress.com
- QueerRamblings.com

General Information

Gender: 99% Male
Average Age: 36
Average HHI: \$35-50,000

Description: *Gay Wired* is the premiere Internet portal for the gay, lesbian, bisexual & transgender (GLBT) communities. Through the use of cutting-edge technology, superior design, multi-media entertainment, and dynamic content, *Gay Wired* is the ultimate online resource for these communities.

With more than 250,000 visitors each month, *Gay Wired* is the ultimate online resource for the lesbian, gay, bisexual and transgender (GLBT) communities.

The *Gay Wired* brand and web address are seen throughout the GLBT communities in a variety of mediums. These include: radio, television, national/local print, major trade shows and expos, as well as numerous web sites.

Gay Wired is becoming "the GLBT network" initially envisioned to evolve on television. *Gay Wired* integrates original content including video (on its web cast channel), photos, and text, coupled with commercial sponsorship.

Any gay dot.com company can try to sell you on mere numbers alone -- *Gay Wired* is different. Our numbers are solid, a proven 250,000 visitors each month, but this is only part of a successful online marketing campaign. We offer quality numbers - our visitors shop and spend money! Think of the enormous benefit that your company could reap from tapping into this powerful demographic!!



Internet Specifications

Unique Visitors / Month: 242,932
Page Views / Month: 2,738,313
Ad Impressions / Month: 8,927,510
Banner Sizes: 468x60, 125x60, 125x90, 125x600

E-Mail Specifications

Number of E-Mail Addresses: 50,000
HTML Formatted E-mails Allowed: Yes
Lead Time to send E-Mails: 2 days
Description: Membership e-mail list



Contact info

Phone
323-512-2922

Contact
Sales Dept.

Fax
323-512-2924

Email
adsales@gaywired.com

Address
GayWired.com
7336 Santa Monica Blvd. #6L
Los Angeles, CA 90046

Website
www.GayWired.com

Media Spotlight



General Information

Gender: 99% Female
Average Age: 33
Average HHI: \$25-40,000

Description: *LesbiaNation.com* is the leading online community dedicated to the celebration of lesbian culture and identity. As a global multimedia medium *LesbiaNation.com* aims to enlighten, connect, educate, entertain, distribute goods and services, and provide borderless paths for communication among our visitors. LesbiaNation and it's staff have adopted a broad definition for the meaning of the word "lesbian", which embraces all women whether they identify as lesbian, bi-sexual, transgendered, or any other possible combination thereof.

LesbiaNation.com is a true community portal, combining a full Connect/Membership system with entertaining content, retail products for sale, online contests and sweepstakes, and other interactive features which allow the member to be an active participant in the site. Categories include News, Entertainment, Events, Lifestyle, Health & Fitness, Travel and Shopping.



Internet Specifications

Unique Visitors / Month: 123,847
Page Views / Month: 1,759,368
Ad Impressions / Month: 8,796,840
Banner Sizes: 468x60, 125x60, 125x90, 125x600

E-Mail Specifications

Number of E-Mail Addresses: 30,000
HTML Formatted E-mails Allowed: Yes
Lead Time to send E-Mails: 2 days
Description: Membership e-mail list



Contact info

Phone
323-512-2922

Contact
Sales Dept.

Fax
323-512-2924

Email
adsales@lesbianation.com

Address
LesbianNation.com
7336 Santa Monica Blvd. #6L
Los Angeles, CA 90046

Website
www.LesbiaNation.com

Analyzing Web Site Traffic in the Gay & Lesbian Market

Have you ever wished for a tool that would allow you to cut through some of the hype in online media and cut right to the chase? Rather than hear someone say they receive 10,000,000 "hits" per month on their site (what's a hit? How does it relate to an individual user?), wouldn't it be great if you had a tool at your fingertips which allowed you to know how popular a web site is?

Well, wish no more. That tool exists, and has existed for quite some time now. It's called Alexa (<http://www.alexa.com>), and with over 10,000,000 users worldwide, it's now one of the most widely used tools for doing research on web site traffic.

Although you have access to all of Alexa's data by visiting [Alexa.com](http://www.alexa.com), for immediate access to traffic reports it's better to install the Alexa toolbar in your web browser. Once installed, Alexa provides immediate **ranking information** on every web site you view. It also incorporates a powerful web **search** function powered by Google.com, and it provides a list of other sites of **similar theme** to the one being viewed online.

So how does Alexa help you? We're going to keep this story focused specifically on the gay & lesbian market, but the points made here can easily be translated into understanding any specific online market.

Alexa provides a ranking number for every web site you visit. This ranking number is based on a web site's usage patterns of Alexa Toolbar users over a rolling 3-month period. A site's ranking is based on a combined measure of reach and page views:

- **Reach** is determined by the number of unique Alexa users who visit a web site on a given day.
- **Page views** are the total number of Alexa user URL requests for a site.

Web site rankings are exactly what the word says... a ranking. The most popular site online, ranked #1 by Alexa, is **Yahoo.com**. **MSN.com** is #2.

To get an idea of how this works for the gay market, we'll provide the ranking numbers for some of the most popular gay web sites online.

- 1) Gay.com: 1,152
- 2) PlanetOut.com: 11,635
- 3) GayWired.com: 28,988
- 4) Advocate.com: 38,671

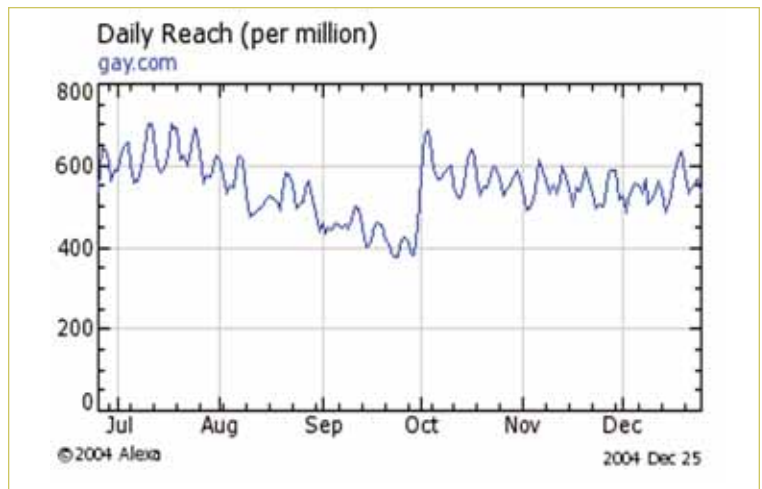
What this means is that Gay.com is the 1,152nd most visited site online, while Advocate.com is the 38,671st most visited site online. By itself, this number means very little. But when combined with a full Alexa web site traffic report, it means a lot more!

By going to [Alexa.com](http://www.alexa.com) (or using their toolbar in your web browser), you can type in a web site URL and retrieve an Alexa summary of this site,



along with a link to an Alexa Traffic Report. Clicking on this report provides you with the following:

1) Daily Traffic Report chart



2) Traffic Ranking over a 3-month average, along with a summary of the trend

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
1,143	1,070	1,139	↑ 38

3) Reach Report, per million users:

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
535	560	550	↑ 1%

4) Page Views Report

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
8.1	7.1	6.3	↓ 39%

To determine a web site's daily traffic, measured in visitors per day, the *Reach Report* is the most critical. In this case, it says that the sample web site above receives 850.5 users for every million online users. Since Alexa doesn't know exactly how many users are online, it can't measure how many visitors a site has.

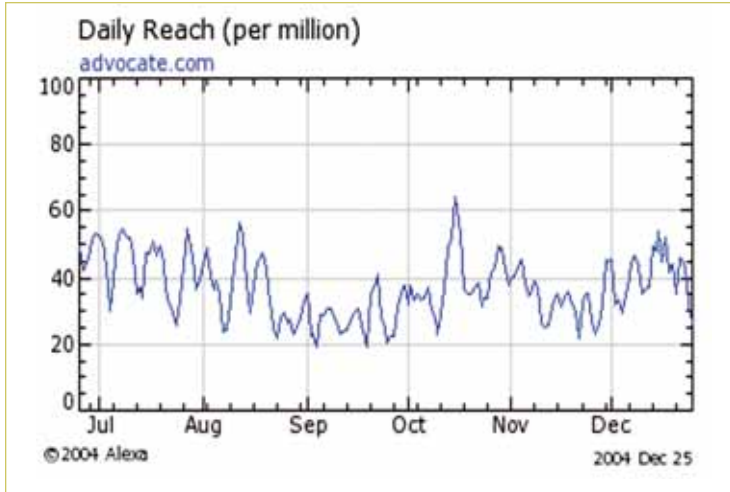
Given that Alexa is primarily installed on US-based computers, an approx-

imation to a web site's traffic patterns can be established. It is currently estimated that there are 80,000,000 users online in the US. By taking the "per million" number above, 850.5, and multiplying it by 80, an estimate of the web site's traffic above would be 68,040 users per day. That's some excellent traffic!

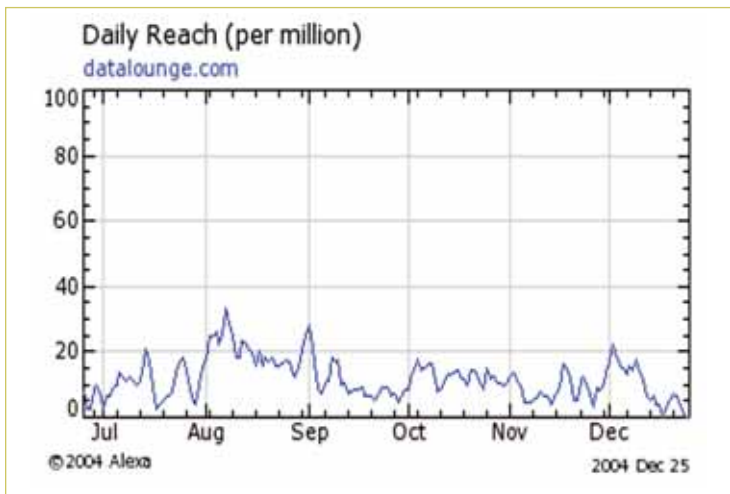
Applying this to specific sites online, as of December 8, 2004, we learn the following:

1) **Advocate.com**: Reach = 62, approximate users per day = 4,960 per day
Reach over 3 months has gone up by 6%, which shows this site is growing in a positive direction.

2) **Datalounge.com**: Reach = 31, approximate users per day = 2,480

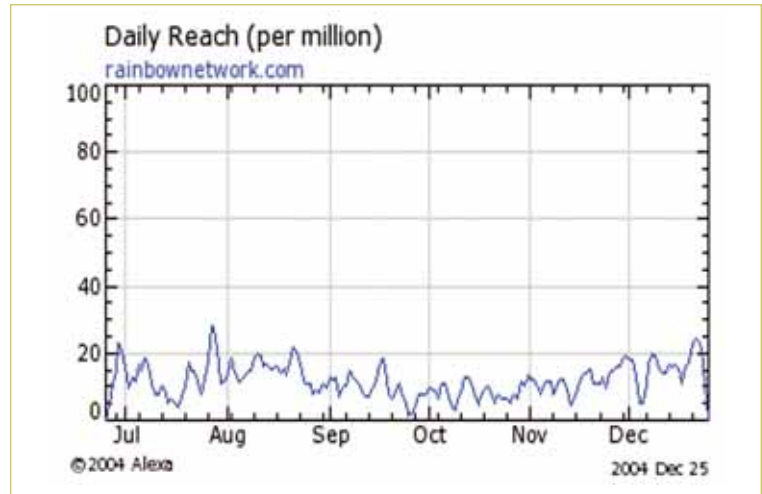


per day. Reach over 3 months has gone up by 19%, which also shows that this site is growing in a positive direction.



3) **RainbowNetwork.com**: Reach = 28.5, approximate users per day = 2,280 per day; Reach over 3 months has gone up by 4%, which shows modest positive growth.

This analysis can be repeated for a wide variety of sites, and what this



shows is what is already known by most web site owners in the gay & lesbian market online: A typical gay & lesbian site receives between 1,000 and 10,000 unique users per day.

So how can this help you? Easy! By going to the Gay & Lesbian section of Alexa's online directory, you can easily begin researching the Top 5 gay web sites in each topic or category. Starting at:
<http://www.alex.com/browse/categories?catid=386>

You can select any category, such as Sports, and see immediately which sites are the top 5 sites in Sports. In this case, the following is presented:

Most Popular In Sports

The 5 most visited sites in all 'Sports' categories, updated daily!

Selecting a traffic report for Outsports.com shows a ranking of 111,884 and a reach of 14. Multiplied by 80, this becomes 1,120 visitors per day, which is both respectable and typical for a niche site in the gay & lesbian online community. Selecting GaySports.com shows a ranking of 207,937 and a reach of 4. Multiplied by 80, this becomes 320 visitors per day. Since travel is such an important segment of the gay & lesbian online community, the following is a summary of the top 5 sites in Travel.

Most Popular In Travel

	1. OutSports www.outsports.com - Site Info
	2. GaySports.com www.gaysports.com - Site Info
	3. Takedown takedownwrestling.com - Site Info
	4. Independent Women IWFLsports.com - Site Info
	5. New York Sharks www.nysharksfootball.com - Site Info

The 5 most visited sites in all 'Travel' categories, updated daily!



1. [Windmills Travel Agency](http://www.windmills-travel.com)
www.windmills-travel.com - Site Info
2. [Atlantis Gay Vacations](http://www.atlantisevents.com)
www.atlantisevents.com - Site Info
3. [My Gay World](http://www.mygayworld.com)
www.mygayworld.com - Site Info
4. [Purple Roofs](http://www.purplerooft.com)
www.purplerooft.com - Site Info
5. [GayRes.com](http://www.gayres.com)
www.gayres.com - Site Info

In addition, Alexa randomly selects a smaller site within each category and displays them in the Reviewers Rave section, as follows:



Reviewers Rave
Glowing reviews from people like you.

Lesbianation
Latest travel destinations, sports, entertainment, business and health news for the lesbian community.
Avg. User Review: ★★★★★
www.lesbianation.com - Site Info

[See all reviews for this site...](#)

Thus allowing you to discover sites you may not otherwise have noticed.

To sum it up, you can select a category and analyze which sites are the top ranked sites in that category, and get a better understanding of each individual web site's traffic patterns. This allows you to make a better informed decision when selecting which sites to advertise on or partner with.

So what is the most popular category of gay sites online? Well, that's easy: **Personals** and **Adult**. Adult has always been a strong category in the gay (or straight) online market, with the trend moving away from retail sales of adult videos, to DVDs and pay per view streaming video. The same is true for personals, which started in the old days with gay chat rooms on AOL and migrated to the Internet on Gay.com. Sites with personals, ranging from PlanetOut.com and Gay.com to GaydarGuys.com and M4M-World.com, have some of the strongest traffic trends in the online gay & lesbian community.

Next come **Shopping** and **News**. Shopping is dominated by sites such as TLAVideo.com, 10Percent.com and BuyGay.com. In news, sites such as Advocate.com and 365Gay.com take the lead and have strong traffic rankings and reach.

So depending on your own individual needs, including the types of sites

you wish to advertise or partner with, and having the knowledge of which sites are strongest in all areas of the online gay & lesbian market, starting with Alexa.com is the best first step to getting the information you need. It's quick, easy and incredibly effective at giving you the research you need accurately and promptly!

Banner Ads Come in All Shapes and Sizes

The Interactive Advertising Bureau (IAB) has published seven new Interactive Marketing Unit (IMU) ad formats - two vertical units and five large rectangular units. These new voluntary guidelines join the roster of recommended guidelines that the IAB already has in place. These units are currently being introduced by Web publishers and are designed to enable marketers to utilize greater interactivity as well as expand the creativity in their online messaging.

Current ad standards are:

Rectangles and Pop-Ups

- 300 x 250 IMU - (Medium Rectangle)
- 250 x 250 IMU - (Square Pop-Up)
- 240 x 400 IMU - (Vertical Rectangle)
- 336 x 280 IMU - (Large Rectangle)
- 180 x 150 IMU - (Rectangle)

Banners and Buttons

- 468 x 60 IMU - (Full Banner)
- 234 x 60 IMU - (Half Banner)
- 88 x 31 IMU - (Micro Bar)
- 120 x 90 IMU - (Button 1)
- 120 x 60 IMU - (Button 2)
- 120 x 240 IMU - (Vertical Banner)
- 125 x 125 IMU - (Square Button)
- 728 x 90 IMU - (Leaderboard)

Skyscrapers

- 160 x 600 IMU - (Wide Skyscraper)
- 120 x 600 IMU - (Skyscraper)
- 300 x 600 IMU - (Half Page Ad)

A word about the Google.com Page Ranking System

Google.com also provides a way of measuring a web site's performance and/or ranking, but not in the quantifiable way that Alexa does. Rather, Google.com measures Page Rank in a more general way, which also translates into a web site's overall search performance in Google.com.

More information on this subject has been excerpted here from the Google.com website:

Technology Overview

Google stands alone in its focus on developing the "perfect search engine," defined by co-founder Larry Page as something that, "understands exactly what you mean and gives you back exactly what you want." To that end, Google has persistently pursued innovation and refused to accept the limitations of existing models. As a result, Google developed its own serving infrastructure and breakthrough PageRank™ technology that changed the way searches are conducted.

From the beginning, Google's developers recognized that providing the fastest, most accurate results required a new kind of server setup. Whereas most search engines ran off a handful of large servers that often slowed under peak loads, Google employed linked PCs to quickly find each query's answer. The innovation paid off in faster response times, greater scalability and lower costs. It's an idea that others have since copied, while Google has continued to refine its back-end technology to make it even more efficient.

The software behind Google's search technology conducts a series of simultaneous calculations requiring only a fraction of a second. Traditional search engines rely heavily on how often a word appears on a web page. Google uses PageRank™ to examine the entire link structure of the web and determine which pages are most important. It then conducts hypertext-matching analysis to determine which pages are relevant to the specific search being conducted. By combining overall importance and query-specific relevance, Google is able to put the most relevant and reliable results first.

PageRank Technology:

PageRank performs an objective measurement of the importance of web pages by solving an equation of more than 500 million variables and 2 billion terms. Instead of counting direct links, PageRank interprets a link from Page A to Page B as a vote for Page B by Page A. PageRank then assesses a page's importance by the number of votes it receives.

PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value. Important pages receive a higher PageRank and appear at the top of the search results. Google's technology uses the collective intelligence of the web to determine a page's importance. There is no human involvement or manipulation of results, which is why users have come to trust Google as a source of objective information untainted by paid placement.

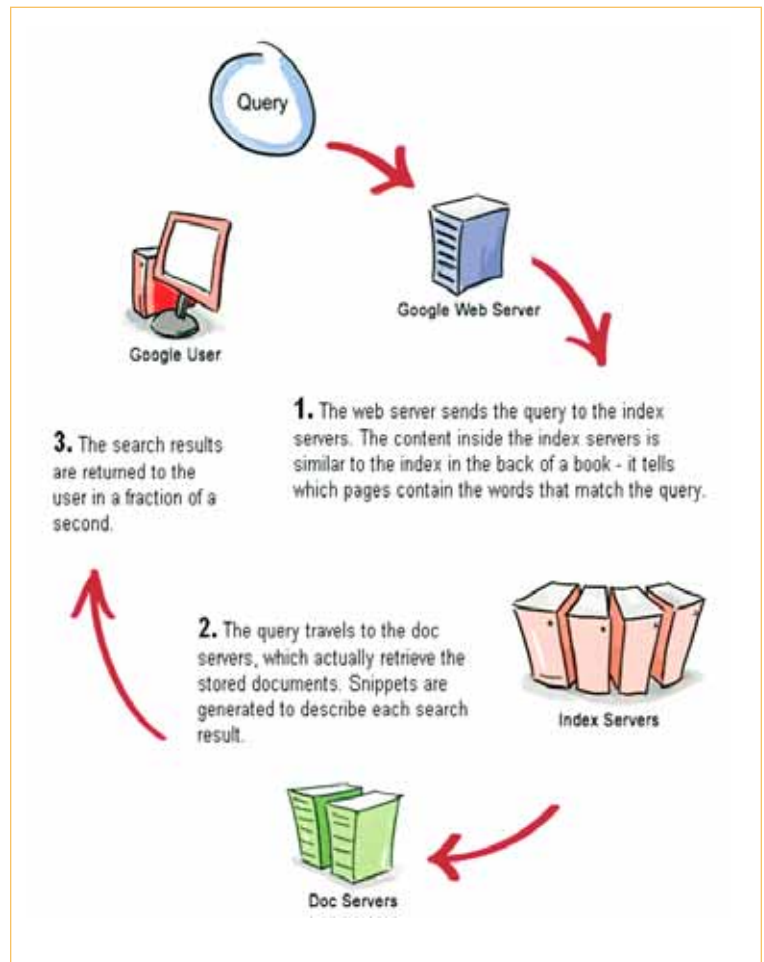
Hypertext-Matching Analysis:

Google's search engine also analyzes page content. However, instead of

simply scanning for page-based text (which can be manipulated by site publishers through meta-tags), Google's technology analyzes the full content of a page and factors in fonts, subdivisions and the precise location of each word. Google also analyzes the content of neighboring web pages to ensure the results returned are the most relevant to a user's query. Google's innovations don't stop at the desktop. To bring its accurate and speedy search results to users accessing the web through portable devices, Google also pioneered the first wireless search technology for on-the-fly translation of HTML to formats optimized for WAP, i-mode, J-SKY, and EZWeb. Currently, Google provides its wireless technology to numerous market leaders, including AT&T Wireless, Sprint PCS, Nextel, Palm, Handspring, and Vodafone, among others.

Life of a Google Query

The life span of a Google query normally lasts less than half a second, yet involves a number of different steps that must be completed before results can be delivered to a person seeking information.





Media Spotlight

General Information

Gender: 99% Male
Average Age: 33

Description: *GayWebMonkey Magazine* - a fun and irreverent look at what's cool and what's new on the Gay & Lesbian Internet! Bringing you stories that help you to find gay & lesbian sites and resources online, each issue focuses on key topics of interest, including Dating, Shopping, Vacation Travel and much more.

In addition, we have features for businesses large and small focusing on how to best maximize the Internet for your online success. We also bring you stories on what's new and hip in today's fast-paced computer technology.

What Is The GayWebMonkey?

A very cost-effective way to reach a minimum of 125,000 readers (print readership factor: 2.5) who are different from the subscribed readers of other gay & lesbian magazines. *Different, you say... different how?* Well, for one, most magazines of this quality are subscriber-based only... we're not. We are a FREE, full-size, full-color national magazine with a subscriber option only (*for those who live too far away from our distribution points to pick it up*). In addition, our target market is different. We focus on Technology & the Gay Internet vs. News, Lifestyle and other topics typical of most gay & lesbian magazines. Lastly, our web site allows for FREE PDF download of every issue and is receiving tremendous viewership, (*search engine placement is high*), thus maximizing the print ad performance of our advertisers.

Cities Receiving Free Physical Distribution:

- (Bars, Clubs, Restaurants and G/L Businesses)
- Los Angeles/West Hollywood/Long Beach/Valley
- Palm Springs & San Diego
- San Francisco & Sacramento
- Manchester and London, UK
- Phoenix/Tucson & Las Vegas
- Austin, Dallas & Houston
- New Orleans
- Toronto & Montreal
- Boston
- New York
- Philadelphia
- Miami, Ft. Lauderdale
- Orlando, Tampa & St. Petersburg
- Vancouver, Seattle & Portland
- Washington, DC
- Columbus & Chicago
- Atlanta
- Denver



Print Specifications

Dimensions: 8.25" x 10.5"

Circulation: 50,000

Readership: 125,000

Average # of Pages: 48

Print Frequency: Quarterly

Quality: 80 lb. gloss white cover;

60 lb. gloss white inside

Distribution: In addition to the distribution details below, we also promote and distribute via the following events:

- Wedding Expos - Los Angeles and Las Vegas
- Business Expo - New York
- Travel Expo - Miami, San Francisco, New York and Los Angeles
- Gay Sports Conference - Boston
- Pride Festivals - US and Canada
- Gay Days - Orlando
- Winter Party - Miami
- White Party - Miami
- Weekend in Oz - Denver



Contact info

Phone
323-512-2922

Fax
323-512-2924

Address
GayWebMonkey Magazine
7336 Santa Monica Blvd. #6L
Los Angeles, CA 90046

Contact
Sales Dept.

Email
info@GayWebMonkey.com

Website
www.GayWebMonkey.com

General Information

Gender: 75% Male, 25% Female
Average Age: 30

Description: Daily gay and lesbian news magazine with emphasis on US, Canada, Europe & Australia, *365Gay.com* is the world's only daily gay newspaper online reaching all segments of the gay and lesbian community.

More people get their gay news from 365Gay.com than from any other source. Publishing 365 days year and updating throughout each day, 365Gay.com is the largest resource of its kind on the internet. From news to entertainment, health to travel, sports to humor 365Gay.com readers get the latest information and commentary affecting their lives.

With political commentators that include Michelangelo Signorile, Rex Wockner and Jack Nichols up to the minute news is augmented by meaningful opinion.



Internet Specifications

Unique Visitors / Month: 395,608
Page Views / Month: 8,706,602
Ad Impressions / Month: 80,971,398
Banner Sizes: 468x60, 125x600

E-Mail Specifications

Number of E-Mail Addresses: 5,000
HTML Formatted E-mails Allowed: Yes
Lead Time to send E-Mails: 2 days
Description: Daily news e-mail update



Contact Info

Phone
 323-512-2922

Fax
 323-512-2924

Address
 365Gay.com
 7336 Santa Monica Blvd. #6L
 Los Angeles, CA 90046

Contact
 Sales Dept.

Email
 info@gaymediaexpress.com

Website
 www.365Gay.com

Print

Although the Internet continues to grow by leaps and bound in media spending, in terms of the advertising dollars spent, gay national print publications remain the dominant form of gay media for most corporate advertisers today.

This chapter refers specifically to national print publications in the US. For international print publications, please see our chapter on **International Gay Media**. For national print publications representing a specific niche such as travel or the Hispanic market, please see our chapter on **Niche Gay Media**. For regional print publications, please see our chapter on **Regional Gay Media**.

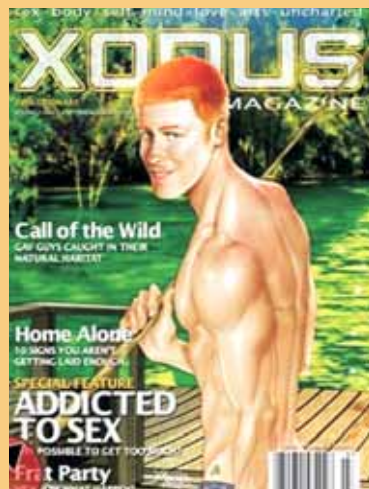
The leader in this market is one of the true pioneers in gay men's fash-

ion and entertainment – **Out Magazine**. Recently purchased by **LPI Media**, *Out Magazine* leads in number of advertising pages, and its distribution in terms of overall circulation and subscriber base is one of the strongest.

LINK: www.Out.com

Not far behind is **Instinct Magazine**. Instinct has been awarded the prestigious Maggie Award for Best Alternative Lifestyles Magazine an unprecedented two years in a row for both 2003 and 2004. Excerpted from the Instinct Magazine media kit, they are referred to as a clever mix of *Details* and *Jane* for gay men, and the authoritative lifestyle source for today's young, gay trendsetters. Instinct's vision is to provide readers with a broad range of resources: from travel and entertainment, to fashion and home, to cars and health and fitness. While they entertain, enlighten and laugh with their readers, they do not preach to them. They want their readers to enjoy life and have a good laugh while reading Instinct.

LINK: www.InstinctMagazine.com



Also published by LPI Media is **The Advocate**, also a pioneer in gay & lesbian print media, with an edge towards hard-hitting news and relevant articles keeping gays & lesbians up-to-date on current events and issues nationwide. Published biweekly, *The Advocate* has evolved over the years to become one of the key sources of national news found online and in print.

LINK: www.Advocate.com

GENRE is the complete lifestyle sourcebook for gay men. Every month, the magazine throws a spotlight on the hottest, the freshest and the best -- in entertainment, the arts, fashion, home design, automotive, technology, health and fitness, grooming and travel. Their readers are smart, stylish and tuned in. They're leaders. The magazine engages them by looking at the world through their eyes and speaking to them in their own language. Loaded with intelligence, insight and an irreverent wit, **GENRE** is for the man who's a lot more than just out.

LINK: www.GenreMagazine.com

In the world of gay & lesbian youth, we have **Xodus Magazine**. Set against a backdrop of hot guys, stories and the latest cutting edge gadgets, gizmos and trends, *Xodus Magazine* has taken the leap as one of the first publications to promote communication between gay generations. Divided into seven sections (Uncharted, Mind, Sex, Body, Love, Arts and Self), *Xodus* covers the gamut of issues and topics.

LINK: www.XodusMag.com

A recent addition, with its first issue debuting in December 2004, is **YGA Magazine**. *YGA*, which stands for Young Gay America, is designed to help advertisers specifically target gay & lesbian youth, touting this group as one of the most influential demographics today. *YGA* comes from a three-year base of interviewing young gays & lesbians for their popular website, *YoungGayAmerica.com*. Building on a base of reputation

and loyalty, *YGA* decided to leverage these relationships and content into their new magazine.

LINK: www.YGAmag.com

A recent addition to the national gay magazine front is **GayWebMonkey Magazine**, a fun and irreverent look at what's cool and what's new on the Gay & Lesbian Internet! Bringing their readers stories that help them find gay & lesbian sites and resources online, each issue focuses on key topics of interest, including Dating, Shopping, Vacation Travel and much more. In addition, they also have features for businesses large and small focusing on how to best maximize the Internet for their online success. They also bring their readers stories on what's new and hip in today's fast-paced computer technology.

Distribution of this magazine is unique in that it is freely available in bars, restaurants and bookstores across the US and Canada. It's also available as a paid subscription for those wishing to have it mailed to them directly. Lastly, in addition to being present at a variety of events throughout the country, it's also available as a free PDF download from their website as well, thus maximizing its distribution potential.

LINK: www.GayWebMonkey.com

An interesting niche publication serving the gay & lesbian community is **The Gay & Lesbian Review Worldwide**, a bimonthly journal of GLBT arts, culture and politics. The mission of *The Gay & Lesbian Review Worldwide* is to provide a forum for enlightened discussion of issues and ideas of importance to lesbians and gay men; to advance gay and lesbian culture by providing a quality vehicle for its best writers and thinkers; and to educate a broader public on gay and lesbian topics. Founded in 1994, the Review seeks to fill a void in gay & lesbian literary culture, offering the best writing and thinking the gay culture has to offer.

LINK: www.GLReview.com

Recent new magazines making their debut include **Pride Magazine**, based out of Albuquerque. Published bi-monthly, *Pride Magazine* covers the gay & lesbian community from research to poetry and from fiction to news and editorial.

LINK: www.MyPrideOnline.com

In the lesbian world, there are several key publica-



tions serving this market. First and foremost is **Curve Magazine**, one of the pioneering leaders in national lesbian print media. *Curve Magazine*, based in San Francisco, spotlights all that is fresh, funny, exciting, controversial, and cutting edge in the lesbian community. *Curve* also brings the latest in lesbian-related celebrity interviews, news, politics, pop culture, style, travel, social issues and entertainment.

LINK: www.CurveMagazine.com

Right beside *Curve Magazine* is **Girlfriends Magazine**. Founded in 1994, *Girlfriends Magazine* is filled with news, commentary and entertainment, and is known for its celebrity coverage and its innovative annual features.

LINK: www.GirlfriendsMag.com

On a more regional front, **She Magazine** is one of the leading lesbian magazines in the Southeast US. Based in Florida, *She Magazine* has built a reputation for high quality editorials and the very best featured columnists. They also offer a wide variety of celebrity interviews including Melissa Ethridge, Angelina Jolie, Queen Latifah and more.

LINK: www.SheMag.com

Based out of New York, **Velvet Park Magazine** is a thought-provoking, outrageous, sexy, trail-blazing magazine for urban lesbians, feminists and the gay men who adore them. *Velvet Park* presents the issues, events and people that define our times. A visual and literary garden – Velvet Park is dyke culture in bloom.

LINK: www.VelvetParkMagazine.com

Based out of Los Angeles and celebrating over 29 years as the longest-running national lesbian publication, **Lesbian News** continues to be one of the strongest free print publications serving the lesbian community. Primarily focusing on Southern California, *Lesbian News* has taken the lead in providing informative news and articles related to the lesbian community at large.

LINK: www.LesbianNews.com

From Canada comes **Desire Magazine** and from Sydney, Australia comes **Lesbians on the Loose Magazine**.

LINKS:

- www.LOTL.com

- www.DesireMag.com

Media Spotlight



General Information

Gender: 99% Male
Average Age: 29
Average HHI: \$73,000

Description: Savvy stories, hot men and even hotter artwork - this winning combo propelled *Xodus Magazine* to the top of the magazine racks, making it the best selling gay debut of 2002. Giving young gay men a chance to learn about their history with a strong focus on the future, *Xodus Magazine* is an entertaining look at the world of gay men today. Cleverly divided into seven sections (Uncharted, Mind, Sex, Body, Love, Arts and Self), there's something for everyone in *Xodus Magazine*. *Xodus Magazine* will be seen and distributed at more than 100 events worldwide in 2005, including pride celebrations, business expos, club events, cruises, film festivals and private parties.

Internet Specifications

Unique Visitors / Month: 50,000
Page Views / Month: 250,000
Ad Impressions / Month: 1,777,095
Banner Sizes: 468x60, 125x60, 125x600



E-Mail Specifications

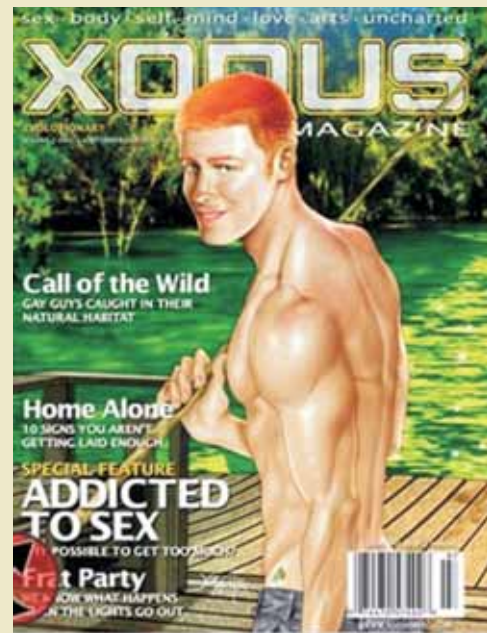
Number of E-Mail Addresses: 15,000
HTML Formatted E-mails Allowed: Yes
Lead Time to send E-Mails: 2 days
Description: Strong list targeting niche 20-something demographic; opt-in list generated by our online magazine and retail sites.

Print Specifications

Dimensions: 8.25" x 10.5"
Circulation: 30,000
Readership: 110,000
Average # of Pages: 78
Print Frequency: Bi-Monthly
Quality: 80 lb. gloss white cover;
60 lb. gloss white inside

Distribution: *Xodus Magazine* is best found in Waldenbooks, Borders Books and Tower Records, and is available in most specialty and niche bookstores. Available on six continents and in all 50 states.

In addition to bookstore distribution, *Xodus* is available wherever *Xodus USA* products are sold, allowing for an opportunity to market the magazine to a completely unique customer base. *Xodus Magazine* enjoys a sell-through rate of nearly twice the national average. With newstand sales averaging 38-40%, *Xodus* averaged a 70% sell-through in 2004, a feat most gay titles take years to accomplish.



Contact info

Phone
619-234-0777

Fax
619-234-0123

Address
Xodus Magazine
1425 Russ Blvd.
San Diego, CA 92101

Contact
Ross Von Metzke

Email
editor@xodusmag.com

Website
www.XodusMag.com



sex · body · self · mind · love · arts · uncharted

XODUS

EVOLUTIONARY
VOLUME 2 ISSUE 3 • FEB-MARCH 2004

sex · body · self · mind · love · arts · uncharted

XODUS

EVOLUTIONARY
VOLUME 2 ISSUE 2 • MAY-JUNE 2004

MAGAZINE

Love By Numbers
SEVEN WAYS TO SNAG A MAN

You've Been Tech
GADGETS AND TOYS FOR 2004

Bare Essentials
SHOCKING STATS ON AN AGE-OLD F

New Year, New You
TIPS FOR TONING UP THAT BO

On The Surface
XODUS PORES OVER SOME
ESSENTIAL SKIN SECRETS

SWEETEST SIN
SEX SO GREAT YOU'LL BE BEGGING FOR MORE

Who's Your Daddy?
GAY FATHERS AND SONS TELL THEIR STORIES

Live From Sundance
15 FACES TO LOOK FOR IN 2004

\$4.95 USA \$6.95 CANADA



WWW.XODUSMAG.COM

Get out of the old and into what's next!

XODUS

www.xodusmag.com

Some Advertising Guidelines and Definitions

To provide some sort of general guidelines for advertising rates, we offer the following. Online, **the average CPM** (cost per thousand ad impressions) rate is \$10 for gay & lesbian websites. It can vary a bit lower or a bit higher, depending on the focus of the website, the placement of the advertising in the website, and the placement of that ad on the web page. Also, online advertising is not sold in groups of 1,000 ad impressions, however, as an ad buy could theoretically be as low as \$10, not really practical for a website to deal with. Most advertising online is sold at a minimum of \$500 per month and can go as high as \$10,000 per month or more, depending on the size and traffic of the website.

Generally, the more focused and targeted a website is, the less traffic it will receive. The flip side to that, however, is that the traffic to that website is considered **Premium** to the right advertiser seeking that website's online viewers. Thus, the CPM rate will typically be above average, but the overall ad buy will be smaller, on the order of \$1,000 to \$5,000 per month. The more general a website is, typically the lower the CPM rate. The most general of sites such as *Yahoo.com*, *MSN.com* and others will often sell their banner ad inventory for \$1.00 - 2.00 CPM for what is called **"run of site"** advertising (banner ads that rotate all throughout different, random portions of the website). Also, the placement on the website's page can affect the CPM rate as well. Top-level, **"above the fold"** placement in a website often commands a premium CPM rate, while banner ads placed lower down on the web page will sell for less. Banner ads placed in chat rooms and online personals often are sold at a low CPM rate, as the click-through rates for such placements are often quite low (the online web surfer is searching for a friend, date, hook-up, or more, not a music CD!).

In print, the effective CPM rate is much higher. For a typical gay newspaper or magazine, a full-page black and white ad would run approximately \$1,000 (street price, not published rate). Typical print runs are 20,000, so for \$1,000, a company's ad would cost \$50 CPM. National color print publications can typically offer a print run of 50,000, but at a higher rate of \$3,000 - 5,000 per full page ad. So at \$4,000 for a full-page ad with a 50,000 print run, the effective CPM would be \$80.

National publications can often offer a better guarantee of an ad impression being seen by the gay consumer, however, as local gay publications are often given away for free at local bars, bookstores, restaurants and other key drop-off locations. Some of the publications are printed in just the right amounts so that by the end of the week or the month, there are none left in the racks. Other publications, however, don't move much at all! In addition, the publisher may print 50,000 and charge for advertising accordingly, but may end up throwing more than half away in the

trash as they weren't picked up by consumers. This is an important concept for advertisers to understand, as they should get a feel for how a free publication is going to perform for them based on its distribution performance during the course of the week (or the month for monthly publications) before advertising. If it's good, the publication will obviously run out during the course of the week at a variety of drop off locations... if it's weak, the publications will just sit there day in and day out, not performing for anyone and wasting precious advertising dollars.

What is a CPM? CPM stands for Cost Per Thousand... it is an advertising industry standard used to price out how much it costs to deliver 1,000 ad impressions in any type of media (Internet, Print, Television, etc.). Thus, if it costs an average of \$10 CPM on any given web site, that indicates that the cost to deliver 1,000 ad impressions on that site is \$10.

What is an Impression? An ad impression is a way of measuring how many times your ad is viewed by someone online. A typical site may have 10 pages, and if your banner is on the top of all 10 of those pages, and one site visitor views all 10 pages, then you have received 10 ad impressions for that 1 person's visit. If 1000 site visitors do the same thing in one month, you will have received 10,000 ad impressions. If the site's CPM was \$10, then you would have paid \$100 for those 10,000 ad impressions to reach 1,000 people.

What is a Click-Through Rate? For each person who views your banner ad online, only a select few will actually click on the banner to go to your website. Those that do are counted as a "click through" to your site. A well-placed banner ad can get a click-through rate as high as 5%. In general, however, click-through rates are 1% or less, depending on the quality of the banner ad and the product or service being promoted. There is something to be said for branding with online banner ads, however, as ads in other mediums such as print or television are typically unable to count how many people respond, and thus rely on other, softer means of measuring an ad's performance.

What is a Hit? Nothing! Every server measures "hits" differently and as a means of measuring a website's performance, is meaningless. What is important are how many **visitors** a site gets, how many **"unique visitors"** a site gets (one person may visit 4 times per month, and how many **page views** a site gets (how many web pages are viewed in any one site). If a web page has 4 ads, then every page view equals 4 **ad impressions**.

Reaching the gay market may not be as easy
as reading the writing on the wall.

YOU 1

CAN SEE 2

THE 10% 3

BUT CAN 4

THEY SEE 5

YOU? 6

Creative Ad Concepts | Media Planning
Gay Consultants, Inc. | info@gayconsultants.com | +1 (617) 953-1701



E-Mail

Similar to direct mail, there are not a lot of companies offering gay & lesbian e-mail services, although this is still one of the hottest growth areas in marketing over the past few years. Marketers have learned how to access opt-in e-mail lists of almost any demographic they may be looking for, and can quickly and easily get their message out in a well-designed HTML e-mail format.

The recession earlier this decade helped as well, as marketers were left with smaller budgets from which to work with, and had to get creative with those few ad dollars they had left. Mass advertising, including television and general print, suffered while targeted advertising grew. This kind of "forced" acceptance of targeted advertising gave online and direct e-mail the boost that was needed, as marketers learned how effective this medium could be for getting the message out quickly, receiving a quantifiable (and often high) response rate and containing costs. Different messages could be tested and the results tallied immediately to determine the best marketing strategy to move forward with using e-mail.

Today, this medium still has its limits as SPAM becomes one of the biggest hurdles from which e-mail marketers must overcome. As more and more spam fills recipients e-mail boxes, getting a legitimate marketing message to these folks becomes more and more of a challenge. Even with the CAN SPAM act in place, the fact that consumers are being deluged with unwanted e-mail is still a problem to be overcome in the months and years ahead.

HIM Corp, the publisher of this guide, has one of the largest opt-in gay & lesbian e-mail lists available today exceeding 1,000,000, with the ability to select recipients based on zip code range, niche affinity group (traveler, sports fan, parent, etc.) and on a limited basis, HHI, Education and age. These lists are derived from membership databases spanning a wide variety of gay & lesbian websites including *GaySports.com*, *ProudParenting.com*, *GayWired.com* and more.

In addition, **Gay.com** and **PlanetOut.com** also offer a sizeable e-mail list, as well as most of the web sites featured in other chapters of this guide.

provide lists based on retailing and e-commerce, charitable donors, gay travelers and more to companies wishing to utilize their direct mail services.

LINK: www.TMS-ny.com

For over 20 years, **Metamorphics Media** has been the pioneer and leader in gay and lesbian list marketing. *Metamorphics Media* manages over 40 lists, with 2.5 million of the most responsive and diverse GLBT names on the market.

Clients have included virtually every non-profit organizations in the nation, numerous elected officials, national and local publications, major catalog marketers, major consumer driven companies including more than two dozen fortune 500 firms.

LINK: www.DunnDirect.com

Characteristics of the Gay and Lesbian Market for Direct Mail - by Triangle Marketing Services (TMS, Inc.)

Definition:

It is important to distinguish that the gay and lesbian market is defined as those out-of-the-closet and self-identified gay men and lesbians who have emerged as a targetable market because of their consumer behavior. By the very act of subscribing to gay magazines, donating to gay causes, or buying products from gay catalogs, these individuals have emerged from those who may simply be homosexual in orientation to form a distinct consumer group.

National in Scope:

Gays and lesbians are truly everywhere in the American landscape. Recent 2000 Census analysis showed that self-identified same-sex couple households exist in 99% of all US counties. Nonetheless, the gay and lesbian population continues to be especially concentrated in large urban centers. Almost every major American city possesses distinct gay and lesbian neighborhoods. These would include such widely-recognized examples as New York's Chelsea and San Francisco's Castro districts. In addition, at least ten major gay and lesbian resort areas, such as Provincetown, Massachusetts and Palm Springs, California also play an important role in establishing and defining gay and lesbian identity.

Qualified:

Consumer lists available in this field are characterized by high income and education levels, as well as above average credit card ownership. All are derived from active and recent subscriber, donor or product purchase information. No compiled lists exist in this field. Gay men and lesbians travel widely for business and for pleasure, pursue sports and other active leisure time activities, attend theater, collect art and buy books and CDs at high levels. They purchase clothing, housewares, gifts, subscriptions, and many other consumer products by mail and phone.

Targetable:

The gay and lesbian consumer is able to be reached effectively through direct response advertising, especially through targeted mailing lists and outbound e-mail. There are also numerous alternative media opportuni-

Direct Mail

In this market, there are two distinct companies specializing in the gay & lesbian market, **Metamorphics Media** and **Triange Marketing Services (TMS, Inc)**. **TMS**, founded in 1995 in New York City as a full service mailing list firm specializing in the gay & lesbian market, is recognized as the leader in its field. *TMS* provides access to the Gay and Lesbian Market through direct response both to gay and lesbian organizations and to mainstream marketers interested in reaching this high-income responsive consumer market.

TMS offers list brokerage and list management services, and is able to



US STATES, RANKED 1 to 50 - January 2004

Rank	State	Rank	State
1	California	27	Nevada
2	New York	28	South Carolina
3	Florida	29	Kentucky
4	Texas	30	Oklahoma
5	Illinois	31	Alabama
6	Pennsylvania	32	New Mexico
7	Ohio	33	Utah
8	New Jersey	34	New Hampshire
9	Massachusetts	35	Hawaii
10	Georgia	36	Kansas
11	Virginia	37	Rhode Island
12	Washington	38	Iowa
13	Michigan	39	Arkansas
14	Arizona	40	Maine
15	North Carolina	41	Nebraska
16	Colorado	42	Delaware
17	Maryland	43	Mississippi
18	Minnesota	44	West Virginia
19	Indiana	45	Vermont
20	Missouri	46	Idaho
21	Tennessee	47	Alaska
22	Wisconsin	48	Montana
23	Connecticut	49	South Dakota
24	Oregon	50	Puerto Rico
25	Louisiana	51	North Dakota
26	Washington, DC	52	Wyoming

Based on analysis of online membership through a wide variety of gay & lesbian web sites, including *GayWired.com*, *LesbianaNation.com*, *GaySports.com*, *ProudParenting.com* and others, we have ranked the US states from 1 to 50 where gay & lesbian members reside, including Washington, DC and Puerto Rico.

Direct Marketing Association (DMA)

Founded in 1917, the Direct Marketing Association (DMA) is today the largest trade association for businesses interested in direct, database, and interactive global marketing, with about 5,200 member companies from the United States and 44 foreign nations on six continents.

Both consumer and business-to-business marketers are the users of direct marketing techniques. These marketers employ a number of media, including telephone marketing, catalogs and other direct mail pieces, television, radio, newspaper, magazines, and the Internet to market directly to their customers. The suppliers, of course, are those companies that provide users with supplies and services.

The DMA shapes the way that organizations apply direct/interactive marketing methods to all marketing, sales and customer service activity. Their mission is to encourage the education, growth and profitability of their members and their adherence to high ethical standards.

LINK: www.The-DMA.org

ties targeted to the gay consumer including gay media placements, gay card packs as well as gay product catalog insert programs. Not only are these consumers responsive to targeted advertising in their own media and in the mail, but they are also socially motivated consumers with proven history of donating to a wide variety of political and philanthropic causes.

Dinks:

Double income, no kids: A significant percentage of gay men and lesbians possess high disposable income because they have few of the financial burdens associated with raising a traditional family. Therefore, they enjoy the economic independence to travel, buy high-ticket consumer goods and pursue a generally affluent, urban lifestyle.

Distinctive Social and Consumer Behavior:

Through a continuity of lifestyle, shared experiences and interests, as well as for many, the sharing of gay urban neighborhoods, gay men and lesbians form a unique and cohesive consumer group. Because of their prominent positions in the fields of fashion, design, media and the arts, gay men in particular occupy a special sphere of influence in shaping national consumer tastes and trends.

Joiners and Belongers:

Gay men and lesbians help to shape their powerful identity through their strong tendency, not only to live, shop and socialize distinct urban neighborhoods, but also to organize and belong to hundreds of gay and lesbian business, social, sports, arts, political, religious and other groups.

An Affluent, Growing Market:

The past decade has seen an explosion of new magazines, catalogs and not-for-profit fundraisers within the gay and lesbian market. More and more gay and lesbian firms are acquiring customers and entering the field of direct response. As these firms grow, they are generating sizable lists and making them available for rental and exchange.

There are now over 5,000,000 gay and lesbian names on the rental market. *TMS Management* represents 3,000,000 names on mailing lists and on out-bound e-mail files.

More Mainstream Marketers Targeting These Affluent Consumers.

Every year, more mainstream direct marketers are discovering the good business sense of targeting gay and lesbian consumers. Not only are these lists new to the market, they contain consumers that respond to a wide range of offers.

Major mailers are placing highly successful continuation orders in the following categories:

- Book and CD Clubs
- Magazine Subscriptions
- High-ticket Apparel, Gift and General Merchandise Catalogs
- Socially-Conscious Fundraisers
- Financial Services and Credit Cards
- Theater, Dance and Opera Companies.

America's Top 100 Gay and Lesbian Direct Mail Zip Codes 2004

Rank	City	State	Zip
1	New York	NY	10011
2	San Francisco	CA	94114
3	Los Angeles	CA	90046
4	West Hollywood	CA	90069
5	Washington	DC	20009
6	Chicago	IL	60640
7	Chicago	IL	60657
8	San Diego	CA	92103
9	Dallas	TX	75219
10	New York	NY	10014
11	New York	NY	10003
12	Chicago	IL	60613
13	New York	NY	10025
14	Miami	FL	33139
15	San Francisco	CA	94102
16	San Francisco	CA	94131
17	San Francisco	CA	94117
18	New York	NY	10036
19	New York	NY	10019
20	New York	NY	10024
21	San Diego	CA	92104
22	Palm Springs	CA	92262
23	Boston	MA	02118
24	Seattle	WA	98122
25	Chicago	IL	60660
26	New York	NY	10021
27	Atlanta	GA	30324
28	Seattle	WA	98102
29	Palm Springs	CA	92264
30	New York	NY	10016
31	Atlanta	GA	30309
32	Houston	TX	77006
33	San Diego	CA	92116
34	Ft Lauderdale	FL	33304
35	Los Angeles	CA	90027
36	Long Beach	CA	90802
37	New York	NY	10001
38	Los Angeles	CA	90068
39	Denver	CO	80218
40	Atlanta	GA	30308
41	Los Angeles	CA	90048
42	San Francisco	CA	94109
43	San Francisco	CA	94115
44	New York	NY	10009
45	Ft. Lauderdale	FL	33334
46	Los Angeles	CA	90036
47	Brooklyn	NY	11201
48	Brooklyn	NY	11215
49	New York	NY	10010
50	Los Angeles	CA	90026

Rank	City	State	Zip
51	Cathedral City	CA	92234
52	Los Angeles	CA	90028
53	Cleveland	OH	44107
54	Boston	MA	02130
55	Boston	MA	02116
56	Chicago	IL	60626
57	Philadelphia	PA	19147
58	New York	NY	10022
59	New York	NY	10128
60	Atlanta	GA	30306
61	Ft Lauderdale	FL	33309
62	Long Beach	CA	90803
63	Washington	DC	20005
64	Denver	CO	80206
65	Chicago	IL	60610
66	Los Angeles	CA	90039
67	Denver	CO	80203
68	Ft Lauderdale	FL	33311
69	Minneapolis	MN	55403
70	Ft Lauderdale	FL	33308
71	Key West	FL	33040
72	Columbus	OH	43201
73	Studio City	CA	91604
74	Chicago IL	60614	
75	Minneapolis	MN	55408
76	Washington	DC	20002
77	New York	NY	10012
78	Ft Lauderdale	FL	33312
79	Jersey City	NJ	07302
80	Dallas	TX	75204
81	Laguna Beach	CA	92651
82	Kansas City	MO	64111
83	Washington	DC	20008
84	Austin	TX	78704
85	Miami	FL	33138
86	Philadelphia	PA	19107
87	Philadelphia	PA	19103
88	Provincetown	MA	02657
89	San Antonio	TX	43215
90	Orlando	FL	32803
91	Oakland	CA	94610
92	Washington	DC	20003
93	Minneapolis	MN	55407
94	Denver	CO	80220
95	Arlington	VA	22204
96	Ithaca	NY	14850
97	Jackson Heights	NY	11372
98	Forest Hills	NY	11375
99	Long Beach	CA	90814
100	Chicago	IL	60611

"US Top 100 Gay and Lesbian Zip Codes 2004" is derived from analysis of incidence on the 448,933 name *Liberation Publications Masterfile*, the largest gay and lesbian direct response mailing list. This list is managed by *Triangle Marketing Services*.

Key Words & Contextual Ads

This category has become one of the hottest growth markets in the general media market today. With firms including **Overture.com**, **Google.com**, **FindWhat.com** and more, companies are able to purchase key word combinations such as "gay travel" and pay only for the click-throughs those ads receive.

The key word combinations are mostly used in the major search engines including **Yahoo.com**, **Google.com**, **MSN.com** and **AskJeeves.com**. When someone does a search for "gay travel", those companies which have bid the highest dollar amount for that key word combination appear first. They only pay if someone actually clicks on the link and goes to their website.

Typical click-through payments average \$0.25 per click, with some going as high as \$5.00 to \$10.00 per click, depending on the key word's popularity. Average monthly budgets for a single site are typically \$100, and typically provide a very qualified viewer, thus justifying this as an important part of many companies marketing mix, whether they are large corporations or small businesses.

Contextual advertising is a variation on this theme, providing these same key word text ads in the body of a story found online. Website publishers can integrate these key words into their sites automatically, so that if a story is about "gay travel to Miami", the contextual key word advertising provided would be related to gay travel in Miami. If someone clicks on the ad, both the website publisher and the search engine company (such as *Google.com*) share the revenue. The advertiser pays a similar click-through payment as he would for a search engine match.

In this space, there are two companies that have focused exclusively on the gay & lesbian marketplace. **GayMediaCenter.com** offers these same contextual, text-based advertising opportunities to advertisers, but only on gay & lesbian participating websites. Thus, an advertiser can purchase a text-based ad targeting "gay travelers" and by tagging his ad in the travel category, ensure that his ad appears only in gay travel websites or websites with a gay travel section. The advertiser can also target by regional gay websites as well.

LINK: www.GayMediaCenter.com

Etineria's Click4Gay program offers similar functionality, allowing advertisers to place text-based key word ads in gay & lesbian search engines and websites. Paying just for the click-throughs, *Click4Gay* allows for a gay-specific alternative to key word ad buys.

LINK: www.etineria.com

The screenshot displays the GayMediaCenter.com website interface. The main heading is "Gay & Lesbian Contextual Advertising" with the tagline "Providing you with unparalleled reach into the Gay & Lesbian Online Community". Below this, it states "Your Source For Buying Contextual, TEXT-BASED Advertising to Reach the Gay & Lesbian Community".

On the left side, there are three login sections: "Media Buyer Login", "Website Owner Login", and "Media Provider Sign Up". Each section includes fields for "Email:" and "Password:", a "Log In" button, and a checkbox for "Enable Auto-Login".

The main content area includes a "Menu" with links to Home, About Us, Contact Us, and Info Request form. It also features a "Registration" section with links for Media Buyer and Website Owner.

Key statistics are listed under "Currently Representing...":

- 673,114,924 Ad Impressions
- 7,030,270 Internet Visitors
- 64,726,201 Page Views
- 912,439 Targeted E-Mails

Demographics include "• 32: Average Age".

A section titled "What is Contextual, TEXT-BASED Advertising?" explains that it is advertising placed which MATCHES the CONTENT of a website. It notes that the system consists of advertising your company with TEXT Online Ads which are placed within our network of gay & lesbian websites. Ads are matched to these sites based on CATEGORY and REGION. Examples include a site dedicated to gay & lesbian youth displaying ads tagged for the Youth Category, and a site dedicated to gay & lesbian Los Angeles displaying ads tagged for the Los Angeles region.

Below this, it states: "You set the amount you're willing to pay per click, and you set the daily budget of how much you're willing to spend each day. Our system does the rest, matching your ads to the appropriate websites in our network."

A "Sample of Contextual, Text-Based Ads" section shows two examples:

- RegenePlus:** Reverse hair-loss with natural botanical treatment backed by FDA regulated research. Guaranteed.
- Photographer:** Better photos get better responses online. Experienced photographer on Capitol Hill.

At the bottom, there is a "Sign Up Today!" section with two columns:

- Media Buyers:** To begin placing your Contextual, TEXT-BASED Advertising, sign up today! [sign up now]
- Gay & Lesbian Website Owners:** Register your website with GayMediaCenter.com in order to begin placement of our Contextual, TEXT-BASED ads on your site. [sign up now]

Events

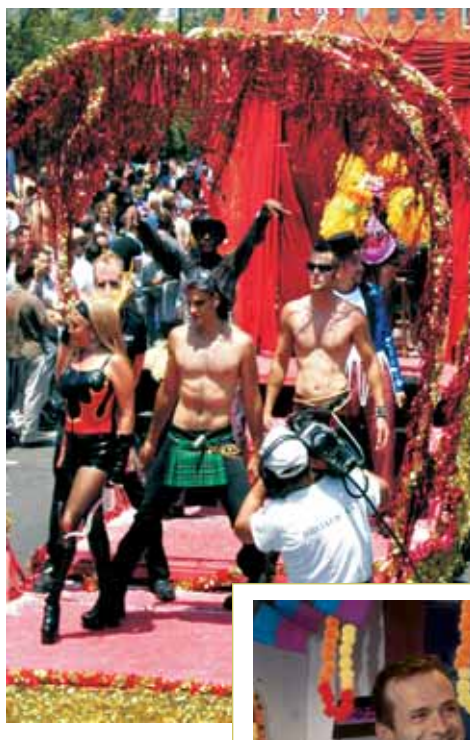
Gay & Lesbian events have become one of the cornerstones in gay & lesbian culture. Beginning with some of the early pride festivals held in cities including New York and San Francisco, gay events have exploded onto the scene with festivities ranging from pride festivals to circuit parties, from gay travel expos to gay erotic expos.

Many marketers, large and small, have found gay & lesbian events some of the best means from which to make direct outreach to gay & lesbian consumers. Companies including *IBM*, *Subaru*, *Citibank* and more have participated in gay & lesbian events, both from a national marketing perspective and more frequently, from a local perspective involving perhaps a local or regional corporate sales and marketing office.

Pride Festivals are by far the largest and most established form of gay & lesbian events held worldwide. They have become a celebration of gay life and often include a parade with floats, a festival with booths and dancing, and a variety of parties held nightly to coincide with the festivities. Marketing opportunities range from sponsorship of a local pride festival event to having a booth at the pride festival itself. Some companies have even put together special pride parade floats including *Altoids* and others, with product placement and hot boys dancing to the beat of pounding music on their float. In addition, companies will often sponsor parties and other events held during the pride festival weekend.

For a complete listing of pride festivals held throughout the world, visit www.InterPride.com. In addition, some of the key pride festivals can be found in our chapter on **Gay Regional Markets**.

There are also key festivals held throughout the world that are not quite pride festivals, but have a very strong turnout and are key events



in those markets. Those events include **Chicago's Northalsted Market Days**, **Sydney's Gay & Lesbian Mardi Gras**, **New Orleans Southern Decadance**, **Orlando's Gay Days at Disneyland**, and **Philadelphia's Equality Forum**, which will also be found listed in our **Gay Regional Markets** chapter.

For a more complete general listing of events, **LambdaEvents.com** is a good website to start with, at www.LambdaEvents.com.

A significant number of events are held as fundraisers every year, and include a number of gay & lesbian non-profit organizations. Key among those is the annual **GLAAD Media Awards** held in New York, Washington DC and San Francisco, honoring the year's outstanding representations of lesbians and gay men in the media. *The Human Rights Campaign (HRC)* holds special **HRC Gala Dinners** all throughout the US, bringing together local leaders and often honoring a local individual for their efforts in the gay & lesbian community. Many other events are held around the world and can be found in this guide under their respective **Niche** and **Regional** chapters.

A phenomenon unique to the gay market, and one that can be argued grew into "raves" in the mainstream community, is the infamous **Circuit Party**. Pioneered by such events as **Black and Blue** in Montreal, the **Winter Party** and the **White Party** in Miami, and the **White Party** in Palm Springs, these events exploded onto the gay scene throughout the 1990s and into the 21st century. Mixing a wild weekend of partying and dancing with a fundraiser, typically designed to help local organizations fight the spread of HIV and AIDS, these parties have sprung up in all regions of the world where the gay community is strong. Today, the list of circuit parties is quite numerous, and rather than list them all here, we'll instead focus on some of the larger gay circuit party media entities serving this market and also providing very comprehensive circuit party event calendars.

The pioneer in this market is the publication **Circuit Noise**. Covering circuit parties around the world and providing some of the most complete information on when and where the best parties are, *Circuit Noise* has developed into THE guide for circuit party information.
LINK: CircuitNoise.com

Online, some of the key sites for circuit parties are

JustCircuit.com and **PartyList.com**. Both sites offer extensive circuit party editorial, photo albums and up-to-date circuit party calendars. They also offer circuit party music CDs for sale. These CDs, compiled by such companies as *Centaur Music* and *Masterbeat*, are made for many of the circuit parties held around the world, with each one being identified by both its unique location and DJ.

Popular in the New York City market are **Gay Life, Entertainment and Business Expos**. Two in particular are held each year at the Jacob Javits Center in New York City, the **Gay Life Expo** held in November each year and the **Gay & Lesbian Business and Entertainment Expo** held in late February/early March each year. Both events have become key in reaching gays & lesbians in the greater New York City area and are well attended both with vendors and consumers.

LINKS:

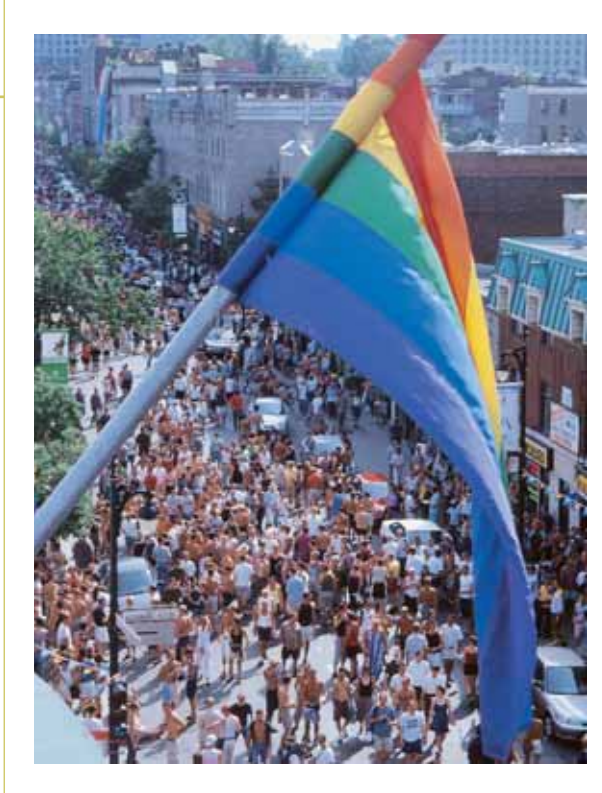
- www.gaylifeexpo.com
- www.rdpgroup.com

These same types of events, typically held indoors at a large convention center space, have been tried with varying success in other parts of the US and Canada. One company taking the lead in Canada is producing the **Same Sex Show** concurrent with **Toronto Pride** in June 2005.

LINK: www.samesexshow.com

Similar to the expos mentioned above, there have been several **Gay Travel Expos** held around the world with varying success. The leader in this market is **Community Marketing's International Gay & Lesbian World Travel Expos** held in cities such as San Francisco, New York, Los Angeles and Philadelphia, adding Montreal, Orlando and Seattle for 2005. These events are focused exclusively on travel, and bring in travel vendors ranging from hotels to airlines, from destinations to travel agents, all there to meet and greet gay travel consumers.

A small but growing sector in the **Marriage and Weddings** events category is the **Gay Wedding Expo**. Taking the lead in this is the **Rainbow Wedding Network**, with wedding expos recently held in San Francisco and Atlanta, with upcoming venues to include Boston and other key areas on the map when it comes to gay & lesbian marriage and wedding ceremonies.



In New York, the **Same Sex Wedding Expo** will hold its event from within the larger **Gay Business and Entertainment Expo** at the Jacob Javits Center.

In Canada, there is the **Same Sex Wedding Show**, part of the larger **Same Sex Show**, offering the usual array of exhibitors in traditional wedding options, but also featuring a RED ZONE for marital aids and erotic accessories! The fashion shows will be an entity all to themselves, with leather and lingerie rotating stage time between traditional-wear wedding gowns and tuxedos!

LINKS:

- www.RainbowWeddingNetwork.com
- www.SameSexShow.com
- www.SamSexWeddingExpo.com

In the category of **Sports**, there are many event opportunities available. All across the US and around the world, there are gay teams, both formal and informal, forming leagues and participating in all aspects of sports ranging from softball to tennis, running to wrestling. Some of the largest of these include the **Gay World Series**, the **North American Gay Volleyball Association** and the **International Gay & Lesbian Aquatics Association**, just to name a few, with tournaments held annually in different parts of the country. For these events, sponsorship opportunities abound for companies wishing to support these teams at various levels of financial commitment.

LINKS:

- www.series2005.org (Softball)
- www.nagva.org (Volleyball)
- www.igla2005.org (Aquatics)
- www.nagaaa.org (Athletics)
- www.igra.com (Rodeo)



Two of the largest international sports competitions held today are in the gay & lesbian sports community, the **Gay Games** and the **OutGames**, each held every 4 years in different cities throughout the world. The **Gay Games** are part of the **Federation of Gay Games**, while the **OutGames** are part of the more recent **Gay & Lesbian International Sport Association (GLISA)**. The next games are both to be held in 2006, while the following games locations are both being bid on for 2009 for the **OutGames**, 2010 for the **Gay Games**. The locations for 2006 are Chicago for the **Gay Games**

and Montreal for the *OutGames*, two cities with strong reputations for holding gay events.

LINKS:

- www.gaygames.com
- www.gllsa.org
- www.glaf.org
- www.montreal2006.org
- www.gaygameschicago.org

Gay Rodeos are very popular in some parts of North America, with the **International Gay Rodeo Association** representing this market.

With chapters and events held all throughout the US and Canada, from locations ranging from Edmonton to Phoenix, as well as Los Angeles and San Francisco. The Gay Rodeo began in 1976 at the National Reno Gay Rodeo held in Nevada. Over the following eight years, local rodeo associations were formed in Colorado, Texas, California and Arizona.

LINK: www.IGRA.com

Gay & Lesbian Film Festivals have also become a strong event category, with some of the more established gay & lesbian film festivals including **Outfest** in Los Angeles, **FrameLine** in San Francisco and **Mix** in New York.

For the most comprehensive list of film festivals around the world, check out <http://www.planetout.com/popcornq/fests/>.

At the annual **Sundance Film Festival** held in January in Park City, Utah, the **Queer Lounge** has become a recent addition to the event's festivities, which also include the annual **Queer Brunch**. Serving as both a hospitality suite and networking hub, guests can find information about queer films playing at *Sundance* and the concurrent film festivals, view trailers of festival films, attend panels or just relax. For event sponsorship opportunities, the *Queer Lounge* hosts afternoon cocktail mixers and nighttime VIP events.

LINK: www.queerlounge.org



From **Folsom Street Fair** in San Francisco (and now **Folsom Street North** in Toronto) to the **International Mr. Leather Competition** held annually in Chicago, the world of **leather, bears and their admirers** is quite extensive. The **International Mr. Leather Competition** is now in its 27th year. Held during Memorial Day Weekend in Chicago, thousands of men from around the world, from the experienced to the curious, descend on this city for the competition. In San Francisco, *Folsom Street Fair* touts itself as the world's largest leather event. Located in San Francisco's famous South of Market (SOMA) district, thousands of men come to San Francisco each year for the festival and dances held on the street and in various clubs throughout the area. In Toronto, the revelry continues with *Folsom Street North*, a more recent annual event bringing the world of gay leather to Canada.

LINKS:

- www.IMLR.com
- www.FolsomStreetFair.com
- www.SanFranciscoLeather.com



In the adult world of events, there are several key functions and expos held annually that are very well attended by the gay consumer. The **Gay Erotic Expo**, held in New York for many years and now being brought to other cities including Los Angeles and Miami, is one of the largest gay adult consumer events in the country. Featuring a variety of shows and performances, as well as vendor trade booths being

interspersed throughout the event, this two-day expo is "over the top" year after year, even by New York standards.

LINK: www.GayEroticExpo.com

Radio

Unlike print publications or online media, radio has not seen a tremendous increase in programming specifically aimed at the Gay and Lesbian market. Still, it remains an effective medium to reach gay and lesbian consumers in their cars, their homes, and at work. Below we will explore some of the options in traditional AM/FM broadcasts as well as the high growth areas of online and Satellite radio.

Traditional

Traditional radio stations are those that use the AM and FM airwaves to broadcast their programming to a defined geographic area. It can be further broken down into two distinct categories, commercial radio and public radio. Commercial radio stations make money by accepting advertisements from all manner of businesses and playing them in rotation with their music, news, and talk programming. Public radio stations receive the vast majority of their funding from individual subscribers and sponsors who must meet certain criteria to have their underwriting messages read on the air.

Commercial Music Radio

Since every individual has his/her own taste in music, it is difficult to point out a specific genre of music programming that is specific to the gay and lesbian consumer. Also, these stations are increasingly owned and controlled by a shrinking group of large companies which has made it easier for advertisers to enter multiple markets, but has also limited the number of musical options available to the consumer. This standardization across geographic markets has made gay and lesbian specific programming very rare on commercial radio. There are certain on air personalities in specific markets who publicly support the gay and lesbian community while retaining a large mainstream audience. **Jamie and Danny** of the popular Los Angeles station **Star 98.7** are a good example of this and attract a gay and lesbian following to their program. Some radio stations such as **KROQ** in Los Angeles, also sponsor events at local gay and lesbian nightclubs which increase their visibility to the gay consumer. Ultimately though, commercial music radio does not tend to distinguish between their gay and straight audience.

Commercial Talk Radio

Unlike its music counterpart, talk radio has a long history with the gay community, much of it negative. From right-wing pundits to religious programming, the gay and lesbian consumer is unlikely to be a regular listener to much of what is available on commercial talk radio stations. One exception is the newly founded **Air America Radio**, a liberal talk station that discusses gay and lesbian issues without the homophobic rhetoric found on other stations.

Public Radio Stations

Since Public Radio stations represent a much smaller percentage of what is found on the dial, they are often a combination of music and talk programming. Though their music selections vary from station to station, their talk programming is mostly syndicated via **NPR (National Public Radio)**. One notable exception is **Pacifica Radio**, which is broadcast in 5 major US markets (New York, Los Angeles, Washington D.C., the San Francisco Bay Area, and Houston). They also currently are the home of one of the only GLBT talk shows on broadcast radio. **"This Way Out,"** originating from the Los Angeles based Pacifica radio station **KPFK** was at last count being syndicated to over 150 different radio stations around

the world. The weekly half hour program covers news and issues affecting the GLBT community and has been broadcasting since 1988.

LINK: www.ThisWayOut.org

NPR programming has created a large GLBT following with its even handed treatment of issues affecting the gay and lesbian community and its coverage of important gay and lesbian figures and artists via interviews and entertainment programming. Music on public radio stations has also changed much in the past few years thanks in large part to stations such as **KCRW** in Los Angeles which has sought new and emerging artists and utilized their commercial free format to their advantage. They also boast a large gay and lesbian following in and out of their Los Angeles base thanks to their early adoption of streaming technology (see online radio below). Other *NPR* stations with notable gay and lesbian audiences are **WNYC** in New York, **WGBH** in Boston, and **WXYZ** in Chicago. Underwriting these stations or shows such as **Fresh Air**, **Studio 360**, and **This American Life** remains one of the most reliable ways to reach an educated and affluent gay and lesbian audience on broadcast radio.

As streaming technology has improved and broadband penetration has reached a new peak, traditional radio stations have taken advantage of these developments and have begun to broadcast via the web. According to the numbers released this year by the U.S. government, the number of Americans using fast Internet connections doubled from 2001 through late 2003. Radio stations broadcasting on the West Coast are being heard throughout the country to those out of their geographic region, something which was simply not possible in the past. This has especially proved beneficial to public radio stations such as **KCRW** that recognized this trend early on and have used this as a means to gain paid subscribers.

Online

Since the announcement that **comScore Arbitron Online Radio Ratings** will be creating reports on audience numbers for online radio there has been growing interest from marketers and advertisers in the fledgling medium. There are hundreds of small operations operating so-called "stations" around the world and advertising on these stations can be done either in the form of audio ads or banner ads. What follows is a few of the biggest and best right now, though this list is expected to grow and change as this new medium further develops.

With over 75 Gay and Lesbian oriented stations, **Live365.com** is probably the biggest aggregator of gay and lesbian radio content. Most of these operations are run by individual DJ's as hobbies though some, such as **Everyman's Gay Radio** and **Gay Dance Radio**, are larger scale operations with their own websites and devoted following. The **Outlet Radio Network** also uses this format, and streams such shows as **Circuit Candy**, the **Green Lounge** and the **Christopher Grantham** show online. *Live365.com* also provides tools to search for stations, music, and see statistics on stations of listenership.

LINKS:

- www.OutletRadio.com

- www.GayDanceRadio.com

One of the large internet portal sites has their own online radio offering as a way of attracting and keeping members. **GaydarRadio.com** is one of

the largest and best of these offerings, providing music, news, and entertainment features amongst its programs. These are also broadcast on digital TV, satellite, and digital radio across Europe.



PurePrideRadio.com, or PNN, is another

station that is based out of Palm Springs and has two channels that offer club music, house, and techno to a primarily gay male audience.

Joy.org.au is a Gay and Lesbian radio station in Australia that has been on the air since 1993 and available online to world audiences for the past few years.

Satellite

Probably the most important change in radio this year was the tremendous growth in satellite radio. Between the two major providers, **Sirius** and **XM**, there are over 4 million subscribers currently and that number is expected to grow tremendously over the course of the next year. For Gay and Lesbian audiences this has proven incredibly important as **OutQ**, on *Sirius* Satellite radio, is a network devoted exclusively to Gay and Lesbian content with talk shows during the week and music on the weekends. As this station is available nationwide, this is currently the largest such media property of its kind.

LINK: www.sirius.com/outq/

Since *Sirius* (and Satellite radio generally) is subscriber based, the opportunities for marketers and advertisers are even more limited than they are on public radio stations. Currently some individual sponsorships have been made available and PR opportunities exist within the specific talk shows, but that remains it for now. Since this is still a brand new service, it is expected that the coming year may see changes and further opportunities for marketers. It is also possible that **XM** will add its own Gay and Lesbian programming options as well.

Spotlight on Sirius OutQ

In 2003, SIRIUS Satellite Radio launched the first national 24-hour GLBT radio station in the United States. At present, SIRIUS OutQ 149 is the only gay programming service in the satellite radio space. The station has garnered a rapidly growing audience through it's distribution both over the satellite and via web streaming audio. While all of the 65 pure music channels on SIRIUS are 100% commercial free, SIRIUS OutQ is among approximately 50 talk, news, sports and entertainment channels that the service allows commercial advertising on. Unlike terrestrial commercial talk radio, there is a fraction of the 18+ minutes per hour and SIRIUS OutQ features a maximum of six minutes of ads per hour in a combination of forms: Sponsorships, Spots (:30, :60, :90), and Live-Read Copy or Testimonial. Spot buy clients have included HBO, Morton Salt, Pet Smart, GoToMyPC.com, Verbal Advantage, American Express and Bridgestone. Subaru (the station's first two-year sponsorship account) and Select Comfort are among the advertisers who have taken advantage of sponsorship testimonials by on-air personalities.

SIRIUS OutQ airs 18 hours of talk programming (7 am – 1 am ET) and 6 hours of GLBT-specific music programming (1 am – 7 am ET) every weekday. Weekend programming is largely music and entertainment with plans to introduce some specialized talk programs by Spring 2005. The week-day line-up focuses on a traditional "morning show zoo" in the early morning hours, followed by mid-days and afternoons focused on current events/issues and interviews with a variety of guests. Evenings focus on love, sex and pop culture talk with a heavy entertainment emphasis. And, overnights features the largest library of music across several genres by GLBT artists or bands with at least one openly gay, lesbian, bisexual or transgender member. SIRIUS OutQ News is partnered with The Advocate and is the only 24-hour GLBT newsroom. With more than fifty reporters, plus two full-time and three part-time news anchors, SIRIUS OutQ delivers a five minute newscast at the top of each hour, and makes the reports available on-demand through streaming audio on the Advocate.com web site. In 2004, SIRIUS OutQ also broadcast 12 hours per day from the Democratic National Convention, and seven hours per day from the Republican National Convention. The station also does live broadcasts that can be sponsored by advertisers at events including civil rights dinners, GLBT pride festivals, the annual Creating Change conference, and Gay Days at Disney.



Television and Video

On April 30, 1997 Ellen DeGeneres came out to America in the "Puppy" episode of her now infamous sitcom *Ellen*, forever changing television. Since then gay characters, themes and shows have sprung up attracting audiences both gay and straight alike. From the comedy of *Will & Grace* to the dramatic made for TV movie *A Soldier's Girl*, network television has learned to respect lesbians, gays and transgenders as a valuable part of their audience. Still, it is on cable and satellite television that programmers have truly learned the value of the LGBT community. *Queer as Folk*, now beginning its fifth Season and *The L Word*, in its second, have paved the way for the even more progressive 24-hour networks, including **here!** and **Viacom's** much anticipated **LOGO**. What follows is a look at the options for reaching the gay market in today's fast moving television marketplace.

Traditional National Network Television

CBS, NBC, ABC and FOX are the major players in this arena and each of them has produced shows utilizing LGBT characters or themes over the past several years. Even though none of these programs were created specifically for the LGBT community, gay and lesbian audiences have long adopted shows and characters as their own - from *Wonder Woman* and *Dynasty* to the *WNBA*. This accounts for the fact that *Desperate Housewives* has become a sensation in gay households across America while the more obviously gay-themed *Queer Eye for the Straight Guy* is just as likely to receive a groan as interest from a member of the LGBT community. From *The Simpsons* to *The View*, gay and lesbian audiences have affinities based on camp, art, and culture that entire courses at Ivy League schools attempt to explain. The inclusion of a LGBT character no longer guarantees that gay and lesbian audiences will respond favorably to a program. Moreover, network television judges its shows based on weekly ratings that encompass far more than the attitudes of gays and lesbians toward their products. Shows fall in and out of favor in the general populous as well as in the gay community. The big broadcast networks try to be all things to all people and this has caused many viewers to tune out. Cable TV, satellite TV, DVDs and the Internet have all contributed to the gradual decline of viewership these companies have seen over the past few years. These factors, combined with recent FCC actions, have made it difficult for marketers attempting to approach the gay and lesbian consumer to consider doing so on these networks, even on those shows known to have a large LGBT following. Instead marketers have been looking to the alternatives to bring them their lesbian and gay clientele.



Public Television

Much like its radio counterpart, PBS has been a leader in airing programming specifically aimed at their gay and lesbian audience. One such example is **In the Life**, a monthly news magazine that takes a serious look at the issues LGBT people face in the world around them with the goal of reaching individuals that would otherwise not have access to such information. The program has received critical acclaim for its unflinching approach and has featured gay and gay supportive luminaries such as Harvey Fierstein, Maya Angelou, Wesley Snipes and Sir Ian McKellan. The show airs on more than 130 stations and in all the major U.S. markets. Other PBS programs

like *Frontline*, *Think Tank*, *NOW*, *Independent Lens* and the *News Hour with Jim Leher* have all contributed significant portions of their shows to the continuing debate about LGBT rights. With arts programming and documentaries featuring gay and lesbian personalities rounding out their schedule, underwriting these stations is a great way to reach friends of the gay community as well as the community itself.

LINK: www.inthelifetv.org

Cable & Satellite Television

Unfortunately for marketers, *Queer as Folk*, *The L-Word* and *Sex and the City* were created by subscriber based networks that do not accept advertising (though *Sex and the City* was recently picked up by commercial-supported TBS). There are advertising opportunities within these programs but they come in the form of product placements, celebrity endorsements, and event marketing. Generally though, cable and satellite television have become the most tremendous outlets for gay artists and filmmakers. From John Cameron Mitchell, host of the *Biggest Little Things of 2004* on Bravo, to Graham Norton for simply having a show on Comedy Central, it is far more likely to find out gay and lesbian personalities in prominent and starring roles in cable and satellite television. This trend traces back to the first reality television show, *The Real World* on MTV and the LGBT community has responded by embracing those networks, big and small, that have embraced them. Since there are so many channels flooding the marketplace these days, many of which create almost entirely original programming, we will focus primarily on those networks that are (or soon will be) aimed explicitly at gay and lesbian audiences.

here! - The first and only premium television channel designed for the gay and lesbian market. Debuting in 2003, **here!** reaches



30 million American homes and counting. It is available in a variety of formats and systems including DirecTV and DISH satellite as well as other providers which include Time Warner Cable, Adelphia, RCN and Cablevision. In addition, **here!** is also a premium subscription channel exclusively on DirecTV, bringing much-anticipated back-to-back programming content to its viewers. With its already 1000+ film library and \$50 million original production and development slate in 2005, **here!**'s unparalleled lineup of entertainment promises to entertain, educate, and embrace its community while bringing much-welcomed revenue flow to its affiliates.

LINK: <http://www.here.tv.com>

Q Television - Though not yet widely available (an Intelstat satellite feed plus New York, San Francisco, and Massachusetts via cable provider RCN as of this publishing) we are keeping an eye on this network which promises the "programming will be available on a subscription basis... 24 hours per day, 7 days per week."

LINK: <http://www.qtelevision.com>

Pink TV - On October 25th, 2004, the French Language pay network, PINK TV launched in France by saying it was a "giant leap for television, a small step in high heels." Since then the nightly news has been read by a drag queen, the 1970's cult series "Wonder Woman" plays regularly and there is gay X-rated content available after midnight to the network's viewers. So far the network seems to have attracted little controversy from religious or political groups beyond a mild outcry caused by an outdoor ad depicting two famous politicians holding hands. 80% of the funding is anticipated to come from subscribers and the rest from advertisers. US marketers may find advertising opportunities are limited since the network is entirely in French and shown only in Europe.

LINK: <http://www.pinktv.fr>

LOGO - On June 30th, 2005 the United States will have its very own 24-hour gay and lesbian network in the form of Logo. Conceived by MTV Networks and funded by its behemoth parent company Viacom, the channel will be the first completely advertiser supported 24/7 television channel for the LGBT community in the U.S. Of all the broadcast television options for marketers and advertisers looking to reach the Gay and Lesbian community, Logo has the most promise and a reach to over 10 million homes as it launches. 75% of the content will be made up of acquired or licensed programming. This will include major blockbusters like *The Birdcage*, cult titles such as *Moulin Rouge*, classics like *Mommie*



Dearest, the mini-series *Angels in America* and the television premiere of many recent titles such as *Latter Days*. Brian Graden, the network's president, was quoted by the New York Times as saying "I think we have every title from a major studio in the history of gay art." The original programming is just as impressive with shows that will feature a long list of talent including Margaret Cho, Cher, Alan Cumming, and Melissa Etheridge among many others. There will even be a newsmagazine co-developed with MTV News and CBS News. LOGO's programming will be aimed at both lesbians and gays between 25 and 49.

LINK: www.logo-tv.com

With the introduction of LOGO, marketers have been given a substantive reason to develop television commercials specifically aimed at a Gay and Lesbian audience, much like what has already happened in print and online. Once these advertisements have been created, it will be much easier to follow the Gay and Lesbian consumer

around the dial and to whatever programs they may be watching. It will also become easier for marketers to develop truly integrated campaigns for this valuable demographic. Who knows, it may even give added incentive for the four larger networks to add programming that more aggressively pursues the LGBT audience.

This article provided to us by Daniel Garcia



Online TV

As with radio, television now has its own online equivalent in the form of websites that make streaming or downloadable video content available to the public, normally for free. Most of these sites are advertiser supported via banners and commercials inserted into the programming. Some shows are completely pre-recorded while others are streamed live, inviting their audience to participate via call in, chat rooms, email. Since television shows by and for the GLBT community are rare on traditional television (see below) online television has been one of the only ways that such content could be produced and distributed. These programs can be created at a relatively low cost and allow for nearly complete creative freedom so it is no surprise that the medium has attracted a number of Gay and Lesbian artists and commentators. Though they lack a mass audience, many of these sites and programs are of a high quality and have a devoted following of Gay and Lesbian consumers.

QTV News - Begun in 1995 by Executive Producer and host Rahn Fudge, QTV Newsmagazine started as a local cable show focused on the issues facing the LGBT community in San Francisco. Now it is available as a stream on the web in two feeds, one for the West Coast and another for the East Coast. Their stated goal is to "bring visibility to those who make social, political and philanthropic contributions LGBT community." The show is highly positive and well produced.
 LINK: www.qtvnews.tv



Out of the Closet TV - Arguably the largest collection of original gay and lesbian streaming media content on the web, Out of the Closet TV has been around for over three years. They offer a wide variety of programs, both free and pay per view. There are, shows about Home



and Garden, Sports, Politics, Shopping, and more plus. Many of their contributors have respected careers in other forms of media or are otherwise known

personalities within the community.
 LINK: www.outofthecloset.tv

Village TV - A mixture of news, gay themed video clips, and a live channel with rotating content, this member based site is free to preview, but requires a fee to view the majority of its content. From syndicated columnist Dan Savage to music videos by gay artists, the content is mostly focused toward gay men. Commercials air before the clips.
 LINK: www.villagetv.com



ENTER TO WIN
A FREE WEEKEND STAY...



Add Listing Modify Listing Advertise E-Mail Targeting Contact Us About Us Webmasters Reviews

LambdaResorts.com
Featured Regions

Cities:

Atlanta, Georgia

Resorts:

Acapulco, Mexico

LambdaResorts.com
Advanced Search

Detailed Regions:

- Select A Region -

Search by
Name, Keyword, or Region:

Click Here For Map

Hotel Specials



Holidays / Vacations on
Mykonos Island in 2004

Search LambdaHotels.com

Travel Specials



Cancun Mayan Riviera
Gay Fall Fiesta

Gay & Lesbian Owned/Friendly

WORLDWIDE ACCOMMODATIONS

Premium Featured Hotels

La Posada Resorts Palm Springs

Upscale...Not Uptight. This is Gay Done Right



120 West Vereda Sur
Palm Springs, CA USA

La Posada Resorts offers 2 beautiful pet-friendly

La Villa Hidalgo

We make your dreams come true!



1 Rosal 148A-Bis, Col. Rancho Cortes
Cuernavaca, MOR Mexico

NEW in CUERNAVACA CITY, MEXICO
LA VILLA HIDALGO...

Standard Featured Hotels

ROSELAND GUEST HOUSE & CA

America's Scenic Resort It's all ab
RD 1 Box 185B
Proctor, WV USA
Located 32 miles south of Whee

CALGARY WESTWAYS BED & B

'Calgary's best gay owned B&B with
216 - 25th Avenue SW
Calgary, AB Canada

BEST WESTERN NEW HOTEL DE I

20 Room Hotel
Ch. De Liege 1178
Namur (Lives-Sur-Meuse), Namu

AMBIENTE INN - THE BLACK PAL

Two distinct resorts, side by side...
37112 Palo Verde Drive
Cathedral City, CA United States

Welcome to the Ambiente Inn an

VILLA VISTA LINDA

Villa Vista Linda...the beautiful view
Vieques, PR United States
Luxury estate available for vacation

TODO:

1. Book flight home for X-Mas
2. Introduce Ethan to Mom + Dad
3. Bring up "gay marriage" topic w/ parents
4. Book getaway vacation with Ethan
5. Beg him for forgiveness

Details
Contact
Details

Themes: Travel

As we've described in previous chapters, there are a number of different media outlets online, in print and on the radio reaching gays & lesbians wherever they may be. In the mainstream world, however, marketers have grown accustomed to reaching a more specific demographic than just "men" or "residents of Los Angeles" and can more finely tune their campaigns to reach that specific demographic profile that are a closer match to their product or service.

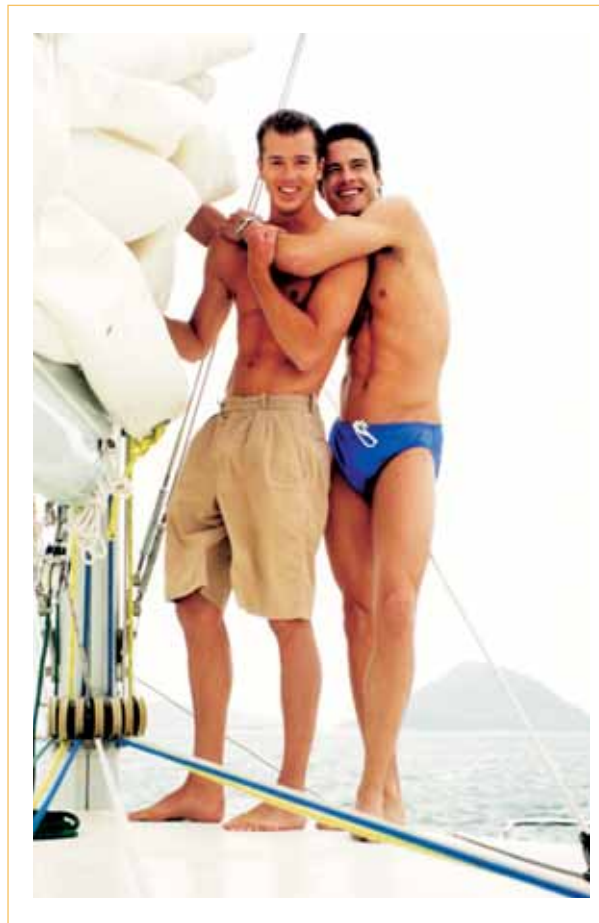
TRAVEL

In the gay & lesbian marketplace, these "niches within the niche" have been addressed at different levels, each one representing the various levels of growth and opportunity that have been present so far in the gay & lesbian community. The hands-down leader in this category is easy - TRAVEL! Of all of the various niche categories you will read about below, the world of Gay & Lesbian Travel is the most diverse and mature. There are companies dedicated exclusively to gay travel marketing and business associations solely for the world of gay travel.

On the Business-to-Business (B-to-B) front, the first and foremost of these is the **International Gay & Lesbian Travel Association (IGLTA)**, one of the largest and oldest gay business associations worldwide. Founded in 1983, membership today is at 900-plus and growing, with members representing all facets of travel today including airlines wishing to reach the gay market, travel agents primarily serving the gay market, hotels and resorts designed exclusively for the gay traveler, etc. The list goes on! With conventions and symposiums held each year all throughout the world, the *IGLTA* is one of the finest representations of a truly global trade association that mirrors the growth of the gay community worldwide, with members and events held in Europe, North America, South America, Africa and Australia. With the rise of gay & lesbian representation in Asia, it is expected that more and more members and events will grow from this region.

LINK: www.IGLTA.org

On the marketing side, **Community Marketing Inc. (CMI)** has emerged as the leader, helping their tourism industry clients better reach and serve the gay market since 1992. *Community Marketing's* tourism practice supports their clients with market research, strategies, and cost-effective marketing planning. Clients include leading airlines, rental car and cruise companies, hotel groups, tour operators, CVBs and tourism offices worldwide.



With over a decade of market research under their belt, *Community Marketing* has become the industry's leading source of gay tourism data. *CMI's* research has helped quantify why the "gay travel market" should be included in every diversity marketing initiative. In addition, *Community Marketing* produces the annual **International Conference on Gay & Lesbian Tourism**, as well as the **Gay & Lesbian World Travel Expo** series, reaching gay consumers, travel trade and media in major markets across the US and Canada.

LINK: www.CommunityMarketingInc.com

On the consumer front online, there are several key sites dedicated exclusively to gay & lesbian travel. These sites range from **QTMagazine.com**, **OutandAbout.com**, **MyGayWorld.com**, **GayTravel.com**, **BluWay.com** and others. These sites differ from the more general sites mentioned above, in that gays & lesbians online are coming to these sites specifically with the thought of travel in mind.

For hotels, there are a variety of sites dedicated just for this market, including **LambdaResorts.com**, **PurpleRoofs.com**, **Damron.com** and **GayHotelsGuide.com**. From these sites, gay travelers can research gay and gay-friendly hotels, resorts, inns and B&Bs, searching in the region of the world they wish to travel. Each site features advertised listings, allowing hotel owners to promote their respective properties above and beyond the rest.

Also online, but in the B-to-B world of gay travel, there are a variety of companies working with gay tour operators in marketing and selling their packages online. One of the first in this market was **GayLinkTravel.com**. This site offers travel product for sale on the Internet,

with packages ranging from an *Atlantis* cruise to special *Gay Games* travel being offered. Participating web sites can then pick and choose the travel product they wish to merchandise to their own unique membership, and the travel product is then displayed directly from within their own individual sites. The web site owners are focused on their own content and membership, and by enabling travel package sales from their site, receive additional revenue and travel content.

GayRes.com also plays a part in this space, focusing on hotel reservations for gay and gay-friendly hotels and resorts worldwide. For the travel service provider, this simply means you have an additional channel from which to offer your travel product for sale, at no additional cost to you. This gets your product in front of a potential consumer without you having to spend on advertising, and allows your product to reach gays and lesbians that may never have seen your product otherwise!

In the world of gay print, there are several national print magazines dedicated to gay travel, including the **The Guide**, **Out Traveler**, **Passport Magazine** and **My Gay World Magazine**. Each magazine has its own style and audience within the gay travel community, allowing marketers to

...continues page 40

Surfin' For a Gay Vacation

The Gay Travel Sites Worth The Trip!

Summertime is here, and we get to enjoy a little rest and relaxation after both working hard and weathering some very cold winter weather! Where do you go and what do you do? Well, the answers are just a mouse click away.

Have you found **Bluway.com** yet? If not, get there fast! Bluway.com, based in Atlanta, has fast become one of the best sites for gay & lesbian travel. Featuring up-to-date travel destination guides, you can learn all about the gay life of your specific destination, book a gay- or gay-friendly hotel in that area, or even book a gay group tour. They make it very easy.

In addition, the site is kept current with news and stories relevant to gay & lesbian travelers, and even has a complete Travel Personals section where you can meet fellow gay travelers for friendship or more. Coupled with their new **QGuys.com** personals site, Bluway.com's Travel Personals is loaded with hot guys and girls with photos and profiles.



Travel packages and cruises can be purchased directly from this site, powered by **GayLinkTravel.com**, a 3rd party site providing gay travel product for independent gay sites online. *GayLinkTravel.com* has grown in popularity over the past few years and brings a wide variety of travel product to the gay online surfer.

Lastly, you can order free gay travel guides directly from participating destinations, making *Navigaytion.com* an excellent starting point from which the gay traveler can tap into some of the resources made available online.

OutandAbout.com, by PlanetOut Partners, is also a strong site for gay travel

online. Newly redesigned, this site provides both information online and allows you to subscribe to their *Out and About* travel newsletter, a leader in gay travel journalism for several years.

In addition to the quality destination guide content (which they sell online as TravelGuides), *OutandAbout.com* has the best online gay travel calendars, showing you a wide variety of gay tours and events worldwide in one easy-to-read location.

MyGayWeb.com has come along over the past few years to become one of the top gay travel sites with a strong emphasis on both gay travel packages and gay bar listings around the US and Canada. When doing a search for gay bars in *Google.com* and other search engines, *MyGayWeb.com* comes forward with some of the best search results and listings.

QTMagazine.com, one of the original gay sites started back in 1997, began with a strong focus as an online gay travel magazine. Sporting fun and vibrant "online covers" which changed monthly, *QTMagazine.com* became one of the early gay travel sites to establish itself as a strong resource for gay travelers online.

Today, it is integrated into the **GayWired.com** and **LesbiaNation.com** family of sites, providing those sites strong travel content and allowing users quick and easy access to gay travel articles, news and more. Like *Navigaytion.com*, it has an online hotel and travel directory, as well as gay travel packages offered by *GayLinkTravel.com*.

MyGayWorld.com features online listings and articles for some of the top gay & lesbian destinations worldwide. Including cities from Toronto to Pal Springs, *MyGayWorld.com* keeps travelers up-to-date on where to go and what to do when they arrive.

As you can see, there is quite a variety of gay travel sites online, including the additional links below. Whether you're looking for a hotel or bed & breakfast online, or a specific type of tour or cruise tailored to your interests, you should be able to find it, starting with these tips and links.

Bon Voyage, and Happy Cruising!

ADDITIONAL LINK: www.ForeMostGayHotels.com



Media Spotlight



General Information

Total Annual Circulation: 5,820,000
Total Number of FunMap Distribution Sites: 4,436

General Description: Since 1982, FunMaps have been promoting gay & lesbian friendly businesses in resort areas and major cities throughout the United States, Canada and now Europe. Each Columbia FunMaps contains detailed street maps, business directories, community resource listings and beautiful display ads, all of which welcome and invite gay and lesbian patronage.

Advertising Description: Exciting and unique, FunMaps are designed to promote your business nationally and internationally by making it easier for the gay and lesbian public to find you. FunMaps are printed in four colors and are regularly circulated in custom-made display racks in over 5,000 businesses, community organizations, and travel agencies in cities and resorts across the United States, Canada and Europe. In addition, FunMaps are now available to the global audience through the Internet. With a 2001 projected circulation of nearly six million maps, FunMaps are the most widely used publication in the gay and lesbian market today. Surveys demonstrate that FunMaps are more popular than national guide books. They're slim, lightweight, easy to use, and full of the most up-to-date information.

Internet Specifications

Unique Visitors / Month: 25,000
Page Views / Month: 125,000
Banner Sizes: 468x60, 125x60, 125x600



Print Specifications

Contact Info

Phone
(973) 275-1700

Fax
(973) 275-3998

Address
Columbia Fun Maps
221 Rutgers Street
Maplewood, NJ 07040

Contact
Alan Beck

Email
funmaps@aol.com

Website
www.FunMaps.com

**We keep getting better...
and so will your business!**

COLUMBIA
FUN
Maps

...mapping the gay & lesbian world



Featuring:

- The Largest Circulated Gay and Lesbian Travel Map/Guide
- Targeted Markets Throughout North America
- Distributed Free in Over 5000 Locations
- Attendance at 60+ Trade Shows and Pride Events Each Year
- More Than 60 International Cities
- Regional Discounts
- National Accounts Welcome
- Dynamic Website With Up-to-Date Business and Entertainment Listings

www.funmaps.com

1.866.4FUNMAPS

Whether you're looking for a publication or a website to promote and feature your business, **FunMaps** and **FunMaps.com** lead the way.

member of
IGLTA

TAG



...continued from page 35

work with one or several of these magazines to reach the travel demographic that is right for them.

MyGayWorld Guide-a-zine, a quarterly publication dedicated to providing up-to-the-minute information on the most popular destinations in our Gay World. Bringing you a full-color, high-quality magazine published quarterly and distributed across the US, Canada and Europe.
www.MyGayWorldMag.com



Passport Magazine, a bi-monthly travel magazine featuring up-to-date and unbiased travel reporting from all over the world. Offering World Beat - an international calendar of gay & lesbian events and festivals; Business Class - a special section dedicated to gay & lesbian business travelers; and much, much more.

www.PassportMagazine.com

Gay Travel News, featuring both a quarterly newsletter and an online destination for travel news, travel stories, great deals and more. Search through their official TAG listings to find a gay friendly travel agent or to find gay friendly accommodations for your destination.
www.GayTravelNews.com

Out Traveler, from the publishers of Out and Advocate, this new quarterly gay & lesbian travel magazine features stories about some of the more exotic and interesting locations around the world, focusing more on the appeal of a destination to a traveler who "happens" to be gay, rather than just the gay aspects of a specific destination.
www.OutTraveler.com

The Guide, a 16-year old black & white magazine published out of Boston, is one of only gay travel-oriented magazines available for free in bookstores, bars, restaurants and hotels around the world. It features up-to-date travel articles with current maps of the local gay center of town. In addition, the website is quite useful and has quick and easy access to the articles and business listings.
www.GuideMag.com

GayWebMonkey Travel Guide is an annual guide dedicated to Gay Travel on the Internet. Travel companies can promote themselves to gay & lesbian travelers worldwide... with a distribution of over 35,000 copies around the globe, this is one of the most cost-effective ways for travel companies to promote their business in print and drive traffic and business to your website online.
 LINK: www.GayWebMonkey.com/Guides.cfm

It wouldn't be right to conclude the subject of gay travel without mentioning **Columbia Fun Maps**. With detailed maps covering all of the major gay & lesbian destinations across the US and Canada, the *Fun Map* has emerged as a very successful and integral part of the gay & lesbian traveler's "must have" items when they arrive in their new destination.
 LINK: www.FunMaps.com



Themes: Sports

SPORTS

For many, the thought of Sports and the gay & lesbian market is a bit of a contradiction, but they couldn't be more wrong. All across the US and around the world, there are gay teams, both formal and informal, forming leagues and participating in all aspects of sports ranging from softball to tennis, running to wrestling. Some of the largest of these include the **Gay World Series**, the **North American Gay Volleyball Association** and the **International Gay & Lesbian Aquatics Association**, just to name a few, with tournaments held annually in different parts of the country. For these events, sponsorship opportunities abound for companies wishing to support these teams at various levels of financial commitment.

LINKS:

- www.series2005.org (Softball)
- www.nagva.org (Volleyball)
- www.igla2005.org (Aquatics)
- www.nagaaa.org (Athletics)
- www.igra.com (Rodeo)

Speaking of events, two of the largest international sports competitions held today are in the gay & lesbian sports community, the **Gay Games** and the **OutGames**, each held every 4 years in different cities throughout the world. The *Gay Games* are part of the **Federation of Gay Games**, while the *OutGames* are part of the more recent **Gay & Lesbian International Sport Association (GLISA)**. The next games are both to be held in 2006, while the following games locations are both being bid on for 2009 for the *OutGames*, 2010 for the *Gay Games*. The locations for 2006 are Chicago for the *Gay Games* and Montreal for the *OutGames*, two cities with strong reputations for holding gay events.

The world of gay sports also has its own trade association, the recently launched **Gay & Lesbian Athletics Foundation (GLAF)**, with an annual conference held every year.

LINKS:

- www.gaygames.com
- www.glisa.org
- www.glaf.org
- www.montreal2006.org
- www.gaygameschicago.org

Online, there are two key web sites dedicated to the world of gay sports, **GaySports.com** and **OutSports.com**. *OutSports.com* is stronger editorially, with feature articles posted weekly. They also have popular message boards and the Club House for gay sports fans to post their profiles and meet.

GaySports.com also features online



membership, profiles and forums, along with news and articles relevant to the gay & lesbian sports community. In addition, it has a well laid out navigation menu allowing the site to be used as a quick reference for finding web links and other information specific to a gay & lesbian sport. For example, selecting Outdoors and then Skiing brings up a wide variety of articles, web links, events and businesses focused on gay & lesbian skiing.

Themes: --- Entertainment

ENTERTAINMENT

In the gay & lesbian media world, almost every general gay website and publication has at least one section dedicated to the category of Entertainment, ranging from music and book reviews to film and DVD reviews. Even smaller regional websites and publications incorporate entertainment columns in one way shape or form.

On that note, there are several websites and organizations that stand out in the field of entertainment. First and foremost is **GLAAD (Gay and Lesbian Alliance Against Defamation)**. As one of the more prominent non-profit activist organizations in the gay & lesbian community, *GLAAD's* primary mission and focus is "fair, accurate and inclusive representation" in television, film and print. Each year, *GLAAD* holds the Gay Media Awards in various cities throughout the US including Los Angeles, New York and San Francisco, honoring the year's outstanding representations of lesbians and gay men in the media.. They also hold a variety of fundraising events throughout the country, raising money and awareness for their work in mainstream media and how gays & lesbians are represented.

LINK: www.glaad.org

Other organizations of note in the field of entertainment include **Power Up**, a professional organization of women in entertainment, one of the leading organizations in the world of lesbian film and entertainment.

LINK: www.power-up.net

In the world of performing arts, one of the largest organizations is the **GALA Choruses** with over 200 member choruses worldwide. Each regional chorus will hold a variety of performances throughout the year, and the entire organization gets together each year for their annual conference, which draws over a thousand participants from member chorus groups all around the world.

LINK: www.galachoruses.org

In film, there are a small handful of studios dedicated exclusively to the gay & lesbian market, including **Wolfe Video**, **TLA Releasing**, **Ariztical**, **Strand Releasing** and **Picture This Entertainment**, to name a few.

LINK:

- www.wolfevideo.com
- www.tlareleasing.com
- www.ariztical.com
- www.strandreleasing.com
- www.picturethisent.com

Speaking of film, when it comes to companies promoting themselves to

the gay & lesbian market in entertainment-related events, the network of gay & lesbian film festivals around the world become a top choice. With some of the more established gay & lesbian film festivals including **Outfest** in Los Angeles, **FrameLine** in San Francisco and **Mix** in New York, the opportunities in gay & lesbian film festivals are quite numerous.

For the most comprehensive list of film festivals around the world, check out <http://www.planetout.com/popcornq/fests/>.

At the annual **Sundance Film Festival** held in January in Park City, Utah, the **Queer Lounge** has become a recent addition to the event's festivities, which also include the annual **Queer Brunch**. . Serving as both a hospitality suite and networking hub, guests can find information about queer films playing at *Sundance* and the concurrent film festivals, view trailers of festival films, attend panels or just relax. For event sponsorship opportunities, the *Queer Lounge* hosts afternoon cocktail mixers and nighttime VIP events.

LINK: www.queerlounge.org

On the Internet, one site stands out in the field of gay entertainment, **NotesFromHollywood.com**. Founded by entertainment pioneer Nicholas Snow, this site stays true to its mission of keeping the world informed as to what is happening in the world of Hollywood, but from a distinct gay perspective. Content from *NotesFromHollywood.com* can be found published online and syndicated in websites and publications around the US.

Themes: --- Health

HEALTH

The topic of gay health is well represented by the site **GayHealth.com**. With sections broken down by category, including Sex, Drugs, Emotions, Food & Fitness, etc., *GayHealth.com* has proven to be a strong starting point for both education and finding resources related to the topics of gay health, including STDs, HIV and AIDS. Also featuring articles related to gay & lesbian well being and society, this site is key in its focus of gay & lesbian health.



AIDSmeds.com, founded by Peter Staley, is another site dedicated to the topic of gay health, focused more on HIV+ education and resources.

With over 20 drugs on the market today for treatment of HIV and AIDS, *AIDSmeds.com* tries to navigate folks through the maze of options and information out there with easy-to-read lessons and summaries of all the approved and experimental treatments available.



Gay Travel Tour Operators

It's important to point out that some of the early pioneers in gay & lesbian travel are gay travel tour operators who put together some of the first gay travel packages exclusively for the gay & lesbian community. First and foremost among the hundreds of gay tour operators today is **RSVP Travel**. Based out of Minneapolis, *RSVP* was one of the first companies specializing in gay cruises that were exclusively gay on the entire ship! Today, *RSVP* offers both cruises in the Caribbean, Mexico and the Mediterranean, as well as vacations at various Club Meds around the world, all exclusively gay.

For the women, **Olivia Travel** has followed a similar path, and now offers a variety of cruise and travel vacations designed exclusively for lesbians. Turning these cruise vacations into mini-events, their upcoming cruise schedule for this year includes a Caribbean cruise with *Melissa Ethridge* performing in concert and a 2nd Caribbean cruise with a performance by *Wynonna*.

One tour operator focuses on the gay & lesbian parenting community. **RFamily Vacations**, founded by Gregg Kaminsky and Kelli O'Donnell, had their first-ever gay family cruise in 2004, and have even more in the works for 2005 and beyond. **Atlantis Events** started with more of an emphasis on the younger, gay party crowd, and has now evolved into another leader in the gay travel market, offering cruises, resort vacations, event vacations including Sydney Mardi Gras and special party events including Viva Las Vegas.

Today, there are many different gay & lesbian tour operators offering gay travel packages to Buenos Aires, Barcelona, Prague, China and more. In addition, some travel tour operators have begun to work with their local Convention and Visitors Bureaus (CVBs) to offer gay travel packages to such destinations as Tokyo, Philadelphia and Paris. We do wish we could list them all, but suffice it to say that using online resources including IGLTA.com, GayTravelNews.com's TAG travel agent database, and some of the other resources highlighted above, one should be able to research this market to find the tour operator offering trips to almost any destination a gay & lesbian traveler could desire.

LINKS:

- www.rsvp.net
- www.olivia.com
- www.atlantisevents.com
- www.rfamilyvacations.com



TAG Approved Accommodations

Since 1998, the **Travel Alternatives Group (TAG)** has been assembling a collection of over 700 of the world's gay-friendliest hotels, resorts and inns committed to your comfort and enjoyment. All qualified TAG Approved® Accommodations: Strive to create a gay-friendly experience for their guests; actively outreach to the gay & lesbian community; and do not discriminate on the basis of sexual orientation in their employment practices.

LINK: www.tagapproved.com

Get The Free Gay Travel
Marketing Guide

Let's Make 2005 The Biggest Year Ever For Gay & Lesbian Travel



The first step to a great 2005: [Get your free gay travel marketing guide](#) from Community Marketing, Inc. It's packed with info on industry-leading events, publications and marketing programs designed to help destinations and suppliers serving the gay and lesbian community.

Community Marketing is the established leader in gay travel marketing. Since 1992, we've worked with international brands and small businesses alike. No one matches our experience at identifying, reaching and influencing gay travelers.

Get this info-packed travel marketing guide today. Just call us at **415.437.3800**, go to CommunityMarketingInc.com, or email info@CommunityMarketingInc.com.



Community Marketing, Inc.

Connecting our clients with the gay and lesbian community since 1992.

...continued from page 41

In print, **POZ Magazine** is the primary national magazine dedicated exclusively to HIV and AIDS topics. Founded by Sean Strub, the magazine works with its team of writers, designers and doctors to chronicle the HIV epidemic, both in the US and internationally.

LINK: www.poz.com

The **Gay & Lesbian Medical Association (GLMA)** is a national organization committed to ensuring equality in health care for gay & lesbian individuals and health care professionals. *GLMA* achieves its goals by using medical expertise in professional education, public policy work, patient education and referrals, and the promotion of research.

LINK: www.glma.org

In addition, there are a number of organizations across the US dedicated to helping educate and fight HIV and AIDS. The list of organizations is quite numerous, with some of them listed here:

- www.apla.org
- www.beingalivela.org
- www.aidswalk.com
- www.aidsforaids.net
- www.angelfood.org
- www.lashanti.org
- www.LGBTHealth.net
- www.nycAidsCoalition.org
- www.atdn.org
- www.aidsCouncil.org
- www.hivguidelines.org
- www.gmhc.org
- www.aidsnyc.org
- www.aidschicago.org
- www.HowardBrown.org

Several countries around the world have already legalized gay marriage including Denmark, The Netherlands and now Spain. In North America, Canada has legalized gay marriage, and the subsequent travel by gays and lesbians to these destinations to have their unions formalized, albeit in a foreign country, has already begun. Gay marriage is legal in Massachusetts, and many of the civil rights of married couples are available to gay couples in Vermont and California!

Several companies, both in travel and wedding/event planning, have cropped up in recent years to address these needs. In addition, with civil unions being legal in Vermont, many Americans have traveled there over the past few years to have legal civil union ceremonies performed, even though those unions are only recognized and have legal rights in the state of Vermont. With the prospect of civil unions being legal in Hawaii, many companies have already opened up there as well, performing civil unions simply for the sake of the gay couple wishing to affirm their commitment to one another. With the beauty that is Hawaii as the backdrop, this destination makes for a wonderful ceremony and honeymoon.

To locate these various resources online, several sites have emerged to address this market. **GayWeddings.com**, **GayMarriageWorld.com** and the **RainbowWeddingNetwork.com** are three in particular that have emerged recently.

One of the first web sites online dedicated to this community was **GayWeddings.com**. Started as more of an online resource site for gays & lesbians looking for more information on gay weddings and commitment ceremonies, this site has evolved into a full-fledged gay wedding portal, offering an online directory of wedding vendors, as well as a full range of hotels and inns catering to the gay wedding ceremony and honeymoon.

Another site that has come online recently is **GayMarriageWorld.com**, a comprehensive online portal dedicated to the world of gay marriage and weddings. This site offers news and various articles about gay marriage, as well as an online community base where gays & lesbians can become members (for free) to meet, greet and discuss gay marriage topics of interest to them.

Right beside *GayMarriageWorld.com* is **RainbowWeddingNetwork.com**. In addition to offering a comprehensive online directory of gay-friendly wedding services, they also offer an online wedding registry. They also put on the recent "Same Love, Same Rights" Gay Wedding Expo in San Francisco in August 2004.

In the retailing side of life, **OutVite.com** has a wonderful site dedicated to custom-printed gay & lesbian wedding invitations, commitment ceremony invitations, adoption and birth announcements, party invitations and more.

In the world of travel, **TheWeddingExperience.com** has gone above and beyond in offering gays and lesbians the opportunity to marry on board a cruise ship sailing out of Miami, Florida.

Themes: Marriage

MARRIAGE & WEDDINGS

Making news around the globe, the legal rights and recognition of gays & lesbians is becoming manifested in the definition of marriage. More and more companies and communities across the US are recognizing the union of two gay men or women in terms of civil unions or domestic partnerships, granting them the same basic rights as heterosexual married couples. Health insurance benefits, estate planning and more are becoming commonplace in many gay & lesbian lives, but not all. The right of marriage, however, along with all of its legal and tax implications, is the final goal for many gays & lesbians. It would be society's way of showing that once and for all gays & lesbians are now deemed equal in the eyes of the law.



The destinations of choice for gay & lesbian weddings and commitment ceremonies seem to be Hawaii, Vermont (first state to legally recognize civil unions) and California. There are a number of wedding planners and commitment ceremony companies in these regions ready to help you with all aspects of your gay wedding, commitment ceremony and honeymoon.

In Canada, there are a variety of services cropping up to offer gay & lesbian weddings to both Canadian and US Citizens. Now that gay marriage is legal in Canada, just knowing that one's marriage is legal in at least one major country is all it takes for Americans to flock to Vancouver and Toronto to have their ceremony performed and documented.

A small but growing sector in the Marriage and Weddings category is the **Gay Wedding Expo**. Taking the lead in this is the **Rainbow Wedding Network**, with wedding expos recently held in San Francisco and Atlanta, with upcoming venues to include Boston and other key areas on the map when it comes to gay & lesbian marriage and wedding ceremonies.

In New York, the **Same Sex Wedding Expo** will hold its event from within the larger **Gay Business and Entertainment Expo** at the Jacob Javits Center.

In Canada, there is the **Same Sex Wedding Show**, part of the larger **Same Sex Show**, offering the usual array of exhibitors in traditional wedding options, but also featuring a RED ZONE for marital aids and erotic accessories! The fashion shows will be an entity all to themselves, with leather and lingerie rotating stage time between traditional-wear wedding gowns and tuxedos!

LINKS:

- www.RainbowWeddingNetwork.com
- www.SameSexShow.com
- www.SamSexWeddingExpo.com

GayWebMonkey Wedding & Marriage Guide is an annual guide dedicated to Gay Wedding and Marriage resources on the Internet. Wedding & Marriage companies can promote themselves to gay & lesbian couples worldwide... with a distribution of over 35,000 copies around the globe, this is one of the most cost-effective ways for Wedding & Marriage companies to promote their business in print and drive traffic and business to their website online.

LINK: www.GayWebMonkey.com/Guides.cfm

Themes: Families

PARENTING & FAMILIES

There wouldn't be a rise in the interest of gay marriage if it weren't for the fact that so many gay couples already lived together and were raising families just like their heterosexual counterparts. This phenomenon has always existed, but is becoming more and more prominent as the rules of gay adoption have changed around the world. Through both adoption and surrogacy, many gay couples, both male and female, have realized

their dreams of raising a family.

Organizations and events have existed for a number of years in this market, with the **Family Pride Coalition** being one of the largest. For over 25 years now, the *Family Pride Coalition* has been the only non-profit organization solely dedicated to equality for gay & lesbian parents and their families. Each year, the



Family Pride Coalition holds an annual conference and **Family Week** event at various times throughout the year.

LINK: www.FamilyPride.org

Children of Lesbians and Gays Everywhere (COLAGE) is a spin-off of the *Family Pride Coalition*, focused on supporting young people with gay & lesbian parents. Participating in *Family Week*, as well as other events throughout the country, *COLAGE* helps bring the children of gays & lesbians together for support and a sense of community.

LINK: www.COLAGE.org

PFLAG is another nationally-based organization dedicated to the parents, families and friends of gay & lesbian children. With chapters all throughout the US, *PFLAG* is often the first step in a parent's understanding and acceptance of their gay child. By bringing together other parents of gay & lesbian children, they seek to both help parents and strive to reach their vision of a society that embraces everyone, including those of diverse sexual orientations and gender identities.

LINK: www.PFLAG.org

Online, **ProudParenting.com** is one of the leading sites dedicated to gay & lesbian parents. By bringing together stories and news relevant to parents, along with a personal membership system and discussion boards, gay & lesbian parents worldwide can communicate and meet each other online. With the limited amount of free time parents have in general, ProudParenting.com has proven to be a strong site in terms of education and support for the gay parent who may feel cut off from both the gay community and their neighborhood at large.



The **Human Rights Campaign's (HRC) FamilyNet** is also a source of information related to gay & lesbian parents and families. Featuring up-to-date news and resources, this site also offers a directory of adoption agencies, family attorneys and more which could be helpful to gay & lesbian parents.

LINK: www.hrc.org/familynet



In print, **Gay Parent Magazine** has been bringing information and resources to the gay & lesbian parent since 1998. With articles and

advertisements targeted specifically to gay & lesbian parents, this magazine stands alone in being one of the successful pioneers of gay family media. *LINK: www.GayParentMag.com*

Another magazine dedicated to gay & lesbian parents is the more recent **And Baby Magazine**. Founded by lesbian parent Michelle Darne, they launched *And Baby Magazine* in July 2001 and found instant acceptance by gay parents across the country seeking a high-quality national publication dedicated exclusively to them. It is important to note, however, that as of this guide's publishing, *And Baby Magazine* is currently going through a restructuring and should hopefully be back in circulation shortly. *LINK: www.AndBabyMag.com*

Themes: Business

BUSINESS

Under the topic of gay business, there are organizations serving this market well. Starting with the gay business associations and gay chambers of commerce, the **National Gay & Lesbian Chamber of Commerce (NGLCC)** was recently founded. Dedicated to forming a broad-based coalition, representative of the various interests of gay and lesbian owned and friendly businesses, professionals and students of business, this organization's purpose is to promote economic growth of its membership base nationwide.

LINK: www.nglcc.org

On the local level, this same theme has been applied successfully for years. Some of the strongest **local gay & lesbian business associations** are found using the *GayBusinessWorld.com* link below. They each bring to the table networking events, local trade shows, educational seminars and more, all designed to help individual gay and gay-friendly business owners to succeed.

LINK: <http://www.gaybusinessworld.com/ba/>

Online, one of the original sites dedicated to gay & lesbian business is the **Gay Financial Network (GFN)**, at **GFN.com**. Founded by Walter Schubert, this site features articles, news and commentary on gay finance, real estate, careers and more. Launched in 1997, it was one of the first sites online where gays & lesbians could come to for gay business information.



A more recent addition to gay business on the Internet is **GayBusinessWorld.com**. Also featuring up-to-date gay business articles and news, this site allows business owners to develop their own B-to-B membership profile from which they can use to meet one another. A sort of online business networking event! In addition, this site serves as a resource to find not only the various gay business associations around the world, but also a full gay business directory with all categories of gay business represented.



GayBusinessWorld.com's business directory is powered by the database directories found at **LambdaBusiness.com** and **LambdaResorts.com**, two pioneering sites in the world of **Gay Yellow Pages online**. Searched by regions of the world and business categories such as Accountants or Real Estate, online users can quickly and easily find gay and gay-friendly businesses listed and contact them via phone, e-mail or their website. Just like its print yellow pages counterpart, *LambdaBusiness.com* is free for users and advertiser supported.



Additional directories found online include those listed in our travel section above, **PurpleRoofs.com** and **Damron.com**. There are also a number of print yellow pages directories coming online including **GLYP.com**, **GLYCP.com** and **DiversityBuilder.com**.

Gay.com also features a well-defined gay business section of their site, featuring articles and news relevant to gay & lesbian businesses online. They have also recently launched **Zoom.Gay.com**, a new online business directory similar to those highlighted above.

One of the largest categories in the world of gay business directories found online and in print is **real estate**. Advertising in the classifieds and marketplace areas of national print publications, and found online through sites such as **GayRealEstateAgents.com**, **GayRealtynet.com**, **GayAgent.com**, **GayHomes.com**, **RainbowReferrals.com**, **HomeLounge.com** and **GayRealEstate.com**, the field of real estate in the gay & lesbian marketplace is strong.

In print, a recent gay business publication has emerged, **Echelon Magazine**. Founded by Michael Lamb, this magazine is one of the first national publications dedicated exclusively to the world of gay business topics. With corporate advertisers on board promoting their diversity initiatives within their respective company, this magazine has an excellent start.

LINK: www.EchelonMag.com

Themes: Careers

CAREERS & EMPLOYMENT

Following similar trends found in business above, the opportunities and information available for gay & lesbian employees and job seekers has been growing over the years as well.

The most notable organizations in this category are **Out & Equal** and the **Human Rights Campaign's (HRC) WorkNet**. *Out & Equal* is a non-profit organization which champions safe and equitable workplaces for gays and lesbians. *Out & Equal* sponsors the annual *Out & Equal Workplace*



Summit for gay & lesbian employees and human resources professionals from all around the US. In addition, *Out & Equal* supplies the **Building Bridges LGBT diversity training program** to corporations seeking to enhance their gay & lesbian business practices from within their own companies.
LINK: www.outandequal.org

The *HRC WorkNet* is part of the *Human Rights Campaign Foundation*, a non-profit organization working for lesbian, gay, bisexual and transgender rights. As such, the *HRC WorkNet* features the **HRC Corporate Equality Index**, a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors. The *HRC Corporate Equality Index* is applied to companies where all appropriate information has been gathered and verified, including a company's non-discrimination policies, domestic partner benefits, etc.



In addition, the *HRC WorkNet* offers up-to-date news and information related to gay & lesbian employment issues including discrimination protection and domestic partner benefits. The site also features a searchable database of workplace laws, as well as attorney and diversity training referrals.

LINK: www.hrc.org/worknet



Online, the site **GayWork.com** has been one of the original sites dedicated to gay & lesbian employees and job seekers across the US. Offering a comprehensive portal with articles and news, as well as a full resume and job profile system allowing gays & lesbians to post their resumes and search for

employers, this site is one of the most useful locations for both employees and employers to start. Featuring over 1,500 employers, several hundred current job postings and 30,000 job seekers, *GayWork.com* is the largest site in the gay & lesbian career space.

Another site online dedicated to gay & lesbian employment is **GLPCareers.com**, a job search engine providing employment opportunities and resources to gay & lesbian job seekers in the US. Offering job postings by such key companies as *Honeywell* and *KPMG*, *GLPCareers.com* is another site offering information and resources to gay & lesbian employees and employers.

Themes: _____ Search & Research

SEARCH & RESEARCH SITES

Although *Google*, *MSN* and *Yahoo* remain the market leaders in search online, there are several gay-specific search engines and directories that

receive a fair amount of traffic. These sites include **GayScope** (<http://www.gayscope.com>), **PrideLinks** (<http://www.pridelinks.com>), **GayCrawler** (<http://www.gaycrawler.com>), **GayMoz** (www.gaymoz.com), **GayZoo** (<http://www.gayzoo.com>), and **Queery** (<http://www.queery.com>). All of these sites and others offer the gay & lesbian viewer the ability to search for key words, such as "gay hotel Miami" and display only gay- & lesbian-specific sites in the search results. In general, there is no way to submit to these sites automatically, so you'll have to seek them out and let them know you're online individually.

In the field of gay research, one site stands out above the rest - **GLBTQ.com**, the encyclopedia of gay, lesbian, bisexual, transgender and queer culture. This site is unique in that it breaks down a wide variety of research topics and applies them to facts and figures related to the gay & lesbian community. In addition, it features discussion groups online and does a very nice job of cross-referencing topics to one another.

Along the lines of research, we have the **One National Gay & Lesbian Archives**, housing the world's largest research library on gay, lesbian, bisexual and transgendered heritage. They are affiliated with the University of Southern California, located in Los Angeles, and is supported by community and corporate donations.
LINK: www.oneinstitute.org

Themes: _____ Leather and Bears

LEATHER AND BEARS

This community is a unique one online with a wide variety of sites dedicated to various organizations, events and retail outlets serving this market.

The leading media in this category is events. From **Folsom Street** in San Francisco (and now **Folsom Street North** in Toronto) to the **International Mr. Leather Competition** held annually in Chicago, the world of leather, bears and their admirers is quite extensive.

The **International Mr. Leather Competition** is now in its 27th year. Held during Memorial Day Weekend in Chicago, thousands of men from around the world, from the experienced to the curious, descend on this city for the competition. In San Francisco, *Folsom Street Fair* touts itself as the world's largest leather event. Located in San Francisco's famous South of Market (SOMA) district, thousands of men come to San Francisco each year for the festival and dances held on the street and in various clubs throughout the area. In Toronto, the revelry continues with *Folsom Street North*, a more





recent annual event bringing the world of gay leather to Canada.

In Puerto Vallarta, a new tradition called **BeefDip** is alive and well, bringing parties, jungle adventures and day cruising to the vacationing bears in Puerto Vallarta, Mexico.

LINKS:

- www.IMLR.com
- www.FolsomStreetFair.com
- www.SanFranciscoLeather.com
- www.BeefDip.com
- www.ResourcesForBears.com

Also dominant in the world of gay leather are the various retail outlets found in gay, urban and trendier areas around the world. One of the leading sites in this category is **LeatherPost.com**. From the Bay Area of San Francisco, *LeatherPost.com* has products for sale ranging from leather to rubber and is very representative of the types of shops one would find online and "brick and mortar." Another site is **LeatherMaster.com** out of Key West, Florida.

On the Internet, **LeatherAndBears.com** is one of the larger online community portals dedicated to this market. Featuring articles and online profiles, men of leather and bears can meet one another, post photos online and interact with message boards and blogs.

Themes: Circuit Scene

CIRCUIT SCENE

A phenomenon unique to the gay market, and one that can be argued grew into "raves" in the mainstream community, is the infamous Circuit Party. Developed by entrepreneurs including **Jeffrey Sanker** and **Robert Vezina**, and pioneered by such events as **Black and Blue** in Montreal, the **Winter Party** and the **White Party** in Miami, and the **White Party** in Palm Springs, these events exploded onto the gay scene throughout the 1990s and into the 21st century. Mixing a wild weekend of partying and dancing with a fundraiser, typically designed to help local organizations fight the spread of HIV and AIDS, these parties have sprung up in all regions of the world where the gay community is strong.

Today, the list of circuit parties is quite numerous, and rather than



list them all here, we'll instead focus on some of the larger gay circuit party media entities serving this market and also providing very comprehensive circuit party event calendars.

The pioneer in this market is the publication **Circuit Noize**. Covering circuit parties around the world and providing some of the most complete information on when and where the best parties are, *Circuit Noize* has developed into THE guide for circuit party information.

LINKS:

- www.CircuitNoize.com
- www.JeffreySanker.com

Online, some of the key sites for circuit parties are **JustCircuit.com** and **PartyList.com**. Both sites offer extensive circuit party editorial, photo albums and up-to-date circuit party calendars. They also offer circuit party music CDs for sale. These CDs, compiled by such companies as *Centaur Music* and *Masterbeat*, are made for many of the circuit parties held around the world, with each one being identified by both its unique location and DJ.

Themes: Country Western

COUNTRY WESTERN

This category in the gay & lesbian marketplace is small but growing. Considering the wide variety of people across the US and Canada, it's apparent that there would be a sizeable number of gay people living in the rural areas as well. The stereotype that all gay men live in urban "gay villages" and that all lesbians live on a farm in the country is just that, a stereotype. The reality is there are quite a few gays & lesbians living in some of the more rural areas of the country, including Denver, Kansas City, Missoula and more. More information on this topic can be found in the next chapter dealing with the Gay Atlas.



There was a well-done website entitled **RuralGay.com** serving this market, but it has since closed. It is anticipated a new site will emerge to serve this market in 2005.

In the world of events, the **International Gay Rodeo Association** is probably the strongest organization representing this market. With chapters and events held all throughout the US and Canada, from locations ranging from Edmonton to Phoenix, as well as Los Angeles and San Francisco. The Gay Rodeo began in 1976 at the National Reno Gay Rodeo held in Nevada. Over the following eight years, local rodeo associations were formed in Colorado, Texas, California and Arizona.

LINK: www.IGRA.com

There is the **International Association of Gay/Lesbian Country Western Dance Clubs**, founded in 1993. With member clubs all throughout the US, this organization coordinates the activities of its member clubs and serves as a central source of information on this dance scene. In addition, they also hold an annual convention as well as dance competitions held throughout the year.

LINK: www.IAGLCWDC.org

Themes: Hispanic / Latino

HISPANIC / LATINO

The Hispanic/Latino community in the US is fast becoming one of the strongest demographics being pursued by marketers in all facets of media including television, radio, print and Internet. Multicultural advertising agencies often focus on the Latino market first, with the African-American market and the Gay & Lesbian market following suit.

Historically, the ethnic niches including Latino, Asian and African-American have been under-represented in gay & lesbian media for a variety of reasons, not excluding the fact that there have been additional cultural barriers for these groups in self-identifying as gay or lesbian. The mix of family pressure, machismo and other cultural influences each have played their role in keeping these groups more tightly in the closet, but times are changing and the influence these groups have continues to grow each year.

In the gay & lesbian niche of the Latino market, there are some strong organizations serving this community. **QVMagazine** is the only Latino gay national magazine in print. Billing itself as the "Latino Men's Journal", *QVMagazine* mixes editorial content focused on the Latino gay male, along with strong Latino male imagery by such photographers as Lorenzo Gomez.

LINK: www.qvmagazine.com

On the regional front, **Adelante Magazine** and **Tentaciones Magazine** both serve the Southern California Latino gay community. *Adelante* is a monthly publication, with articles and news focused on Latino gay life in Los Angeles and surrounding communities. Most of the advertising is either health-related or club-related, owing to the growth in Latino nightspots opening up all throughout Southern California, including **Club Papi**, one of the leaders in Latino gay clubs.

LINK:

www.AdelanteMagazine.com



Tentaciones Magazine tends to focus more on entertainment and the arts related to the Latino gay community, and could develop into a national magazine serving other strong Latino gay markets including those found in Texas, Miami, Chicago and New York. Both *Tentaciones* and *Adelante* feature bilingual articles written in English and Spanish, and continue to be some of the cornerstones in the ever-growing Latino gay market nationwide.

LINK: www.tentaciones.ws

Internationally, **Zero Magazine** is the leader in the Latino gay culture that is found in Spain and other parts of Europe. Published in Madrid, Zero Magazine's style mirrors that found exclusively in high quality European publications. More on Zero Magazine can be found in our International chapter.

LINK: www.ZeroMagazine.com

Online, there are two sites which focus exclusively on the Latino gay community, **LatinoGLO.com** and **Latino.Gay.com**. Both sites feature content and news related to the Latino gay community, along with membership and personals for guys to meet. *LatinoGLO.com* is geared primarily towards the US market, with most articles in English, while *Latino.Gay.com* is geared primarily toward the International Latino market, with most articles in Spanish.



Themes: African-American

AFRICAN-AMERICAN

For the African-American community, there are fewer media companies out there compared to the Latino community. Several gay magazines have been started for this community but have not survived through the years.

One magazine still going strong is **Clikque Magazine**, touted as the "Nation's Premier Gay Publication For & About People of Color." Featuring articles and lots of event photos, *Clikque* offers a new and exciting approach to delivering timely community and national news, arts and entertainment, as well as over twenty other feature departments. *Clikque Magazine* is a free distribution magazine primarily found in the Southeast US. They are based in Hollywood, Florida.

LINK: www.Clikque.com

Online, however, there are a few key resources available for the

African-American gay community. **SapienceMagazine.com**, based in the Houston area, strives to provide quality information and discussion related to the African-American gay community. Touching on political commentary as well as poetry and short stories, *SapienceMagazine.com* is a well designed community site with appeal for both men and women.

In addition, there is **BlackGLO.com**, a content and membership portal dedicated to the African-American community. Featuring stories and news, as well as blogs and membership profiles, this site allows African-Americans to keep up-to-date on information relevant to them, as well as meet others online.

On the international front, **UKBlackOut.com** stands out. With a more global flair, this site touches on the lives of black men and women around the world, with a special focus on the Caribbean and Africa.

In events, there are a number of **Black Pride Festivals** held throughout the US, including **At The Beach** in Los Angeles and **DC Black Pride**, to name a few.

LINKS:
 - www.atbla.com
 - www.dcblackpride.org



today. *YGA* comes from a three-year base of interviewing young gays & lesbians for their popular website, **YoungGayAmerica.com**. Building on a base of reputation and loyalty, *YGA* decided to leverage these relationships and content into their new magazine.
LINK: www.YGAmag.com

Online there are two key sites dedicated to gay youth, **Mogenic.com** and **QueerFuture.com**. Both *Mogenic.com* and *QueerFuture.com* are two of the leading sites for and about gay youth worldwide. They combine unique content and news with a membership-based system, allowing gay & lesbian youth to post their online profiles, interact with other members for friendship and more, and post some of their thoughts and feelings in the online message boards and blogs set up just for them. In addition, there is *OasisMag.com*, a youth community portal allowing young gays & lesbians to post in online discussions and review poetry and news.

In terms of organizations dedicated to gay & lesbian youth, there are a number of **college organizations** spread out all throughout the US and Canada. These organizations help provide support and education to gay and lesbian college students as they become aware of their sexuality early on.

One organization in particular is the **Delta Lambda Phi National Social Fraternity**. Founded in 1986, this organization strives to enhance the quality of life among gay, bisexual and "progressive" men. Since its founding, it has become one of the country's fastest growing fraternities with chapters from coast to coast.
LINK: www.dlp.org

Another organization is the **National Consortium of Directors of LGBT Resources in Higher Education**, a group which offers news, informational resources and a directory of **GLBT Student Groups** across the country.
LINK: <http://www.lgbtcampus.org/>

Also, see above under the category of **Parents and Families** for other organizations dedicated to gay children and youth.

Themes: Youth

YOUTH

In the world of gay & lesbian youth, there are several key sites and publications dedicated to this community. In print, we have **Xodus Magazine** as highlighted previously in national print publications. Set against a backdrop of hot guys, stories and the latest cutting edge gadgets, gizmos and trends, *Xodus Magazine* has taken the leap as one of the first publications to promote communication between gay generations. Divided into seven sections (Uncharted, Mind, Sex, Body, Love, Arts and Self), *Xodus* covers the gamut of issues and topics.
LINK: www.XodusMag.com

Before *Xodus*, there was **XY Magazine**, a national print publication now found primarily in smaller gay & lesbian bookstores across the country. Online, *XY Magazine* has a new youth portal coming online (in beta now), found at **XY.com**.



A recent addition, with its first issue debuting in December 2004, is **YGA Magazine**. *YGA*, which stands for Young Gay America, is designed to help advertisers specifically target gay & lesbian youth, touting this group as one of the most influential demographics

Themes: Seniors

SENIORS

Along the lines of the gay & lesbian youth market, we have the gay & lesbian seniors market developing as more and more baby boomers reach retirement age. One of the more interesting phenomenons of this trend are the new gay & lesbian retirement homes being developed today. **Rainbow Vision Properties** of Santa Fe, New Mexico and the **Palms of Manasota** in Florida are two such examples.

In media, there is one larger site dedicated exclusively to gay & lesbian



seniors - **GrayAndGay.com**. Similar to other community sites offering content with membership, this site also offers a photo album feature allowing those aging gay baby boomers to share photos of their family and friends with one another.

GrayGay.com is another site dedicated to this category, focusing more on links and resources to other sites for gay seniors, as well as compiling news and information from other sites with a summary offered on *GrayGay.com*.

In the category of non-profits, the **Prime Timers Worldwide** is an organization dedicated to providing mature gay and bisexual men, and their admir-

ers, with opportunities to come together in a supportive atmosphere and to enjoy social, educational and recreational activities. With chapters from Palm Springs to Boston, this is the largest non-profit organization dedicated to gay seniors.

LINK: www.PrimeTimersWWW.org

Themes: Asian / Pacific Islander

ASIAN / PACIFIC ISLANDER

We will hopefully have more information on this category in future editions. There was one magazine, **Noodle Magazine**, dedicated to gay Asians and Pacific Islanders, but it has recently closed.

Themes: Adult

ADULT

Some could say we've saved the best for last! Here at **HIM Corp**, we did not want to shay away from what some consider to be one of the largest sectors of the gay marketplace, second only to Travel (debatable). That said, there are going to be far more publications, organizations, events and websites dedicated to this market than we can list here, so we will

focus on some of the larger and more prominent ones.

In events, there are several key functions and expos held annually that are very well attended by the gay consumer. **The Gay Erotic Expo**, held in New York for many years and now being brought to other cities including Los Angeles and Miami, is one of the largest gay adult consumer events in the country. Featuring a variety of shows and performances, as well as vendor trade booths being interspersed throughout the event, this two-day expo is "over the top" year after year, even by New York standards.

LINK: www.GayEroticExpo.com

With a more business-to-business edge to it, Las Vegas hosts a series of events tied into the **InterNEXT** show and the **AVN Adult Entertainment Expo**, concurrently held annually in January. Although primarily straight, there is an entire "gay contingent" associated with this series of events holding parties and mini-events throughout the week. It's a mix of gay adult business owners, along with some gay adult fans in town to see their favorite stars.

- LINKS:
- www.homeentertainmentevents.com
 - www.gaywebmasterbash.com
 - www.internext-expo.com

In April of each year, **CCBill** brings the gay adult world the **Phoenix Forum**, another business-to-business networking event held annually in Phoenix, Arizona. Held at a different resort each year, this event, coupled with the Las Vegas events mentioned above, form the cornerstone of gay adult business-to-business opportunities.

LINK: www.thePhoenixForum.com

In gay adult consumer print, there truly are a wide variety of gay adult magazines on the market today. Those that stand out are **Unzipped**, **Men Magazine** and **Freshmen**, all published by **Specialty Publications**. These magazines feature some of the highest quality content and photos, and provide advertisers with more traditional advertising mixed with editorial found on the market today.

LINK: www.SpecPub.com

The collage features several elements: a 'buygay.com' logo, a 'freshmen' magazine cover with a 'Vote IN THE freshmen POLL' and 'FREE Rascals DVD!' offer, a 'clubfreshmen' logo with the tagline 'members with access join the club today', and a photograph of a shirtless man with his arms crossed. At the bottom, there is a 'mcu 20' logo and the text 'January 2005 Sean Ellis' and 'Current Issue: Freshmen, January 2005'.

In the business-to-business side of print, a new publication has recently launched - **XBiz World Magazine**, along with a comprehensive portal at **XBiz.com**. Similar to **YNotMasters.com** and **AVNOnline.com** (with their magazine, **Adult Video News (AVN)**), these sites and publications offer those in the adult industry a key resource for finding up-to-date news, events and resource information relevant to them. Each site and publication has a gay section always present as well, serving one of the more lucrative aspects of the adult industry as a whole.

For the gay adult webmaster industry, **GayWideWebmasters.com** has proven to be a key source of information and up-to-date press releases specific just to this industry. Holding a variety of b-to-b events at the Las Vegas InterNext show, **Gay Wide Webmasters** has taken the lead in helping bring gay webmasters together with both networking opportunities and information.

In the free print publication category, **Cybersocket Magazine** is one of the pioneers in bringing gay consumers information related to the gay Internet, including shopping, trendy gadgets, and especially gay porn. As the gay adult industry exploded online with pay-per-view streaming video websites, **Cybersocket** has grown alongside this industry, keeping gay consumers up-to-date on some of the hottest gay porn sites available online.

In addition, **Cybersocket** helps educate the gay webmaster industry, keeping them up-to-date on trends and technology relevant to them. Similar to **GayWideWebmasters.com**, **Cybersocket** has maintained a lead in holding b-to-b events at various gay adult conventions held around the world exclusively for their gay webmaster constituency.
 LINK: www.CyberSocket.com

On the Internet, the variety of choices is even greater, with several hundred "pay per view" sites offering photos, streaming video, live video feeds and more to the gay consumer. Web sites of note are **MenOnTheNet.com**, **Badpuppy.com**, **JustusBoys.com**, **BananaGuide.com**, **GayPornBlog.com**, **Nightcharm.com** and **Dirty-Monkey.com**.



MenOnTheNet.com, one of the largest and most established sites online, positions itself as the "Yellow Pages of Gay Porn." Offering a directory of links to gay adult sites found online, arranged by categories including Amateurs, BodyBuilders and Cruising, this site is one of the most comprehensive sites gay consumers start with.

BadPuppy.com, also one of the oldest and most established sites online, positions itself as more an online gay adult community, featuring photos and video feeds, as well as stories and news of interest to the consumer of gay erotica.

JustUsBoys.com is one of the highest quality sites online serving the gay adult consumer. Offering a complete set of community portal tools, including blogs, photo galleries and web-based e-mail, this site is both utilitarian and fun, with articles, porn reviews, video streaming and more. It's also one of the best designs online.

Having started strong several years ago with one of the more popular gay adult message boards online, along with multiple links to free gay adult content online, **JustUsBoys.com** has developed a strong following over the years, of which they continue to keep loyal with their up-to-date photo galleries and features.

BananaGuide.com is one of the pioneer sites in bringing free content, articles and resources online for the gay adult consumer. Offering tips and tricks related to finding free gay porn online, the **Banana Guide** has become one of the top locations for guys online to start with when they're looking for their porn.

GayPornBlog.com is unique in that it mixes content, video reviews and blogs by online members into a nicely designed community and information site. Including Celebrity Gossip and quick links to a wide variety of blog topics, this site has become one of the top destinations for gay adult consumers online.

NightCharm.com, like **JustUsBoys.com**, is one of the top erotic portals online for the gay adult community. Content-rich in both

stories and photos, this site has been one of the early pioneers in bringing quality erotic content to gay men online. Featuring online membership as well, **NightCharm.com** has stayed ahead of the pack for the past few years and should continue to grow with their consumer base online.

Dirty-Monkey.com, a more recent addition, is also set up as an erotic online community, featuring stories and news, as well as member-to-member adult amateur photos where members can post profiles and share their adult photos with one another.

In the world of male escorts and massage, two websites stand out - **RentBoy.com** and **MassageM4M.com**. Both sites offer masseurs and escorts ample room to describe themselves with photos and is easily searched by region of the world.

Some of the largest adult gay studios out there are **FalconStudios.com**, **BelAmiLounge.com**, **KristenBjorn.com**, **TitanMen.com**, **ChiChiLaRue.com**, **ColtStudios.com** and more. Online retailers offering adult gay products include **RADVideo.com**, **MovieMountain.com**, and **TLAVideo.com**.

There are even companies specializing in gay adult video rentals by mail. One of the largest in this category is **OhGhurl.com**, offering customers up to three DVDs at any one time, and providing one of the largest overall collections of gay adult DVD available to consumers today.

From the studio **Jet Set Productions** comes a revolutionary new media product being targeted to the gay adult consumer - **WetPalms.com**. *WetPalms.com* is gay porn's first hardcore soap opera taking place at the *Wet Palms Resort*. Each week, new video footage is made available to members online, and can be purchased as a set on DVD. What is unique about this site is that it incorporates many of the latest interactive features found online today, including *Wet Palms* blogs, *Wet Palms* undercover and more, all designed to both entertain and interact with their gay audience.

Lesbian Porn: A Short History of On Our Backs



The first issue of **On Our Backs** was published in 1984 by two enterprising lesbians, Debi Sundahl and Nan Kinney. The couple conceived of *On Our Backs* as a response (in part) to the anti-pornography platform of most lesbian and feminist organizations and media at the time. One of these publications was the feminist newspaper *Off Our Backs*, whose name became the butt of the joke embedded in Nan's and Debi's new title, *On Our Backs: Entertainment for the Adventurous Lesbian*. (Playboy's kicker "Entertainment for Men" supplied the model for the subtitle.) At the time, there were very few nation-

al magazines aimed at gay women, much less erotic publications by and about lesbians.

Because of its novelty and editorial brilliance--famed "sexpert" Susie Bright joined *On Our Backs* with the second issue and Utne proclaimed it "one of the ten magazines to make a difference in the 1980s"--the magazine was a hit. It was also very controversial: many women's bookstores refused to carry it. The quarterly went bimonthly in 1989 and benefited from Debi's and Nan's other adult product lines, mainly *Fatale Video*, producer and distributor of lesbian adult videos. But in 1994 *On Our Backs* fell into financial difficulties and was sold; the new publisher came out with one more issue before declaring bankruptcy in 1995.

The following year **H.A.F. Publishing** outbid **The Advocate** for *On Our Backs'* assets and started publishing again in 1998. Continuing with the magazine's commitment to lesbian sexual diversity and empowerment - the magazine is the proud holder of four *Vice Versa Sexcellence* in the gay press, plus a "Best Skin Title" award from *The Bay Guardian* -- next year the company will celebrate *On Our Backs'* 20th anniversary.

Latin Fever

When **GayWebMonkey** first asked me to check out the Latin scene online, my first response was, "But, I'm really white!" While everyone from **J-Lo** to **Jennifer Ashton** has jumped on board the Latin Pride conga line, I've been saddled with blonde hair, blue eyes, pale skin that burns when you turn on a light bulb and hips which, when I try to shake them, scream out 'Gringo'. I envisioned hordes of angry young Latinos banging on my door the moment I typed the phrase "hot *papi*" into this article, and not so that they could share with me their recipe for *posole*. Being white and liberal, I am saddled with the fear of being branded a racist. I mean, while it's true that Latin boys are hot blooded lovers who are good to their *mamacitas*, nobody wants to hear some white boy telling you your business.

South of the Border

So, I did what any self-respecting wonk does in these situations: I called my ex-boyfriend, who just happens to be Latin, and told him my dilemma. After listening patiently while I relayed my fears, he gave me his advice. "First off, I prefer the term 'Iberian American'", he explained, "and secondly, no Latin guy is going to care what you say, since at the end of the day, he'll still be able to dance better than you. I mean, really, you should take a class or something."

This attitude is totally at the heart of the Latin community. Being Latin isn't just a matter of race or culture; a Puerto Rican, an Argentinean and a Mexican may have less in common with each other than someone from another race, but they all share a common spirit and love of life, as well as a much deserved contempt for white people stealing

their dance moves. Passion burns in the heart of all Latinos across the globe and once you get a taste of it: Forget it - You're guaranteed a case of Latin Fever.



Since my expense request for a trip to Ibiza was rejected by my editor, our trip into the heart of Latin culture will have to be virtual. Our first stop is a natural one. The largest bilingual GLBT magazine on the planet, **www.tentaciones.ws** (Spanish for "Temptations") caters to both the Latino community and the wider gay community as well, covering all the favorite subjects of homo's (you know, arts and culture, entertainment... sex) but with a decidedly Latin twist. You may not know it, but Latin music is as rich and varied as any-

thing you'll hear on TRL. Spare yourself the watered-down stylings of "crossover" artists and get your Latin soul served up straight. *Tentaciones* covers everything from Latin pop to traditional salsa (the music, not the sauce, whiteboy) and there's no better way to impress your *chulo* than to mention how much you loved the latest Miguel Bose album, or his official website located at **www.miguelboseonline.net** (although you'll need to be fluent in Spanish to appreciate it, should you need help, try the "Translate this page" option in Google, if only for a good laugh)

If you managed to sit through *Frida* without yelling to Salma Hayek on the screen that she needs to wax her eyebrows, you may enjoy *Tentaciones'* June/July art section, focusing on out and proud Latino artists. Eighty percent of Latinos are Catholic and the iconography of this rich religion often features prominently in Hispanic art. The painter featured currently uses homoerotic images of St. Sebastian and the Virgin Mary in brilliant Technicolor hues, but maddeningly, the site forgot to mention the talented artist's name. *El Pintor*, I salute you!

The best part of this site, however, is the most unexpected. Whether you are inclined towards the spiritual or not, *Tentaciones* has the best horoscopes ever. While most astrologers keep to vague fuzzies about "meeting an unexpected challenge", the *bruja* on this site tells it like it is. "I don't think I can call you an idiot often enough. You are inept in the romance department and you are leaving all the potential husbands behind in the middle of the road", she tells me. Gee, thanks! The only thing though, is that she's right (at least when it comes to me. Sigh), though I do have to wonder how many Leo's she's pissed off by predicting that their father's are going to wind up as drag queens in Vegas...



La Vida Caliente

While **www.qvmagazine.com** also has a horoscope column (if you're a Taurus, hopefully you didn't buy a Lincoln Navigator in August), it's not the main reason to get your ass over to this smokin' site. QVMag is light on the style and heavy on the substance and by substance I mean, hot guys. The primary *carnitas* here are hot boys, hot men and yes, hot *papis* as well. In fact, the theme of the August issue is 'Hombres', which from the pictures on the site must be Spanish for 'Incredibly Hot Men'. Best of all, you can email the cover boy if you like. If you can pry your eyes away from the pictures, however, you'll be in for an even bigger treat. QV has put its *pinga* out there by including hard hitting articles on how Latin men perceive

themselves, how they think they are perceived by non-Hispanic gays, as well as including short-stories and advice columns. If only our more mainstream gay rags spent half as much time looking at ourselves, imagine where we could be? Oh wait, what I meant to say was, "Did I mention that the guys on this site are really hot?" Seriously though, if you want to get a good look at what it really means to be a queer Hispanic American, look no further than this site. QVMagazine is the perfect combination of *caliente* and *corazon* and it's no wonder that it is "the nation's largest and most respected gay Latino" magazine.

Cuidado

It's very easy to romanticize the Latino experience if you don't live it. While the image of the Latin lover is a true one, it's still a stereotype. Hispanic Americans are now America's largest minority and while some have lived in this country for hundreds of years, many are first or second generation immigrants and face discrimination that prevent them from having the opportunities they deserve. HIV is a real problem and it's made worse by a culture of masculinity that makes it very difficult for Hispanic men to talk about being gay, either with their families or each other. **Bienestar** and **Altamed** in Los Angeles are two examples of organizations dedicated to this cause in the Latino community.

LINKS:

- www.bienestar.com
- www.altamed.com

In the course of writing this article, I spoke to quite a few of my Hispanic friends to get their perspective. My question was pretty simple. I wanted to know why they thought Latin guys were generally considered to be so hot. Their responses ranged from an annoyingly tactful,



"Well, we're humble and we love our families" to the surprising, "I don't know. I'm not into Latinos." What most of them said, however, regardless of the truth or fiction behind the stereotype, is that the reason Latino men are so hot is because, as my friend Chris Chavez puts it, "We've got ample equipment and we know how to use it."

Me Gusta Los Latinos

It's here that I must admit full disclosure:

I ♥ Latin guys. I mean, like totally, my-heart-goes-all-stupid into Latin guys. At first, I'd randomly meet boys and they'd turn out to be Latin and later, after having dated a Latin guy for three years I

found myself at ease whenever I dated/hung out/made out with a Hispanic hottie. It was kind of creepy, at first. I was afraid of being labeled a 'taco queen' or being accused of waging some kind of strange sexual imperialism. The truth of the matter is, what attracted me to Hispanic men was not the color of their skin, but their values. A lot of gay

men are very catty and defensive; we love nothing more than to play the old game of "I'm going to show you I'm interested in you by ignoring you." It's cute in a third grade schoolgirl sort of way, but at the ripe old age of twenty... something I've grown bored of. With the Latino guys I've been lucky enough to date, that attitude hasn't been there. Maybe it's the strong focus on family and the self-confidence that it breeds, but in my experience Latin guys are unafraid to say, when they mean it, the three scariest words in the gay lexicon: "I love you." Of course, they're also unafraid to say most anything

else that comes to mind as well, like "You're haircut's really stupid" or "Buy me something", but it's a small price to pay for true passion.

So, by now you're probably wondering where you can get your very own Latin hottie. At the risk of increasing my competition, I'll tell you. A good starting place is www.adelantemagazine.com, a resource of places to go and things to do for the Latin community, and by extension an invaluable resource for knowing where the *esses* hang. Is anyone else tired of my gratuitous use of Spanish slang? I was actually *this* close to calling myself a *pollo* (because I'm young. Get it?) just to keep up the conceit of this article. In any event, *Adelante* covers popular restaurants, bars and social events of interest to the Latin community and also offers up a 'Chulo del



Mes' (that's 'Hunk of the Month') as well. Nobody should click on the link, however, because Victor, the current hunk, is all mine. Go away! I'll cut you!

If you're really serious about meeting a Latin boy and want to do it the old-fashioned online way, your best bet is www.latinoglo.com, a GayWebMonkey partner. While many of the other sites I've mentioned have online personals or message boards they are, as far as I can tell, ghost towns. LatinGLO, despite sounding like the name of a cactus nightlight, is a fantastic site to set up personals, chat with other people (of any color or background) and find your very own um... *enchilada*. Okay, *burrito*. As has been previously stated, these boys are *muy grande* – at least in their hearts, where it really counts.

Japhy Grant is an author and screenwriter from New York City. You can read more by him at his website, www.japhygrant.com His Spanish is just plain awful.

Gay Urban Markets

Similar to the topic of Niche Media described in detail in this guide, this chapter is dedicated to better understanding WHERE the gay market is located and how to reach it.

One of the best resources for an in-depth understanding of the gay market in the US is the **Gay Atlas**, published by the Urban Institute of Washington, DC (ISBN 0-87766-721-7). Derived from data collected in the recent US Census 2000, the *Gay Atlas* methodology is to count only those households listed as living with an "unmarried partner" with a same-sex adult listed as his or her unmarried partner. Written by Gary Gates and Jason Ost, the *Gay Atlas* provides a more accurate accounting of where gays & lesbians live, including providing concise data, crisp graphics and easy-to-understand maps.

Some interesting findings include the fact that Vermont edges out California as the state with the highest concentration of gay & lesbian couples in the US. California, New York, and Massachusetts rank among the top 10 for both the total number of gay and lesbian couples and the overall concentration of same-sex couples in the state. 3 Florida cities (Wilton Manors, Miami Shores and Key West) make the top 10 list of US cities with the highest concentration of gay & lesbian couples.

It also finds that gay men do not necessarily choose to live in the same communities as their lesbian counterparts, and vice versa. In general, gay male couples live in neighborhoods that are more urban, more diverse, have more educated residents, have older housing stock, and have higher crime rates than the neighborhoods heterosexual married couples live in.

LINK: urban.org/pubs/gayatlas/

Utilizing the *Gay Atlas* will provide you with more detailed and analytical information from which to work from when planning your regional marketing focus. For this guide, we will provide a summary breakdown, by region, of some of the top gay print, event and Internet media available to you today. This regional breakdown will coincide, more or less, with the top gay urban markets in the US and Canada. Each of these markets will typically have one or more gay news-

papers or magazines, as well as key Internet sites providing information and a sense of community to the local region. In addition, the local government tourism agency may be very active in promoting to the gay & lesbian community. There will also be at least one strong event in each market, as well as a solid gay business networking group or two. Each region has its own unique media mix that matches its own unique culture and history.

Out of this mix has emerged a key player in the local gay media market - **Rivendell Media**. Specializing in helping nationally-based clients reach the gay market at the local level, *Rivendell Media* partners with some of the larger and more established gay publications in markets including New York, Los Angeles and more. Serving as the national representative to more than 200 gay & lesbian newspapers and magazines since 1979, *Rivendell Media* assists both clients and ad agencies reaching the gay press nationwide.

LINK: www.RivendellMedia.com



Online, there are two nationally-based websites which focus on gay local markets, **OutInAmerica.com** and **GayMonkey.com**. *OutInAmerica.com*, with websites including *OutInColumbus.com* and *OutInLosAngeles.com*, is one of the first to address the local market on a national level, focusing on personals

and premium membership for guys to meet other local guys online. *GayMonkey.com*, with websites including *NYC.GayMonkey.com* and *LA.GayMonkey.com*, brings local members news and articles related to their part of the world, along with free membership and personals, allowing them to also meet other local guys in their part of town. Currently, *OutInAmerica.com* serves the North American market while *GayMonkey.com* serves a more global audience with sites including *London.GayMonkey.com* and *Sydney.GayMonkey.com* pulling in a strong membership base.



On the local level, we will divide the market into primary and secondary gay markets and list some of the media associated with each. Our criteria for which markets are primary and with markets are secondary include not only the physical estimated size of each region's local gay market, but also the infrastructure associated with this market. This infrastructure includes an established gay business association, several established gay media outlets, at least one strong gay event and a sizeable number of gay restaurants, bars, bookstores and other retail outlets catering exclusively to the gay & lesbian community.

Some regions may have an up and coming gay & lesbian community developing in their part of the world and not be listed below. Between the *Gay Atlas* and subsequent editions of this guide, those regions and their associated media should be listed soon.

Primary Markets

Atlanta, GA

Just about everyone along the East Coast of the U.S. knows Atlanta is the queer 'Mecca' of the South. Gays and lesbians have flocked to this Southern metropolis over the years in droves - and for good reason.

Atlanta has one of the most progressive and largest gay & lesbian communities in the entire South, excluding Florida. Anchored by **Piedmont Park**, north of the city, we start with the Midtown area of Atlanta. In **Midtown**, the gay community is spread out all throughout this region, with clusters of bars, restaurants and other gay retailers including **Blakes on the Park** and **Outwrite Books**; **Ansley Mall**, north of Midtown on Piedmont and Monroe with **Burkhart's Pub**, **Brushstrokes**, a number of other bars and the famous **Cowtippers** restaurant halfway between Midtown and Ansley Mall; **Cheshire Bridge Road** with **The Heretic** and other bars; **Woofs** even farther north; east side of **Piedmont Park** with **Big Red Tomato** and **Red Chair**; and the **Midtown Promenade** with **Hoedowns** and other bars.

Atlanta has two strong gay & lesbian business associations, and both their pride and film festivals are some of the largest in the country. In addition, their local **Convention & Visitors Bureau (CVB)** has begun marketing Atlanta officially to gay & lesbian travelers and has a section of their website dedicated to this sector. **Delta Airlines**, based in Atlanta, has also begun to make outreach to the gay & lesbian community and has marketed itself in event, print and Internet advertising in 2004.

PRINT

David Atlanta Magazine: www.DavidAtlanta.com
 Southern Voice: www.Sovo.com
 Swirl Magazine: www.SwirlMagazine.net
 Hot Spots Magazine: www.HotSpotsMagazine.com

INTERNET

www.Gay-Atlanta.com

EVENTS

Atlanta Pride: www.AtlantaPride.org
 Out On Film: www.OutOnFilm.com

BUSINESS ASSOCIATIONS

www.aen.org
www.atlantagaychamber.com

ORGANIZATIONS

Atlanta Gay Men's Chorus: www.AGLC.org

Boston, MA

Boston has always had a strong gay & lesbian presence, and recently Boston's "**South End**" has become Boston's Gay Village, along with **Cambridge** across the **Charles River** and home to **Harvard University**. Although there are some bars and clubs clustered in the South End, in general Boston's gay & lesbian venues are spread all throughout the city. **Club Café** is a popular meeting spot and starting point for Boston gay life, with both a restaurant and a bar, as well as a fitness gym downstairs.

Boston has a strong gay business association and pride festival. Its media is also strong, both in print and online.

PRINT

in newsweekly: www.innewsweekly.com

Boston Phoenix: www.phx.com

Bay Windows: www.BayWindows.com

INTERNET

www.GayNewEngland.net
www.EdgeBoston.com

EVENTS

Boston Pride: www.BostonPride.org

BUSINESS ASSOCIATIONS

www.gbhc.org

ORGANIZATIONS

www.WeThinkTheWorldofYou.com

Chicago, IL

Chicago has one of the strongest gay & lesbian communities in the US Midwest, anchored by **Halsted Street** and **Belmont Avenue** just north of downtown, nicknamed "**Boys Town!**" Bars such as **Roscoe's** and **Sidetracks** are some of the most popular, but up and down this street are numerous bars, clubs, saunas, bookstores, gay retailers and more. Up Halsted Street closer to Wrigley Field is the new **Center on Halsted**, Chicago's gay & lesbian community center.

North of Boys Town is **Andersonville**, a more recent "2nd Gay Village" emerging in Chicago with a variety of fun bars and clubs.

Market Days and the **International Mr. Leather Competition** are two of the largest gay events in the country. Market Days draws gays & lesbians to Chicago from all throughout the Midwest for a fun-filled and entertaining weekend.

The local gay & lesbian business association is also strong and well established, and the gay media in print and online have a firm foothold in this city. **Windy City Media Group** owns many of the local gay publications including **Windy City Times**, **Nightspots** and **Blacklines**.

PRINT

Gay Chicago Magazine: www.GayChicagoMag.com
 Windy City Times: www.WindyCityTimes.com
 Chicago Free Press: www.ChicagoFreePress.com
 Boi Magazine: www.BoiMagazine.com
 Nightspots: www.wctimes.com
 GO Guide Chicago: www.goguidechicago.com

INTERNET

www.ChicagoPride.com
www.BoysTownChicago.com

EVENTS

Market Days: www.Northalsted.com
 Gay Games 2006: www.Chicago2006.org
 Chicago Pride: www.ChicagoPrideCalendar.org
 International Mr. Leather Contest: www.imrl.com

BUSINESS ASSOCIATIONS

www.glchamber.com
www.chilagbac.org

ORGANIZATIONS

Center on Halsted: www.CenterOnHalsted.org
 Howard Brown Health Center: www.HowardBrown.org
 Chicago MSA: www.chicagomsa.com

Miami, FL

Miami's gay & lesbian community is considerably different from that found 30 minutes north in Fort Lauderdale, which is great for some and not so great for others. **Miami Beach** (or **South Beach**, if you'd prefer) used to be "gay central" for South Florida, with a sort of Hollywood flair for parties and nightlife and all things in between. Over the years, however, the gay community of Miami Beach has spread out to other parts of the city, and with the influx of other people coming to Miami Beach for the fun and wild nightlife, has less of a "gay village" atmosphere than it used to, which some gay folks love and others lament as a loss.

Miami Beach is still the epicenter of gay nightlife in Miami, with almost every establishment being either gay or very gay friendly. **Score** is the main bar on **Lincoln Road**, the popular outdoor promenade of Miami Beach where you'll find excellent Cuban and other Latin restaurants, as well as Latin people from all over Central and South America. Further down on Collins and Washington Blvd are other bars including one of the originals, **Twist**. There is also a gay beach located at 12th Ave.

Some of the largest and hippest gay events in the country are in Miami, including both the **White Party** and the **Winter Party**. **Miami's Gay & Lesbian Film Festival** has become one of the largest in the country, and their local gay business association has become very developed over the past few years.

PRINT

Hot Spots Magazine: www.HotSpotsMagazine.com
 Contax Guide: www.contaxguide.com
 The Weekly News: www.twnonline.org

EVENTS

Winter Party: www.WinterParty.com
 White Party: www.WhiteParty.com
 Miami Gay & Lesbian Film Festival: www.MGLFF.org

BUSINESS ASSOCIATIONS

www.GoGayMiami.com

ORGANIZATIONS

Care Resource: www.CareResource.org
 AIDS Project LA: www.apla.org

Ft. Lauderdale, FL

Fort Lauderdale is quickly becoming one of the top gay regions of the US. What started years ago as a gay vacation spot and retirement community has quickly blossomed into a full-fledged gay & lesbian community on par with what San Francisco was in the 1970s. Beckoning young and working age gays & lesbians from the US east, south and Midwest, Fort Lauderdale now has a full infrastructure for the gay & lesbian community with a multitude of bars, restaurants and night clubs spread all throughout the city.



Blvd.

The original gay scene started on **Las Olas Blvd** in downtown Ft. Lauderdale, anchored by **Cathode Ray** and a few other night spots. The resorts were not too far away, northeast of this area near the beach. **Royal Palms** was one of the first gay resorts and by now, there are over 20 gay resorts spread all throughout Ft. Lauderdale, with the majority centered near Terramar and Orton Avenue at the beach and Victoria Park both north and south of Sunrise

Wilton Manors, just north of Fort Lauderdale's city center, has emerged as the 2nd and stronger gay center of town, with **George's Alibi** and **Hamburger Mary's** as anchor establishments, just to name a few.



Pride Factory on Federal Highway has been a mainstay in the region for years, providing all things gay from videos to gift cards. It now has a café built in for those wishing to relax and review some of the hundreds of books and magazines they carry.



Fort Lauderdale has a strong pride festival every year, and their local media online and in print is well established. **Express Gay News** was recently purchased and is now part of the **Window Media Group**.

PRINT

411 Magazine: www.the411mag.com
 Express Gay News: www.ExpressGayNews.com
 The Independent: www.ourindependent.com

INTERNET

www.GaySouthFlorida.com
www.GayFortLauderdaleResorts.com
www.SouthFloridaFun.com
www.GayFtLauderdale.com

EVENTS

Pride Fest South Florida: www.PrideFestSouthFlorida.org

BUSINESS ASSOCIATIONS

www.womeninnetwork.com

ORGANIZATIONS

Community Center of S. Florida: www.glcctl.org
 Pride Factory: www.PrideFactory.com

Los Angeles, CA

Los Angeles and West Hollywood have been a strong part of the gay community for many years, with some of the oldest "alternative" bars serving Hollywood's elite. Today, **West Hollywood** is the central gay region of Los Angeles, bordered by Robertson Blvd. and La Brea Ave. on Santa Monica Blvd. Popular starting places include **The Abbey** and **Fiesta Cantina**, and as the night progresses, grow to include the **Here Lounge**, **Mickey's** and **Rage**.

There are many well established gay businesses on **Santa Monica Blvd.**, including **A Different Light Books**, **Drakes**, the **French Marketplace** and more. Besides the **Ramada Hotel** centrally located on Santa Monica Blvd. and the **Wyndham Bel Age** located on San Vicente and Sunset Blvds., the local **San Vicente Resort** is one of the nicest gay resorts, located right in the middle of West Hollywood. The local **West Hollywood CVB** helps promote gay travel and tourism to these and other hotels in the West Hollywood area, including the **House of Blues** and **The Standard Hotel**.

To the east a few miles is **Silverlake**, an area that has always had a decent gay & lesbian presence, but has grown over the years as home prices remained slightly more affordable in this part of town. Silverlake has



a variety of established bars and restaurants including **Casita del Campo** and **MJ's Bar**, to name a few.



Santa Monica has a few smaller gay bars close to the local gay beach. **Long Beach**, south of Los Angeles, is another strong gay community with several bars, book-

stores and their own gay & lesbian community center. Further south in **Orange County**, **Laguna Beach** has always been a small gay mecca with **The Boom Boom Room** and **Woody's By The Beach**, very close to their local gay beach. There are other gay establishments in Orange County, including **Ozz** and **The Frat House**.



The gay business community is well established with **BALA**, but in terms of networking, is smaller in comparison to other gay & lesbian regions. The gay media of Los Angeles is well established, with **The**

Blade and **Frontiers News Magazine** two of the original publications serving Southern California.

Los Angeles has two major gay pride festivals, in Long Beach and West Hollywood, as well as one of the largest gay & lesbian film festivals in the country, **Outfest**.

PRINT

Frontiers News Magazine: www.FrontiersNewsMagazine.com
 In Los Angeles: www.INMagLA.com
 Fab Magazine: www.FabMagazine.com
 MetroSource LA: www.MetroSource.com
 Adelante Magazine: www.AdelanteMagazine.com
 Odyssey: www.odysseymagazine.net
 Outword Magazine: www.outwordmagazine.com

INTERNET

www.WestHollywood.com
www.MetroG.com

EVENTS

Long Beach Pride: www.LongBeachPride.com
 Christopher Street West: www.LAPride.org
 Santa Barbara Pride: www.GaySantaBarbara.com
 Outfest: www.OutFest.org

BUSINESS ASSOCIATIONS

www.balaweb.com
www.lbcbn.com
www.wehochamber.com

ORGANIZATIONS

LA Gay & Lesbian Center: www.laglc.org
 AIDS Project LA: www.apla.org
 Different Light Books: www.adlbooks.com

Montreal, QC

Montreal has a gay village that has become a model for other cities in North America to strive for. Early on, the province of Quebec has emerged as a leader in gay & lesbian rights, and with the support of key government officials, was one of the first to legalize gay unions and now marriage. The tourism offices of Montreal and Quebec have been aggressively marketing Montreal to the gay community worldwide for many years, and are the examples used by other regions when examining their new marketing campaigns to reach gay & lesbian travelers.

Ste. Catherine Street East is the main thoroughfare of the gay center of Montreal, bordered by Rue St. Denis and Avenue Papineau. There are numerous bars and restaurants on this street, as well as the famous **Priape** gay clothing store. There are also a number of gay saunas and strip bars here, as it's legal in Montreal and Toronto.

Montreal hosts one of the largest gay circuit events in the world, the **Black and Blue Party** done by the **Bad Boys Club Montreal (BBCM)**. In addition, their **Diversite Pride** is one of the largest in the region, and the upcoming **OutGames** is heading to Montreal in 2006.

Montreal also has a very well established gay business association, community center and other business and social services for the gay & lesbian community.

PRINT

Fugues Magazine: www.Fugues.com
 La Voix du Village: www.lavoixduvillage.com

INTERNET

www.BonjourQuebec.com/gay
www.Tourisme-Montreal.com/gay

EVENTS

Black and Blue: www.bbcm.org
 Diversite: www.DiversCite.org
 OutGames 2006: www.Montreal2006.org
 Image+Nation: www.Image-Nation.org

BUSINESS ASSOCIATIONS

www.ccgq.ca

ORGANIZATIONS

Coalition Gaie et Lesbienne du Quebec: www.cglq.org



New Orleans, LA

New Orleans has always had the reputation as a party city in the US attracting revelers from all through the south and Midwest. The gay events held in New Orleans are no exception with Southern Decadence, Halloween and Mardi Gras being some of the largest and most noteworthy.

New Orleans gay life centers on the northern side of Bourbon Street anchored by the Bourbon Pub and Oz at St. Anne Street. During any festive night on Bourbon Street, some of the straight crowd works its way north, mixing with the heavily gay crowds on the street with no problem. It seems to be a party everywhere, every night!

PRINT

Ambush Magazine: www.AmbushMag.com
 Whiz Magazine: www.WhizMag.com
 Adelante Magazine: www.AdelanteMagazine.com

INTERNET

www.GayNewOrleansGuide.com

EVENTS

Southern Decadence:
www.SouthernDecadence.com
www.SouthernDecadence.net
 Halloween 2005: www.GayHalloween.com
 Gay Mardi Gras:
www.GayMardiGras.com
www.GayMardiGras.net

New York City, NY

New York City, with the origins of the gay movement starting on **Christopher Street** and the raid at **Stonewall**, has gay clubs and other establishments spread all throughout the city. **Greenwich Village** and **Soho** were where the original gay bars of New York began, and it still has a very lively gay nightlife on Christopher Street and other nearby streets in the Village. Further north, the new gay center of New York is **Chelsea**, near 23rd Street and 8th Ave. With a multitude of clubs, bars, restaurants and other gay establishments, there is always something gay going on in this part of town. **Big Cup** on 8th Ave. is a popular starting point.

From here, there are very popular clubs further up in the **Midtown** area, including **Therapy** and the **Townhouse**. On the lower east side, there are a variety of clubs and bars mixed all throughout.

The **Gay Life Expo** and the **Gay Business & Entertainment Expo**, both held at the **Jacob Javitz Center** in New York, are two of the most popular events for companies to exhibit to the New York gay community. **Heritage of Pride**, New York City's annual pride event, is also quite popular but is outdoors and considerably more packed (and festive), which works well for some vendors, but not as well for others.

The gay business networking groups and community service organizations in New York are very well established and going strong. The business groups have a variety of meetings held all throughout the city at different venues and different times, including the local **Gay & Lesbian Community Center** on 13th St.

PRINT

HX Magazine: www.HX.com
 Next Magazine: www.NextMagazine.net
 GO NYC Magazine: www.GONycMagazine.com
 MetroSource NY: www.MetroSource.com
 Gay City News: www.GayCityNews.com
 New York Blade: www.NYBlade.com
 Village Voice: www.VillageVoice.com

INTERNET

www.GayLI.com
www.licktheweb.com

EVENTS

Gay Life Expo: www.GayLifeExpo.com
 Gay Business & Entertainment Expo: www.RDPGroup.com
 Heritage of Pride: www.HOPinc.com
 Gay Erotic Expo: www.GayEroticExpo.com
 New Festival: www.NewFestival.org

MIX NYC: www.MIXNYC.com
 Saint At Large Black Party: www.SaintAtLarge.com

BUSINESS ASSOCIATIONS

www.nbpo.org
www.OutProfessionals.org

ORGANIZATIONS

NYC Gay & Lesbian Center: www.GayCenter.org
 NYC Gay Men's Chorus: www.NYCGMC.org
 Leslie Lohman Gay Art Foundation: www.LeslieLohman.org
 Gay Men's Health Crisis: www.gmhc.org

Philadelphia, PA

Philadelphia has always had a strong gay community centered on **12th Street** and **Locust Avenue**, anchored by such establishments as **Woody's**, the **12th Air Command**, **Shampoo** and **Sisters**. In addition, **Giovanni's Room** has been a mainstay in the neighborhood with their selection of gay & lesbian books and magazines, as well as the **Philadelphia Gay News** for keeping the local community informed and up-to-date.

Most recently, the local **Philadelphia CVB** has contracted out with local firms to begin heavily promoting Philadelphia to the gay & lesbian travel community. Including print, online and now television ads focused in select Northeast markets, Philadelphia has taken the time to learn what has worked for other regions and applied it to their city, taking this type of marketing to a whole new level.

The **Equality Forum** has grown over the years to become one of the largest gay events held in the US. In addition, the **Philadelphia Gay & Lesbian Film Festival**, originally created by such personalities as **Ray Murray** of **TLA Video**, has become a gay & lesbian film festival leader in the country.

PRINT

Philadelphia Gay News: www.epgn.com

INTERNET

www.PhillyGayborhood.com
www.GoPhila.com/gay

EVENTS

Equality Forum: www.EqualityForum.org
 Blue Ball: www.BlueBallPhilly.org
 Philadelphia Gay & Lesbian Film Festival:
www.PhillyFests.com
 Philly Pride: www.PhillyPride.org

BUSINESS ASSOCIATIONS

www.gppn.org

ORGANIZATIONS

William Way Community Center:
www.WayGay.org
 Philadelphia Gay Men's Chorus: www.PGMC.org
 Giovanni's Room: www.GiovannisRoom.com

San Diego, CA

San Diego has always liked the fact that it is separate from the larger Los Angeles/Orange County region to the north, and for good reason. San Diego is one of those unique communities with a very strong gay center and an even stronger local gay community.

Anchored by University Avenue in Hillcrest, San Diego has everything...



bars, clubs, bookstores, restaurants and more. The Obelisk Bookstore is a tradition in this part of town, as well as Rich's and Club Montage (originally the West Coast Production Company some years back).

To the east of Hillcrest is North Park, with another set of clubs and bars centered around University and Louisiana Street. Between Hillcrest and North Park are several gay bars on Park Blvd., including Numbers and Bourbon Street.

The gay pride festival in San Diego is one of the regions largest and most well attended. Their local business association, the GSDBA, is also one of the strongest in the region, and quite a few members can be found on Friday after work at the Top of the Park bar located in the Park Manor Suites Hotel.

PRINT

Update: www.SanDiegoGayNews.com
 Gay & Lesbian Times: www.GayLesbianTimes.com
 San Diego Buzz: www.SDBuzz.com

EVENTS

San Diego Pride: www.SDPride.com

BUSINESS ASSOCIATIONS

www.gsdba.com

ORGANIZATIONS

San Diego Gay & Lesbian Center: www.thecentersd.org
 Obelisk Books

San Francisco, CA

San Francisco, famous for its **Castro Street** and considered by many to be the first truly accepting gay and gay-friendly city, still lives up to its tradition today. City ordinances make it all but impossible for companies to do business with the city without strong diversity HR policies in place. Activists from San Francisco have led the country in social change, including the recent gay marriage licenses recently awarded and then revoked by the state of California.

The center of San Francisco gay life still centers on Castro Street, anchored by **Badlands, Midnight Sun, Harvey's** and **The Bar**. **A Different Light Books** is also there, along with a wide variety of restaurants, shops, clubs and bars. The center of gay life is at Castro and 18th St.

The **South of Market region (SOMA)** has also seen strong growth in gay establishments, including leather bars on **Folsom Street** and other nightclubs opening up on certain nights in some of the more industrial buildings in the area.

Polk Street, one of the other founding gay regions of San Francisco, is still alive and strong, and the neighborhood has picked up in recent years. Most of the hotels catering to the gay & lesbian community can be found in this general region of San Francisco, as there are mostly small B&Bs in the Castro area such as the **24 Henry Guest House** and the **Parker House**.

San Francisco Gay Pride is one of the largest in California and very well attended by gays & lesbians from all throughout northern California. In addition, **Folsom Street Fair** is famous in the leather community world-



wide, and the **Frameline Film Festival** is one of the largest gay & lesbian film festivals in the country.

San Francisco was late in having its own gay & lesbian community center, which opened recently as the **San Francisco LGBT Community Center** on Market Street. San Francisco does have a strong gay business association, and the **Bay Area Reporter** is one of the oldest and strongest gay publications in the region.

Many national media companies come from San Francisco, including **PlanetOut Partners, Curve Magazine** and **Girlfriends Magazine**.

PRINT

Bay Area Reporter: www.ebar.com
 Gloss Magazine: www.Gloss-SF.com
 Manifesto: www.ManifestoNews.org
 San Francisco Bay Times: www.sfbaytimes.com
 Out Now: outnowmag.com (San Jose)

INTERNET

www.CastroOnline.com
www.gaysonoma.com

EVENTS

Frameline Film Festival: www.Frameline.org
 Folsom Street Fair: www.FolsomStreetFair.com
 San Francisco Pride: www.SFPride.org
 San Jose Pride: www.sjgaypride.com

BUSINESS ASSOCIATIONS

www.ggba.org

ORGANIZATIONS

San Francisco LGBT Community Center: www.SFGayCenter.org
 Different Light Books: www.adlbooks.com

Toronto, ON

Made famous by **Queer As Folk**, Toronto has one of the strongest gay communities in Canada. Anchored by **Church Street** between Gloucester and Carlton Streets, Toronto has some of the most famous gay bars and establishments including **Woody's & Sailor, Zelda's** and **Priape**.

The gay media of Toronto are very strong in print and online, and their local pride festival is one of the largest in the region. A recent addition to Toronto's leather festivities is **Folsom Street North**, held annually in the Church Street area.

Toronto has a variety of gay community services, and the national **Canadian Gay & Lesbian Chamber of Commerce** is centered there.

PRINT

Fab Magazine: www.fabmagazine.com
 XTRAI!: www.xtra.ca
 Outlooks Magazine: www.Outlooks.ca

INTERNET

www.TorontoPronto.com
GayCanada.com
GayGuideToronto.com
GayToronto.com
GayOntario.org

TELEVISION

Pride Vision TV: www.PrideVisionTV.com

EVENTS

Inside Out: www.insideout.on.ca

Folsom Street North
Toronto Pride: www.PrideToronto.com

BUSINESS ASSOCIATIONS

www.cglcc.ca

Seattle, WA

In the Capitol Hill area of Seattle, just east of downtown, is Seattle's gay region. Centered on Pike Street between Belmont Avenue and 18th Avenue, this region has a strong gay & lesbian book store, Beyond The Closet, as well as several gay bars, clubs, restaurants and retailers. Cuffs is one of the largest club complexes, as well as Manray and R Place.

Seattle Pride is one of the strongest in the Pacific Northwest, and their local gay business association is very well developed and strong in gay business networking.

Seattle has similarities to gay life in Atlanta, whereby gays & lesbians tend to live all throughout the city and not just in one smaller gay village, as they do in other cities in North America.

PRINT

Seattle Gay News: www.SeattleGayNews.org
GLBT Yellow Pages: www.glbtyp.com

EVENTS

Seattle Pride: www.SeattlePride.org

BUSINESS ASSOCIATIONS

www.theGSBA.org

ORGANIZATIONS

Seattle LGBT Community Center: www.SeattleLGBT.org
Beyond The Closet Books

Washington, DC

Washington DC is one of those cities with gays & lesbians mixed all throughout the city. The center of gay life in DC, however, has always been **Dupont Circle**. With such establishments as the **Lambda Rising Bookstore** as well as a multitude of restaurants and bars have made Dupont Circle famous in the gay & lesbian community.

The majority of bars, restaurants and clubs, however, is just east of Dupont Circle on **17th** and **Q Streets**. There are also a variety of establishments a little further down on **14th** and **N Streets**, including **Hamburger Mary's**.

Events in Washington DC have included the Gay Millennium March on Washington in years past, and today include **Capital Pride** and the **Cherry Fund's** annual Cherry circuit party.

Washington Blade, part of the **Window Media Group** of publications, is one of the oldest and most established gay publications in DC.

PRINT

Washington Blade: www.washblade.com
Metro Weekly: www.metroweekly.com

INTERNET

www.GayDC.net
www.GayWDC.com

EVENTS

Reel Affirmations: www.ReelAffirmations.org
DC Black Pride: www.dcbblackpride.org
DC Pride: www.CapitalPride.org
Cherry Fund: www.CherryFund.org

BUSINESS ASSOCIATIONS

www.PenDC.org

Gay Resort Markets

Fire Island, NY**INTERNET**

www.cherrygrove.com
www.asthegroveturns.net

Hawaii**PRINT**

Odyssey Magazine Hawaii: www.odysseyhawaii.com

INTERNET

www.gayhawaii.com

www.outspokenhawaii.com
www.outinhawaii.com

EVENTS

Maui Gay Pride: www.mauipride.com
Volcano Party: www.volcanoparty.com

ORGANIZATIONS

The Center Hawaii: www.thecenterhawaii.org
Maui AIDS Foundation: www.mauiaids.org

Ogunquit, ME**INTERNET**

www.gayogunquit.com

Provincetown, MA**INTERNET**

www.provincetownfavorites.com

EVENTS

Provincetown Tea Dance: www.glresorts.com/boatslip
Provincetown Intl Film Festival: www.ptownfilmfest.org

BUSINESS ASSOCIATIONS

www.ptown.com
www.ptownchamber.com

Rehoboth Beach, DE**INTERNET**

www.gaydelaware.com

Palm Springs, CA

Very similar to Ft. Lauderdale, Palm Springs gay life began as both a gay retirement community and a gay resort community. Pioneered by **Bob Mellon** of **Vista Grande Resort**, Palm Springs now has over 40 resorts exclusively for the gay community and 2-3 resorts exclusively for the lesbian community.

The growth of the gay market, though substantial, is not yet at the same level as Ft. Lauderdale, however. Palm Springs gay life is centered on **Arenas Road** with **Hunters**, **Gay Mart** and other gay establishments as anchor tenants in that area. Outside of Arenas Road, new clubs such as **Toucans** have opened up recently, and up the road in **Cathedral City**, gay life is growing there as well.

Gay Pride in Palm Springs is very popular, as it's "off season" in November and it gives gays & lesbians from all over Southern California a reason to travel to and party in Palm Springs.

The business associations in Palm Springs are very strong, with the **DBA** holding a variety of networking mixers throughout the year.

PRINT

Bottom Line: www.psbottomline.com
Desert Daily Guide: www.desertdailyguide.com
Palm Springs Pulp: www.pspulp.com
Megascene Palm Springs: www.megasceneps.com

INTERNET

www.GayPS.com
www.PalmSpringsGay.com
www.palmSprings.com/gay/
www.PalmSpringsPreferredGayHotels.com

EVENTS

Palm Springs Pride: www.pspride.org
White Party: www.jeffreysanker.com
Dinah Shore Weekend: www.clubskirts.com

BUSINESS ASSOCIATIONS

www.dba-ps.com
www.dgtg.org

ORGANIZATIONS

Desert Pride Center: www.desertpridecenter.org

Puerto Vallarta, Mexico

Puerto Vallarta has emerged as a true oasis of flourishing gay life in Latin America. It's a mix of tourists, locals from all throughout the Guadalajara area, American retirees and Canadians looking for both a vacation and a place to hang out and work for a month, a year or more.

The gay life of Puerto Vallarta is centered in the Zona Romantica, the old part of town. There are a variety of bars and restaurants in town, and gay resorts spread all along the beach. Blue Chairs Resort is one of the largest and serves as a central point on the beach for travelers staying in some of the nearby condos and private residences as well.



Up the road from Blue Chairs, along the coast, are a variety of private homes large and small, rented out by gay travelers for the weekend or longer.

Overall, it's a wonderful place to live or vacation in. The people couldn't be warmer, and the food is to die for!

INTERNET

www.discoveryvallarta.com
www.donpato.com/vallarta.html
www.dointright.com
www.gayguidevallarta.com
www.gaypuertovallarta.info

EVENTS

Puerto Vallarta Film Festival: www.puertovallartafilm.com
Beef Dip: www.beefdip.com

BUSINESS ASSOCIATIONS

www.pvglba.org

Secondary Markets

Albuquerque and Santa Fe, NM**EVENTS**

Albuquerque Pride: www.abqpride.com

BUSINESS ASSOCIATIONS

www.algcc.org

ORGANIZATIONS

Rainbow Vision Properties: www.rainbowvisionprop.com

PRINT

www.newmexicovoice.com

INTERNET

www.albuQueerque.com

Asheville, NC**PRINT**

Mixx Magazine: mixxmagazine.8m.com

Austin, TX**PRINT**

TXT News Magazine: www.TXTNewsMagazine.com

EVENTS

Austin Gay & Lesbian Film Festival: www.AGLIFF.org
Austin Pride Parade: www.AustinPrideParade.org

Austin Party Page: www.partyaustin.com

BUSINESS ASSOCIATIONS

www.aglcc.org

Baltimore, MD**PRINT**

Gay Life: www.bgp.org

Boise, ID**PRINT**

Diversity News Magazine: www.gayidaho.com/diversity

Buffalo, NY**INTERNET**

www.outcomebuffalo.com

Burlington, VT**PRINT**

Out in the Mountains: www.mountainpridemedia.org

Calgary, AB**PRINT**

Gay Calgary Magazine: www.GayCalgary.com

Charlotte, NC (incl. Raleigh)**PRINT**

QNotes: www.q-notes.com

INTERNET

www.GayCharlotte.com
www.Rainbow-News.com

EVENTS

Charlotte Pride: www.charlottepride.org
PrideFest: www.ncpride.org

BUSINESS ASSOCIATIONS

www.charlottebusinessguild.com
www.tbpg.org

Cincinnati, OH**INTERNET**

www.GayCincinnati.com

EVENTS

Cincy Pride: www.cincypride.com

ORGANIZATIONS

Stonewall Cincinnati: www.stonewallcincinnati.org
GLBT Center Cincinnati: www.glbtcencercincinnati.org

Cleveland, OH**PRINT**

Gay People's Chronicle: www.gaypeopleschronicle.com

EVENTS

Cleveland Pride: www.clevelandpride.org

BUSINESS ASSOCIATIONS

www.NetworkMetroCleveland.com

ORGANIZATIONS

Cleveland Lesbian/Gay Community Center: www.LGCSC.org

Columbia, SC**EVENT**

SC Gay & Lesbian Pride: www.scglpm.org

Columbus, OH**PRINT**

Outlook News: www.OutlookNews.com

BUSINESS ASSOCIATIONS

www.NetworkColumbus.com

ORGANIZATIONS

Stonewall Columbus: www.stonewall-columbus.org

Dallas, TX**PRINT**

Dallas Voice: www.DallasVoice.com

TX News Magazine: www.TXTNewsMagazine.com

EVENTS

Dallas Pride: www.RazzleDazzleDallas.org
Out Takes Dallas: www.outtakesdallas.org

BUSINESS ASSOCIATIONS

www.Stonewall-Dallas.org

ORGANIZATIONS

Resource Center of Dallas: www.resourcecenterdallas.org
Crossroads Market Bookstore

Denver, CO**PRINT**

Outfront Colorado: www.outfrontcolorado.com

INTERNET

www.GayDenver.com
www.GayColorado.com
www.ColoradoOutspoken.org

EVENTS

Boulder Pride: www.BoulderPride.org

BUSINESS ASSOCIATIONS

www.coloradobusinesscouncil.com

ORGANIZATIONS

Colorado Gay & Lesbian Center: www.coloradoglb.org
Relatively Wilde: www.relativelywilde.com

Detroit, MI**PRINT**

Metra Magazine: www.metramagazine.com
Cruise Magazine: www.cruisemagazineonline.com
Between The Lines: www.pridesource.com

INTERNET

www.pridesource.com

EVENTS

Motor City Pride: www.motorcitypride.com
Hotter Than JulyBlack Pride: www.hotterthanjuly.com

Edmonton, AB**PRINT**

Times 10 Magazine: www.times10.org
Fresh Magazine: www.freshmagazine.ca

ORGANIZATIONS

Pride Centre: www.pridecentreofedmonton.org

Houston, TX**PRINT**

Houston Voice: www.HoustonVoice.com

TX News Magazine: www.TXTNewsMagazine.com

OutSmart Magazine: www.outsmartmagazine.com

INTERNET

www.GayHouston.net
 www.HoustonGayGuide.com
 www.hershouston.com

EVENTS

Houston Pride: www.pridehouston.org
 Houston Gay & Lesbian Film Festival: www.hglff.org

BUSINESS ASSOCIATIONS

www.ghglcc.org

Indianapolis, IN**PRINT**

Outlines: www.indygaynews.com

INTERNET

www.GayIndy.org
 www.pridelafayette.org

EVENTS

Indy Pride: www.indyprideinc.com

Jacksonville, FL**PRINT**

Out In The City Newspaper: www.oitcnewspaper.com
 The Weekly News: www.TWNOnline.org

INTERNET

www.GayJax.com

EVENTS

First Coast Pride: www.firstcoastpride.com

Kansas City, MO and KS**PRINT**

Liberty Press: www.libertypress.net
 Midwest Times: www.midwesttimes.com
 Verge Magazine: www.jpmediagroup.com

INTERNET

www.GayKansas.com

EVENTS

Kansas City Pride: www.kansascitygaypride.com
 Kansas City Gay & Lesbian Film Festival: www.kcgayfilmfest.org

ORGANIZATIONS

Lesbian & Gay Community Center: www.lgcc-kc.org

Las Vegas, NV**PRINT**

QVegas Magazine: www.QVegas.com
 Out Las Vegas: www.OutLasVegas.com
 Vegas Gay Yellow Pages: www.VegasGayYellowPages.com

INTERNET

www.GayLasVegas.com
 www.VegasOneSource.com

EVENTS

Las Vegas Pride: www.lasvegaspride.org

BUSINESS ASSOCIATIONS

www.lambdalv.com

ORGANIZATIONS

Gay & Lesbian Community Center: www.thecenter-lasvegas.com
 Pride Factory: www.PrideFactory.com

Louisville, KY**INTERNET**

www.gaylouisville.com
 www.gaykentuckiana.com

Madison, WI**PRINT**

www.algcc.org

EVENTS

Madison Pride: www.madisonpride.org

ORGANIZATIONS

Outreach Gay & Lesbian Center: www.outreachinc.com

Milwaukee, WI**PRINT**

Outbound Wisconsin: www.outboundwi.com
 Quest: www.quest-online.com
 Queer Life News: www.queerlifeneews.com

INTERNET

www.instepnews.com

EVENTS

Milwaukee Pridefest Milwaukee: www.pridefest.com

ORGANIZATIONS

Milwaukee LGBT Community Center: www.mkelgbt.org
 Milwaukee GAMMA: www.milwaukeegamma.com

Minneapolis, MN**PRINT**

Lavender Magazine: www.lavendermagazine.com

INTERNET

www.gaympls.com
 www.glbt.com
 www.glbtminneapolis.org
 www.qminnesota.com

EVENTS

Twin Cities Pride: www.tcpride.org

BUSINESS ASSOCIATIONS

www.twincitiesquorum.com

ORGANIZATIONS

Outfront Minnesota: www.outfront.org
 District 202: www.dist202.org

Nashville, TN**PRINT**

Out and About Newspaper: www.outandabouthnashville.com
 Church St. Freedom Press: www.churchstreetfreedompress.com

INTERNET

www.xenogeny.com
 www.gaychattanooga.com

EVENTS

Nashville Pride: www.nashvillepride.org

BUSINESS ASSOCIATIONS

www.nashpros.org

ORGANIZATIONS

Rainbow Community Center: www.rainbowcommunitycenter.org
 Equality Knoxville: www.equalityknoxville.com

New Jersey**PRINT**

Out In Jersey: www.outinjersey.net

INTERNET

www.njgaylife.com
 www.gayasburypark.com

EVENTS

Jersey Pride: www.jerseypride.org

ORGANIZATIONS

New Jersey Lesbian & Gay Coalition: www.njlgc.org
Pride Center of NJ: www.pridecenter.org
Different Light Books: www.adlbooks.com

Orlando, FL

PRINT

Watermark News Magazine: www.WatermarkOnline.com

INTERNET

www.GayOrlando.com

EVENTS

Gay Days Orlando: www.GayDays.com

ORGANIZATIONS

GLBT Community Center: www.glbcc.org

Phoenix, AZ (incl. Tucson)

PRINT

Echo Magazine: www.echomag.com
Ionaz Magazine: www.ionaz.com
Tucson Observer: www.tucsonobserver.com
Heat Stroke

INTERNET

www.gayphoenix.com
www.azgays.com
www.cochise-pride.net

EVENTS

Phoenix Gay Pride: www.azpride.org
Tucson Pride: www.tucsonpride.com

BUSINESS ASSOCIATIONS

www.gpglcc.org
www.cbatuscon.org

ORGANIZATIONS

Wingspan Gay & Lesbian Community Center: www.wingspan.org
1n10: www.1n10.org

Pittsburgh, PA

PRINT

Out Pub: www.outpub.com

EVENTS

Pittsburgh Gay & Lesbian Film Festival: www.pilgff.org

ORGANIZATIONS

Gay & Lesbian Community Center: www.glccpgh.org

Portland, OR

PRINT

Just Out: www.justout.com
Portland Gay Yellow Pages: www.PDXGayYellowPages.com

INTERNET

www.gayportland.com
www.gaypdx.com

EVENTS

Pride Northwest: www.pridenw.org

BUSINESS ASSOCIATIONS

www.paba.com

Providence, RI

ORGANIZATIONS

Rhode Island Pride: www.prideri.com

Richmond, VA

PRINT

Out and About

INTERNET

www.GayRichmond.com

Rochester, NY

PRINT

QNortheast Magazine: www.qnortheast.com
About Magazine: www.aboutmag.com

Sacramento, CA

PRINT

Valley Rainbow Pages: www.valleyrainbowpages.com
Mom Guess What Newspaper: www.mgwnews.com
Outword Magazine: www.outwordmagazine.com

INTERNET

www.outsacramento.com
www.gaysac.com
www.qsac.net
www.q-ragg.com

EVENTS

Rainbow Festival Street Fair: www.rainbowfestival.com
Lambda Freedom Fair: www.lambdasac.org/fair/

ORGANIZATIONS

Lambda Community Center: www.lambdasac.org
Lavender Library: www.lavenderlibrary.org

Salt Lake City, UT

PRINT

Salt Lake Metro: www.slmetro.com

EVENTS

Utah Pride: www.utahpride.org

San Antonio, TX

PRINT

Spots Magazine: www.spotsmagazine.com

Savannah, GA

INTERNET

www.gaysavannah.com

St. Louis, MO

PRINT

Vital Voice: www.thevitalvoice.com
Exp Magazine: www.expmagazine.com
Twist Magazine: www.stltwist.com

INTERNET

www.stlouisgayguide.com
www.gaysaintlouis.com

EVENTS

Pride St. Louis: www.pridestl.org

ORGANIZATIONS

Growing American Youth: www.growingamericanyouth.org

Tampa and St. Petersburg, FL

PRINT

Watermark News Magazine: www.WatermarkOnline.com
Alternative Yellow Pages: www.AlternativeYellowPages.com

INTERNET

www.queertampa.com

www.gaytampa.com
www.gaynaples.net

EVENTS

Pride Film Fest: www.pridefilmfest.com
 Gainesville Pride: www.gainesvillepride.org

BUSINESS ASSOCIATIONS

www.tbbg.org
www.swfbg.org

Tulsa, OK (incl. Oklahoma City)**INTERNET**

www.gayokc.com

EVENTS

Albuquerque Pride: www.abqpride.com

BUSINESS ASSOCIATIONS

www.turborainbow.com

ORGANIZATIONS

Tulsa Oklahomans for Human Rights: www.tohr.org

Vancouver, BC**PRINT**

Outlooks Magazine: www.outlooks.ca
 XTRA!: www.xtra.ca

INTERNET

www.gayvan.com
www.gayvancouver.net
www.queerbc.com

EVENTS

Vancouver Pride: www.vanpride.bc.ca
 Out On Screen Queer Film Festival: www.outonscreen.com
 Out On The Slopes: www.outontheslopes.com

BUSINESS ASSOCIATIONS

www.glba.org

International Markets

Amsterdam, Netherlands**PRINT**

Gay News Magazine: www.gay-news.com

INTERNET

www.GayAmsterdam.com
www.GayAmsterdam.net
www.Dan-Rollo.com

EVENTS

Amsterdam Pride: www.amsterdampride.nl
 Queens Day Amsterdam: www.gayeventseurope.com
 Amsterdam Gay Circuit Events: www.gayevents.nl

ASIA**INTERNET**

www.Fridae.com
www.gaypatong.com
www.gayphuket.com
www.utopia-tours.com
www.sgboy.com

Barcelona, Spain (incl. Sitges)**INTERNET**

www.GayBarcelona.net
www.GoGayBCN.com
www.barcelonagay.com
www.pinksitges.com
www.costagay.com

EVENTS

Gay Barcelona Film Festival: www.gaybarcelona.net/ficglb/
 Gay Day Barcelona: www.gaydaybcn.com

Berlin, Germany (and other cities)**PRINT**

Out In Berlin Guide: www.out-in-berlin.com
 Siegessaule Magazine: www.siegessaule.de

L Mag: www.l-mag.de

Du & Ich Magazine: www.du-und-ich.net

Sergej: www.sergej-berlin.de

Sergej Munich: www.sergej-magazin.de

Mate Magazine: www.mate-magazin.de

Gab Magazine: www.gab-magazin.de (Rhein-Main)

Rik Magazine: www.rikmagazin.de (Rhein-Ruhr)

Hinnerk Magazine: www.hinnerk.de (Norden)

Exit Magazine: www.exitmagazin.de (Ruhrgebiet)

INTERNET

www.GayBerlin.com
www.gayforum.com
berlin.gay-web.de
www.berlin-gay.de
www.intl-de.gay.com
www.tomontour.de
www.pride.de

EVENTS

Lesbian Film Festival Berlin: www.lesbenfilmfestival.de
 Verzaubert Intl Queer Film Festival: www.verzaubertfilmfest.com
 Christopher Street Day Berlin: www.csd-berlin.de

BUSINESS ASSOCIATIONS

www.gaybiz.de

ORGANIZATIONS

Mann-O-Meter: www.mann-o-meter.de

Schwulenberatung Berlin: www.schwulenberatungberlin.de

Budapest, Hungary**INTERNET**

www.budapestgayvisitor.hu
www.budapestgaycity.net
budapest.gayguide.net

Buenos Aires, Argentina**PRINT**

The Ronda: www.theronda.com.ar

Media Spotlight



General Information

Regions Covered: Ohio
Gender: 50% Male / 50% Female
Average Age: 35

Description: Since June 1996, Outlook Media has accomplished steadily increasing growth as Ohio's premier gay media company. Outlook Media contains Outlook Weekly: Ohio's premier newsweekly magazine. Outlooknews.com: Online reflection of Outlook Weekly Network Columbus and Network Metro Cleveland: Ohio's chambers of commerce for gay and allied companies. Out Business News: Network Columbus and Network Metro Cleveland's gay business monthly newsmagazine Outlook Productions: Outlook Media's event planning arm. ThrustMagazine.com: Outlook Media's website for all things adult

Outlook Weekly, now enjoys a readership of more than 210,000 people per month. And while most media advertisement spending decreased in the last two years, Outlook Weekly has enjoyed its most successful growth years in the paper's history in 2002 and 2003 as clients sought to more directly target advertising dollars to a savvy and loyal market. On April 24, 2003, Outlook experienced tremendous growth as the publication's frequency doubled to become a weekly publication serving the growing gay population across the entire state of Ohio.

The Editorial Focus: As an advocacy publication for the Ohio gay community, Outlook Weekly publishes local content as well as national stories to complement its weekly columns, entertainment pieces, editorials, sports and cultural news. Because of the diversity within the Ohio gay community, Outlook Weekly produces content that is interesting to a large cross section of the community while delivering stories that speak to various groups under the large umbrella of the GLBT community.

Outlook Weekly insists on a level of professional and experienced journalism that is rarely attained in alternative newspapers, especially among gay media. Outlook prides itself on giving our readers interesting, original features, biting commentaries and no pulled punch analysis that sparks intellectual discussion and debate within the community. Outlook Weekly strives to produce a publication that people feel comfortable reading in public and placing in public areas for guests to read. Outlook Weekly has great success bringing new gay-owned as well as mainstream advertisers into the fold of gay and alternative media markets.

Ohio's Visible Gay Market: Quite frankly, your business cannot afford to continue to ignore this lucrative niche market. And the purchasing power of gay people in Ohio is the largest in the entire Midwest. Columbus is a mecca for families that value diversity, Cleveland is the perfect place for urban dwellers looking for an eclectic city to call home, and gay people all over Ohio are finding an accepting place in which to live. Understand that unlike the '70s and '80s, people can be out, gay and proud right here in Ohio. Your average gay person is not moving to the coasts, but rather establishing a successful life in the Midwest.

Outlook Weekly- Your Link To The Gay Market!

Outlook Weekly is the vital link to this powerful market. Please consider the following statistics:

- 58% of our readers are in committed, partnered relationships and/or married with a combined annual household income of \$71,040.
- 49% are homeowners!
- 75% of our readers are full-time, white-collar business professionals with an average annual income of \$45,011.
- 87% of our readers are between the ages of 21 and 49!
- 93% of our readers have attended college and/or hold a degree.

What does all of this mean? It means that our readers are affluent adults who do what most affluent adults do. They buy homes. They settle down. They spend money on entertainment and travel. And quite simply, they have the money and initiative to do it!

With the economy growing very slowly and ad dollars remaining at their lowest level in years, businesses across the United States are targeting their advertising to groups that can produce the best results. The gay community, with skyrocketing visibility and a large disposable income, has become a natural fit for many businesses looking to maximize their media buys. How will your business grab this very lucrative market? Advertising in Outlook Weekly will get their attention. And that will get you their business.

Print Specifications

Dimensions: 10" x 12.5"
Circulation: 15,000 Weekly
Readership: 52,000 Weekly
Average # of Pages: 32-40
Paper type and quality: 35lb
High Bright verified (statistics): Media Audit
Print Frequency: Weekly

Contact Info

Phone
614 268-8525.
Fax
614-261-8200

Address
Outlook Media
406 E Wilson Bridge Road
Columbus, OH 43085

Contacts
Chris Hayes, Editorial
chayes@outlookmedia.com
Michael Daniels, Sales
mdaniels@outlookmedia.com
Chris Groves, Marketing
cgroves@outlookmedia.com

Website
www.OutlookMedia.com



**way more than
just corn.**

reach ohio's growing gay market.



**OUTLOOK MEDIA
INCORPORATED**



NETWORK
Columbus

NETWORK
Metro Cleveland

thrust MAGAZINE
.com



OUTLOOK MEDIA, INC. • 406 E. WILSON BRIDGE ROAD • COLUMBUS, OH 43085
866.GLB.NEWS • 614.268.8525 • WWW.OUTLOOKMEDIA.COM

INTERNET

www.thegayguide.com.ar
ar.gay.com
www.buegay.com.ar

Copenhagen, Denmark**INTERNET**

www.copenhagen-gay-life.dk
www.visitcopenhagen.dk/gay

EVENTS

St. Hans Midsummer Bonfire: www.lbl.dk
Mr. Gay DK: www.mrgay.dk

London, UK (incl. Brighton)**PRINT**

Bent Magazine: www.bent.com
Gay Times UK: www.gaytimes.co.uk
Diva Magazine: www.divamag.co.uk
Refresh Magazine: www.refreshmag.co.uk
AXM Magazine: www.axm-mag.com
QX Magazine: www.qxmagazine.com
Gay-to-Z Directory: www.gaytoz.com

INTERNET

www.RainbowNetwork.com
www.britanniaman.co.uk
www.Gaydar.co.uk
www.gaylondon.co.uk
www.visitgaybritain.com
uk.gay.com
www.OutUK.com
www.gayguide.co.uk
www.gaybrighton.com
www.gayyouthuk.org.uk
www.london.gaydata.co.uk

EVENTS

Brighton Pride: www.brightonpride.org
London Gay & Lesbian Film Festival: www.llgff.org.uk
Oxford Pride: www.oxfordpride.org.uk
Bear Pride: www.bearpride.co.uk
Birmingham Pride: www.birminghamgaypride.co.uk
Pride London: www.pridelondon.org
Europride London 2006: www.europride.org
Big Gay Out: www.biggayout.com

BUSINESS ASSOCIATIONS

www.gba.org.uk

ORGANIZATIONS

Prowler: www.prowlerdirect.co.uk

Madrid, Spain**PRINT**

Zero Magazine: www.zeromagazine.com

INTERNET

es.gay.com
www.gayinspain.com
www.naciongay.com
www.gayibiza.net

EVENTS

Les Gay Cine Madrid: www.lesgaicinemad.com

Manchester, UK**PRINT**

Manzone Magazine: www.manzonemag.co.uk

INTERNET

www.visitgaymanchester.com
www.gaymanchester.co.uk
www.queerquarter.com

EVENTS

Manchester Pride: www.manchestermardigras.com

ORGANIZATIONS

Lesbian & Gay Foundation: www.lgf.org.uk
Essential: www.essentialmanchester.com
Queer Manchester: www.queer-manchester.com

Melbourne, Australia**PRINT**

B News: www.bnews.net.au
Melbourne Community Voice: www.mcv.net.au
Lesbiana: www.lesbiana.com.au
Identity Magazine: www.identity.net.au

INTERNET

www.visitmelbourne.com/gaytravel

RADIO

Joy Melbourne: www.joy.org.au

EVENTS

Midsumma Festival: www.midsumma.org.au
Melbourne Queer Film: www.melbournequeerfilm.com.au
Chill Out Festival: www.chilloutfestival.com
Pride March Melbourne: www.pridemarch.com.au

BUSINESS ASSOCIATIONS

www.gaybusiness.com.au/globe/

ORGANIZATIONS

Gay & Lesbian Tourism Australia: www.galta.com.au

New Zealand**PRINT**

UP Magazine: www.upmagnz.com
OUT! New Zealand: www.outnz.co.nz

INTERNET

www.gaynz.com
www.gayqueenstown.com
gaynz.net.nz
www.gogaynewzealand.com

TELEVISION

Queer Nation: www.queernation.co.nz

EVENTS

Gay Ski Week NZ: www.gayskiweeknz.com
Out Takes Gay & Lesbian Film Festival: www.outtakes.org.nz
Hero Party: www.hero.org.nz
Big Gay Out: nzglta.org.nz/members/Events/

BUSINESS ASSOCIATIONS

www.gap.org.nz

ORGANIZATIONS

Rainbow Youth: www.rainbowyouth.org.nz
New Zealand AIDS Foundation: www.nzaf.org.nz
New Zealand Gay & Lesbian Tourism: nzglta.org.nz

Paris, France**PRINT**

Tetu Magazine: www.tetu.com

INTERNET

www.GayTravelFrance.com
www.LeGayParis.com
www.CiteGay.com

www.GayFrance.fr
 www.parisforgay.com
 fr.Gay.com
 www.GayVox.fr
 www.Paris-Gay.com
 www.Gay-Paris.com
 www.ItSoGay.com
 www.GayStHouse.com
 www.Media-G.net
 www.gay-paris.net
 www.parisgaysservices.com

TELEVISION

Pink TV: www.pinktv.fr

EVENTS

Gay Pride Paris: www.gaypride.fr
 Vues d'en Face Gay Film Festival: vuesdenface.free.fr

ORGANIZATIONS

CGL Paris: www.cglparis.org

Prague, Czech Republic**INTERNET**

www.praguegaycity.com
 www.gayprague2005.wz.cz

EVENTS

Gay Film Fest: www.gayfilmfest.cz

ORGANIZATIONS

Friends Prague: www.friends-prague.cz

Reykjavik, Iceland**INTERNET**

www.gayice.is
 www.getawaygay.com

EVENTS

Gay Pride Reykjavik: this.is/gaypride/

ORGANIZATIONS

Samtokin 78: www.samtokin78.is

Slovakia**INTERNET**

www.gay.sk

South Africa**PRINT**

Exit Newspaper: www.exit.co.za

INTERNET

www.gaysouthafrica.org.za
 www.q.co.za
 www.gmax.co.za
 www.7th-sense.co.za

www.mambaonline.com
 www.gape.za.net
 www.togs.co.za
 www.capetown.tv
 www.sceneout.co.za

RADIO

Out in Africa Gay & Lesbian Film Festival:
 www.inthepink.co.za

EVENTS

Mother City Queer Project: www.mcqp.co.za
 Pride South Africa: www.sapride.org

ORGANIZATIONS

Durban Lesbian & Gay Community Centre: www.gaycentre.org.za
 Behind The Mask: www.mask.org.za
 Lesbian and Gay Equality Project: www.equality.org.za
 OUT LGBT Well Being: www.out.org.za

Stockholm, Sweden**PRINT**

QX Magazine: www.qx.se

INTERNET

www.welcometogaystockholm.com

EVENTS

Stockholm Pride: www.stockholmpride.com

Sydney, Australia**PRINT**

DNA Magazine: www.dnamagazine.com.au
 Gay Travel Guide Australia: www.gaytravelguides.info
 Guide to Gay Sydney: www.guidetogaysydney.com
 Sydney Star Observer: www.ssonet.com.au
 Queensland Pride: www.queenslandpride.com.au
 Lesbians On The Loose: www.lotl.com

INTERNET

www.gogayaustralia.com
 www.pinkboard.com.au
 www.queerplanet.com.au

EVENTS

Mardi Gras: www.mardigras.org.au

BUSINESS ASSOCIATIONS

www.gaybusiness.com.au/sglba/

ORGANIZATIONS

Sydney Pride Centre: www.pridecentre.com.au

Zurich, Switzerland**INTERNET**

www.SwitzerlandTourism.com/gay
 www.gay.ch
 www.gayagenda.ch
 www.pinkcross.ch

Small Business Opportunities

From all of the information presented in this guide, it can sometimes be difficult to tell which websites, events and publications serve the smaller, more entry level business wishing to market itself to the gay & lesbian community.

In national print publications, some of the best places to start are with those publications offering a **Marketplace Section** towards the end of the magazine. **The Advocate** and **Instinct Magazine** both offer a sizeable Marketplace section, allowing for both text-based ads bought by the word and smaller, display ads bought by the inch. Of course, your visibility in the publication is less significant, but often times this is a great place to start as well as test your message at a fraction of the cost of full color display print advertising.

(See Chapter on National Print in this Guide for more information on these publications)

On the regional level, display ads in **local magazines and newspapers** are often priced on par with Marketplace ads placed in national magazines. If your business has any type of local component to it, including real estate, accounting, etc., then advertising with your local magazine or newspaper should be a primary aspect of your marketing plan. These publications often have classified advertising as well, offering you additional affordable choices for advertising. *(See Chapter on Regional Opportunities in this Guide for more information)*

Some regions of the world have their own local gay & lesbian yellow pages directories offered by companies such as **GLYP.com** and **GLYCP.com**. Advertising in these directories can also be effective, depending on your location.

Online, there are several gay business directories which are well utilized by gays and lesbians online. In the world of gay hotels and resorts, there is **Damron.com**, **GayHotelsGuide.com**, **PurpleRoofs.com** and **LambdaResorts.com**. All three offer comprehensive listings of gay hotels, resorts, inns and B&Bs worldwide, and allow hotel owners the option to

advertise and promote their properties with web link and photos, as well as additional supporting text.

In business, **GayBusinessWorld.com** features up-to-date gay business articles and news, as well as a full gay business directory with all categories of gay business represented. *GayBusinessWorld.com's* business directory is powered by the database directories found at

LambdaBusiness.com and **LambdaResorts.com**, two pioneering sites in the world of Gay Yellow Pages online. Searched by regions of the world and business categories such as Accountants or Real Estate, online users can quickly and easily find gay and gay-friendly businesses listed and contact them via phone, e-mail or their website. Just like its print yellow pages counterpart, *LambdaBusiness.com* is free for users and advertiser supported.

There are also a number of print yellow pages directories coming online including **GLYP.com**, **GLYCP.com** and **DiversityBuilder.com**. In addition, **Gay.com** has recently launched **Zoom.Gay.com**, a new online business directory similar to those highlighted above.

One of the largest categories in the world of gay business directories found online and in print is **real estate**. Advertising in the classifieds and marketplace areas of national print publications, and found online through sites such as **GayRealEstateAgents.com**, **GayRealty.net.com**, **GayAgent.com**, **GayHomes.com**, **RainbowReferrals.com**, **HomeLounge.com** and **GayRealEstate.com**, the field of real estate in the gay & lesbian marketplace is strong.

Business-to-business networking organizations are also strong in the gay & lesbian community, depending on the region. They each bring to the table networking events, local trade shows, educational seminars and more, all designed to help individual gay and gay-friendly business owners to succeed.

LINK: <http://www.gaybusinessworld.com/ba/>



Affordable advertising for your gay / gay-friendly business

Are you a hotel owner, accountant, lawyer, bar owner, or one of the countless thousands of gay/gay-friendly small business owners with a web presence online? If so, this program is for you!

We have the **REACH** and **ACCESS** to a large and varied cross-section of the gay & lesbian community, both online and in print. You can advertise your business with both prominent photo and web link, promoted from the online directories of:

- GayWired.com/Lambda (250,000 gay men per month)
- GayMonkey.com/Lambda (75,000 gay men per month)
- GayBusinessWorld.com (15,000 gays and lesbians per month)
- LambdaBusiness.com/LambdaResorts.com (40,000 per month)
- GayMarriageWorld.com (15,000 gays and lesbians per month)
- Navigaytion.com (20,000 gay men per month)
- QTMagazine.com (30,000 gay men per month)
- LesbiaNation.com (125,000 lesbians per month) *for lesbian businesses only

**Cost: \$49.95 per month
or \$495 per year**

To sign up, simply go to:
www.himcorp.com/special/



Rivendell ad

Market Research

By Michael Wilke, CommercialCloset.org

Decades after invisibility and reaching critical mass, a breakthrough July 1991 article in the conservative Wall Street Journal called the lesbian and gay community "a dream market."

Currently, about **one-third of Fortune 100 companies have advertised to the lesbian and gay market**. Research and corporate interest in the gay market is increasing in North America and Australia, and modestly in various European countries (but not much elsewhere). However, due to politics, the closet and lukewarm interest, solid information on gays and lesbians is in short supply and they have remained difficult to survey. No one can say with certainty exactly how many lesbians or gays there are because they are rarely counted anywhere. (The U.S. Census says it cannot ask about sexuality until Congress recognizes gays as a federally protected minority.)

It is important to remember that the so-called "gay community" or "gay market" is not monolithic -- it is more of a confederation of individuals with many identities. Gay men have little to do with gay women. Transgender and bisexual people may or may not identify as "gay."

Gay men may live in Chelsea, Fort Lauderdale or West Hollywood/WeHo, they may be nomadic truckers, own a home in the suburbs with a partner and child, they may be in a retirement home, or they could be struggling in the ghetto. Lesbians may own a vegetarian restaurant in Northampton, they may run a major media company, own a home in the suburbs with a partner and child, or they could be working at a discount store.

Like everyone else, they face issues of race, class, ethnicity, nationality, age, religion, health, and wealth -- mirroring that of the general population. So as always, be certain whom you want to speak to with your message, do good research, select your media outlets with care, and spend enough money to do your brand justice.

But first, some information to help out...

How Many People Are GLBT?

It is always difficult to determine sexual minorities through surveys because of the complexities of self-identification, definitions, survey methodologies and stigmas. It is estimated by Harris Interactive that in the U.S. only 2% of self-identified lesbians and gays will respond to telephone surveys (compared to 3% of general population), and 6%-7% will do so on Internet surveys.

In 2001, the census bureau in Canada, **Statistics Canada** (<http://www.statcan.ca/start.htm>), found 1.24 million lesbians and gays, equaling 8.1% of the population, though such questions are often thought to be underreported due to lingering fears and fluid identity issues. It also found 0.5% of couples (34,200) were same-sex pairings. A more recent report by **StatsCan**, the Canadian Community Health Survey, found only 1% of the population reported a gay identity -- which typically yields lower numbers than those reporting behavior, since many people do not identify as gay despite having same-gender sexual relations.

(Quebec reported the highest percentage of gays, 2.3% of the population, followed by British Columbia at 1.9% and Ontario with 1.5%.) Preliminary results of a survey by Ottawa-based Vanier Institute of the Family found 2.8% of Canadians identified as gay or bisexual.

A June 2002 report from **The Netherlands**, the first country in the world to recognize gay marriage, found 50,000 gay couples there, a 25% increase from five years earlier. In **Australia**, over 19,500 same-sex couples reported themselves to the 2001 census, equaling 1.5% of all couples there. In **Britain**, two studies were conducted by the National Survey of Sexual Attitudes and Lifestyles (NATSAL) (<http://www.avert.org/hsexu1.htm>), one in 1989-90 of 19,000 people and another in 1999-2001 of 11,000 people found detailed results about sexual experiences and same-sex couples.

Various studies have estimated that between **4% and 10% of populations are homosexual**, meaning between **12 million and 28 million** in the United States alone. The incidence of gay women may be slightly lower than gay men, but **lesbians are estimated at over 6 million in the U.S.** Data from **Voter News Service** and **Zogby International** consistently measure 4% to 5% of the American voting population as self-identified gay or lesbian. Studies by **Kinsey** (<http://www.kinseyinstitute.org>) in 1948 and **Janus** in 1993 have found bisexuals to represent between 22% to 37% of the population, though identifying them is quite difficult.

A Few Words About the B's and T's

Bisexuals and transgender individuals have not yet been identified as distinct markets by marketers, so little research is available specifically about them and few media serve these two groups. The T's may represent 1% of the population.

Transgender individuals generally remain poorly understood and are made up of male-to-females (M2F) and female-to-males (F2M) whose sexuality is a distinct issue from their gender. They may or may not be homosexual, either before or after gender transition. Transgender individuals live their daily lives as a different gender than they were raised as. However they often have not had genital surgery for due to high costs, insurance companies' refusal to pay for such surgery, and surgery's general shortcomings in these matters.

Being transgendered should not be confused with cross-dressing and transvestitism, which is an entirely separate matter and often practiced as a sexual fetish by heterosexual men. It also should not be confused with female impersonators/drag, which is entertainment performance popular in gay bars and popularized by stars such as Dame Edna (a heterosexual) and RuPaul, and many films including "*La Cage Aux Folles*," "*The Birdcage*," "*Some Like It Hot*," "*Tootsie*," "*Mrs. Doubtfire*," "*Pricilla: Queen of the Desert*" and "*To Wong Foo*."

Some transgender individuals are born intersexed with ambiguous genitalia, while others emotionally feel a lifelong incongruence between the gender they were born and raised into versus how they feel inside. There is little data on the incidence of either, but more information is available on transgender web sites **National Transgender Advocacy Coalition**, **International Foundation for Gender Education**, **NCLR** and **National Center for Transgender Equality**, among others.

LINKS:

<http://www.ntac.org/research/details.asp?did=37>

<http://www.ifge.org/>

<http://www.nclrights.org/publications/tghandbook.htm>

<http://www.nctequality.org/>

At present, no major corporations view transgender individuals as a single "market," due to a daunting host of issues.

How Much Do Gays Earn?

The gay market is sometimes referred to as **DINKs** -- double income, no kids -- who have the freedom to travel more often and higher "disposable incomes" to buy luxury items. However, this is changing as more gay families with children are emerging, from 1-in-5 men to 1-in-3 women having kids inside or outside the household through previous opposite-sex marriages, adoption or natural childbirth.

As for earning, few agree on actual figures. The community has a long history of insufficient research, and criticism of what research there is. However, things are starting to improve.

One of the earliest sources of U.S. gay demographics was from now-defunct gay marketing group **Overlooked Opinions**, which in 1992 reported the American gay market was worth **\$514 billion, gay households annually earned \$52,624** (41% above the national average) and **lesbian households \$42,755** (26% above national average). But its statistics were later considered flawed due to methodology issues.

The well regarded **Simmons Market Research Bureau** found in 1997 that **28.5%** of gay male individual incomes (3,896 surveyed) exceeded **\$50,000 annually** and **21% exceeded \$100,000**. But its methodology has been discounted by some. In October 2001, **OpusComm Group**, in conjunction with the **S.I. Newhouse School at Syracuse University**, released the "**2001 Gay/Lesbian Consumer Online Census**" of 6,300 mostly U.S. respondents, the largest survey yet.

LINKS:

<http://www.smr.com>

<http://www.noglstp.org/economic.html>

<http://www.opuscommgroup.com/>

<http://www.newhouse.syr.edu/>

<http://www.glcensus.org/>

In a survey of more than 300 UK gay men, conducted by **Out Now Consulting**, 40% had a degree, incomes were higher than average - at more than £20,000 per year - most took at least two international flights per year and the average monthly credit card spend was £424. (Participants were self-selected, responding to a survey in two issues of Bent magazine, a free street-distributed publication formerly Now UK, in Dec 2003 and Jan 2004, the most widely circulated gay publication, approximately 60,000.)

Still, most existing general market research data is considered flawed and exaggerated, due to a lack of random sampling or other reasons. Researchers say that random sampling is extremely difficult in the gay community, thus most research is of self-reporting volunteers skews results to higher incomes and education levels.

The *OpusComm/Syracuse* study has been criticized for no random sampling, no balancing against the general population, and for the possibility of "stuffing the ballot." *OpusComm* offers that stuffing wasn't possible because Syracuse used "pattern recognition scanning" to identify such problems, along with the imposing, 45-minute application.

Overlooked Opinions' and *Simmons'* surveys relied on lists of persons who had subscribed to publications, bought from catalogs or donated money to causes -- already displaying disposable income and skewing

the data higher. Further, few remember that gay men and lesbians offer very different earning pictures; and that "household" income is frequently confused with "individual" income. (See *Commercial Closet* article *Are Gays All Rich?*)

<http://www.commercialcloset.org/cgi-bin/iowa/index.html?page=column&record=31>

By contrast, a 1998 academic report by **University of Massachusetts professor Lee Badgett** (<http://www.iglss.org/pubs/publications.html>) found that **gay male earnings were actually 4 percent to 27 percent less than heterosexual men.**

A handful of major marketers have invested significant sums in proprietary research, including **American Express, Subaru, Ford Motor Co.** and **IBM.**

In September 2004, **Witeck-Combs** and **Packaged Facts** estimated the **American gay, lesbian and bisexual market size at 15 million people** (benchmarked at 6% to 7% of the adult U.S. population, equalling 14 to 16 million individuals over the age of 18), with a **2005 buying power of \$610 billion**, and over **\$200 billion for lesbians alone.** That makes the lesbian and gay group larger than the Asian-American population of 12 million (\$344 billion in buying power), but smaller than the African-American population of 36 million (\$688 billion), and the Hispanic population of 41 million (\$653 billion). The data for African-American, Hispanic and Asian-American populations are based on U.S. Census data as well as analysis released recently by the University of Georgia's Selig Center. (The estimate is an increase from the groups' 2002 gay buying power estimate of \$451 billion and 2003 estimate of \$485 billion.)

Gays are not all spring chickens. **Witeck-Combs/Packaged Facts** also estimates that 2 million gays are approaching or have already reached retirement age, and that by **2020, some 5.7 million, or 25 percent of the gay community, will be 50 or older.**

In 2002, a fascinating study from the **Brookings Institution** (<http://www.brook.edu/press/review/winter2002/florida.htm>) by Richard Florida and Gary Gates found a **relationship between high-tech cities and those with large gay populations.** At the top were San Francisco, Boston, Seattle and Washington, DC.

For some time, gays have also been considered **early adopters of technology**, particularly online. A 2003 **Forrester Research** study (http://directmag.com/ar/marketing_gays_hightech_straights/) shows that 80% of gay men are Internet users, compared with 70% of heterosexual men. And 76% of lesbians are online, compared with 69% of straight women. And they have been online longer. Almost 30% of all gay men and women have been online for more than seven years, compared with 18% of straight men and women. In addition, gay men are more likely to own portable MP3 players, browser-enabled phones and personal video recorders.

Where Do Gays Live? How Many Households Are There? The U.S. and British Censuses Weigh In

A report on the 2001 English and Wales Census found a total of 78,522 individuals who said they co-habit with a person of the same sex, in a report from the Office for National Statistics. (The gay community has criticized the data as woefully low.) Brighton and Hove have the highest

percentage of gay couples, at 1.29% of the population, or 2,554 individuals. The rest of the top 10 places are in London, starting with the City of London, then Islington, Lambeth, Tower Hamlets, Camden, Hackney, Southwark, Westminster and Haringey.

Perhaps the most compelling and in-depth new information about the gay market anywhere is coming from the American census data (<http://www.census.gov/prod/2003pubs/censr-5.pdf>) for 2000. While still considered under-representative for many reasons, it found **594,000 same-sex couples across the U.S. (301,000 male couples, 293,000 female -- totaling 1 in 9 of "all unmarried couples"), with at least one same-sex pairing in almost every county**, providing data that backs some earlier concepts but not others: **gay and lesbian couples are slightly better educated than married people, but they earn similar pay (not more), and aren't as likely to own their homes.**

In an analysis commissioned and released by the **Human Rights Campaign**, **more than 35% of people living with same-sex partners had a college degree in 2000**, compared with 28% of married people and 19% of opposite-sex unmarried partners.

Median wages earned by same-sex couples were equal to opposite-sex couples -- about \$32,000, or \$8,000 more than for opposite-sex unmarried partners. About 64% of gay/lesbian couples owned their homes, compared with 78% of married partners and 41% of heterosexual unmarried couples.

(Gary Gates, a demographer from the **Urban Institute**, did the HRC analysis. The data were culled from census data released for 15 states so far, including California, New York and Texas, containing the greatest number of same-sex unmarried partner homes.)

As for where they live, **gay male couples largely prefer urban environments (45%) to suburbs (41.3%) and lesbian couples settle more often in suburban locales (46%) than city centers (38.2%)**. That compares to opposite-sex partners in the city of 35% and suburbs of 45.9%. Among rural couples, lesbians (15.8%) edged out gay men (13.7%) but predictably not opposite sex partners (19.1%). Interestingly, the South carried the largest number of same-sex couples counted (209,742), followed by the West (159,653), Northeast (119,246) and Midwest (105,705).

Top states for female couples: California, New York, Texas, Florida, Illinois, Pennsylvania and Ohio. **Top states for male pairs varied slightly:** California, New York, Florida, Texas, Illinois, Pennsylvania and Georgia.

Nationally, 33% of female same-sex households had children, the South representing the highest percentage (34%), compared to 22% of male couple households. States representing the highest percent of same-sex couple households with children were Mississippi, South Dakota and Utah.

According to another report of the census data by the HRC and Gates, of 9,328 same-sex couples, 26% of male couples included a stay-at-home parent, versus 25% of heterosexual couples, and 22% of lesbian couples. (The 2000 U.S. Census reported 60,000 male-couple households with children, or about 20% of gay male households. That compares to 96,000 female-couple households with kids, or one third of all lesbian households.)

Mixed race couples occurred in 15.3% of male couples (15% for opposite sex partners) and 12.6% of female pairs.

In more than 10% of same-sex couples, **one partner is at least 65 years old, and in nearly 10% of gay couples both adults are over 65**. However, senior gay couples earn 4.3% less in combined retirement income than married heterosexual couples.

About 8% of lesbian pairs said they had prior military service, compared with 1% of women who are married or who are in unmarried partnerships. About 14% of gay men had served in the military, about the same as for men in unmarried partnerships but half the rate of married men. *LINK: urban.org/pubs/gayatlas/*

Despite the wealth of new data, it still may be considerably low overall. A report by the **Institute for Gay & Lesbian Strategic Studies** (http://www.iglss.org/media/files/c2k_leftout.pdf) estimates the Census data may be **underreporting same-sex households by 16% to 19%**.

An October 2004 groundbreaking report titled "**Black Same-Sex Households in the United States: A Report from the 2000 Census**" (<http://www.thetaskforce.org/reslibrary/list.cfm?pubTypeID=2>) by the **National Gay and Lesbian Task Force Policy Institute** and the **National Black Justice Coalition**, written by Alain Dang and Somjen Frazer, provided the first-ever analysis of African-American lesbians and gays. The report found that black lesbian couples are raising children at almost the same rate as black married couples, and that black same-sex couples raise children at twice the rate of white same-sex couples. Black same-sex couples are 14% of all same-sex couples in the U.S.

Media Usage, Purchasing Decisions, and the Value of Gay Marriage

There are still many holes to be filled, including such questions as gays as "early adopters," how members of couples influence each other's buying habits, the role of gay friends and family members as influencers on others, and more.

In a study of media habits (<http://www.harrisinteractive.com/news/newscats.asp?NewsID=646>), **Harris Interactive** and **Witeck/Combs** data in July 2003 found that **a third of gays read national gay magazines frequently or occasionally**. And **41% GLB individuals surveyed frequently or occasionally visit gay online web sites**. One in five (19%) GLB respondents also report they frequently or occasionally read their local gay newspaper.

Sixty percent of GLB individuals reported frequently or occasionally reading mainstream news magazines, compared to 45% of heterosexuals. In addition, **41% of GLB consumers say they read lifestyle, home decorating and design magazines frequently or occasionally**, compared with 30% of non-gay respondents. More GLB consumers also report watching premium cable networks like **HBO, Showtime, and Cinemax** frequently or occasionally than do heterosexuals (52% to 45%). GLBT people are more inclined toward SUVs than the general population, 30% to 23%.

A Fall 2002 study by the Harris partnership found GLBT consumers were more likely to make **a purchasing decision based on their awareness of the company's diversity policies** (47% GLBT versus 18% heterosexual). *<http://www.witeckcombs.com/show.news.asp?id=148&format=html>*

With all other factors being equal, such as price, quality, value and function, all GLBT respondents were asked whether their decisions to buy would be positively or negatively affected if they knew the sales representative was gay, lesbian, bisexual or transgender. Fifty-six percent of the GLBT group reported a positive influence in legal and financial services; 51% agreed about health care; 49% agreed about large scale purchases such as homes and autos; 42% agreed on everyday purchases such as groceries and drug store goods; and 42% felt it has a positive influence on their purchase of computers and information technology services.

With the debate of **civil unions and gay marriage** comes the idea of spending power on ceremonies and honeymoons. Forbes estimated a **\$16.8 billion value to gay weddings** across several years in the \$70 billion-per-year U.S. wedding industry (http://forbes.com/commerce/2004/04/05/cx_al_0405gaymarriage.html). (Here's their math: The average cost of a wedding has climbed steadily in the last decade to reach \$22,000 in 2004, according to **The Knot**. The U.S. Census found roughly 92% of heterosexual couples living together in 2000 were married. Forbes assumed the same percentage for the 594,000 same-sex couples living together in 2000, concluding roughly 546,000 couples would wed if they could. Because not all couples hold a reception (about 15% of newlyweds pass) Forbes concluded 464,000 gay couples would likely have one. They then multiplied that figure by the amount the average heterosexual couple currently spends on engagement rings, banquet halls, wedding dresses and honeymoons. The magazine did not estimate how many years it would take for the current gay population to wed and achieve the spending figure.) And in anticipation of a nationwide marriage law (now just provincial) **Canadian Gay and Lesbian Chamber of Commerce** co-founder Bruce McDonald estimates that gay wedding travel in Toronto, Montreal and Vancouver alone could draw more than \$1 billion over the next four years. (No details available on his math.)

Travel is already a particularly strong spending area for many in the gay and lesbian community, honeymoon or none. According to **Community Marketing, Inc.** (<http://www.mark8ing.com/demographics.cfm>) the American gay and lesbian community represents a \$54.1 billion travel market, or an estimated 10% of the U.S. travel industry. A 2001-2003 study of the gay market indicates 97% took vacations in the past 12 months (national average is 64%), 82% spent 5+ nights in hotels, 72% rented cars, 18% with 15+ days of car rental, and 20% took at least one cruise (national average is about 2%).

Gay events carry huge economic impact too. An economic impact survey calculated that **Sydney Gay & Lesbian Mardi Gras** (over 25 years old) attracts 500,000 spectators and **contributes a whopping AU\$100 million to the Australian economy** each year. And a 2001 study of Berlin's **Christopher Street Day parade** by **Publicom!** found that event also brings in 500,000 attendees who contribute **€134 million**, 38% of whom were heterosexual and 62% were gay and 81% of whom were ages 20-39. Estimates for the economic boost to the city and county of **San Francisco for its Gay & Lesbian Pride parade are at \$100 million**, and **Southern Decadence in New Orleans is \$72 million.**

What About A Backlash Against Gay Marketers?

Two-thirds (68%) of American adults surveyed indicate that knowing a company promotes its products or services to gays and lesbians has no

effect on how they feel about the company, according to a survey of more than 1,000 general consumers conducted June 2004, via **Opinion Research Corporation's** weekly telephone omnibus poll for **Fleishman-Hillard's** new **FH Out Front** gay PR unit. **The vast majority (81%) of respondents indicated it does not matter to them if a company whose products they use on a regular basis also promotes them to the gay and lesbian community.**

The survey also found that a plurality of Americans (45%) would do nothing if an organization launched a boycott against companies that market or promote products and services to gays and lesbians. Although 8% of respondents said they would participate in such a boycott, more than double that number (20%) said they would speak out against the boycott.

Only 39% of respondents said they would feel better about a company that supports gays and lesbians and HIV/AIDS research, the lowest percentage of any other audience tested. In contrast, 64% of respondents would feel better about a company that supports women and breast cancer research. In addition, 23% of respondents indicated they would have a lower opinion of a company that specifically markets to gays and lesbians. And while 66% of respondents indicated that it would not matter to them if a company used gays and lesbians to market or promote a new, everyday product, one-fourth (24%) indicated this would make them less likely to purchase the product.

What's Missing?

There's a lot of information yet to be discovered.

Few advertisers are yet at a point of being sophisticated enough about the market to begin worrying about anything other than medium-aged white men. Lesbians are widely left out of marketing plans, let alone sub-demographics such as people of color, youth, mature gays, couples, gay-parent families, and more. More needs to be learned about same-sex couples' influence on each others' buying habits. (Winning products get double the sales of a heterosexual household!)

No company has yet taken their interest in the gay market global, even as indicators show much consistency in global gay culture.

Finally, few companies make the bold move of creating a gay-targeted campaign that lives in mainstream media as well as gay-targeted media. Yet, while it may seem impractical, it is not unheard of.

For more and more advertisers today, "gay" isn't lavender, pink or rainbow-colored -- it's green.



The Commercial Closet column covers gay issues in advertising, marketing and media. It is part of the non-profit project tracking 85 years of gay images in advertising worldwide. Its 2000+ image archive is at www.CommercialCloset.org. *Wilke* is a veteran business journalist who has written for the

New York Times, *Advertising Age* and *Brandweek*, and covered gay media issues for over 10 years.

Gays Lead Non-Gays

in Cell Phone Use, Cable TV and HDTV Viewership

New Findings from Harris Interactive/Witeck-Combs Communications Survey Highlights Technology Use and Preferences of Gay and Non-Gay Consumers

ROCHESTER, N.Y. - December 15, 2004 - According to a recent nationwide online survey, eight in 10 (79%) gay, lesbian and bisexual (GLB) adults have cellular phone service compared to a slightly lower percentage (72%) of heterosexual adults.

In addition, more than two-thirds (69%) of gay adults report subscribing to cable television services compared with less than two-thirds (61%) of their non-gay counterparts. The data also reveal that gay consumers are twice as likely to have a television with high definition resolution (HDTV) in their homes than heterosexual consumers (16% vs. 8%), as well as are more likely than non-gays to obtain a high definition TV within the next six to 12 months (44% vs. 31%).

These newest findings corroborate the enthusiasm and affinity that gay and lesbian consumers have for electronic technology and their propensity to seek out the latest trends in consumer electronics and television. The highlights are from a recent quarterly telecommunications study conducted online between September 8 and 14, 2004 by Harris Interactive®, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the gay consumer market. A total of 828 non-gay and 243 self-identified gay, lesbian and bisexual (GLB) adults were surveyed.

The survey reveals that gay and lesbian consumers appear to differ somewhat from heterosexual consumers in how they use and choose their wireless service. For example:

Gays are more likely to combine business and personal cell phone usage. More than half (56%) of gay consumers say they use their wireless service for both personal and business calls compared to 42 percent of non-gays. By contrast, non-gays are much more likely to use their cell phones exclusively for personal use than gays and lesbians (57% vs. 43% respectively).

A higher percentage of gay and lesbian consumers (38%) than heterosex-

ual consumers (22%) report that they are likely to visit websites of wireless service providers when selecting a provider; gays are also more likely to consult consumer publications or reports (11% vs. 7%). Both groups rely most, however, on advice from friends and family in almost equal measure (42% for GLB vs. 41% for heterosexuals).

"It's no secret that the cellular market is becoming increasingly saturated, and these data can help marketers distinguish between GLB and heterosexual consumers' use and purchase considerations," said Jake Stafford, senior marketing strategist at Witeck-Combs Communications.

Stafford added, "The research also suggests that as gays continue to embrace emerging technologies such as HDTV, there is room for innovations that would continue to spur the buying preferences of trend-setting gay customers."

Note about tables: Data Tables are available by request emailing jstafford@witeckcombs.com or by going to the News page at www.witeckcombs.com.

Methodology

Harris Interactive conducted the survey online between September 8 and 14, 2004 among a nationwide cross section of 828 non-gay U.S. adults and among 243 self-identified gay, lesbian or bisexual adults (ages 18 and over). Figures for age, sex, race, education, region and income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a sampling error of plus or minus 3 percentage points for the results from the heterosexual sample and plus or minus 7 percentage points for the GLB results. Sampling error rates for heterosexual and GLB sub-sample results are higher and vary. The online sample was not a probability sample.

Witeck-Combs Communications, Inc. (www.witeckcombs.com)
Harris Interactive, Inc. (www.harrisinteractive.com)

Featured Organization: Community Marketing's Gay Market Research + Development LabSM

Community Marketing's Gay Market Research + Development LabSM is unmatched in focus, experience and practical expertise. We are the pioneers, having launched in 1992. Today we remain on the leading edge, uniquely positioned to deliver real intelligence and analysis.

Research and analysis provides your blueprint. It's key to product development and marketing communication. It's a basis for board/investor presentations and a roadmap for cooperative partnerships. It helps you identify the growth potential of gay market segments, before you budget. It informs all of your critical decisions, and

dramatically increases their effectiveness.

CMI's Gay Market Research + Development LabSM offers an unparalleled depth of understanding, experience, resources and most of all, relationships. Our services include online surveys, focus groups, strategic audits, positioning and marketing planning. We can make your gay marketing effort an indispensable, positive component of your overall plan. Please contact us today.
 LINK: www.CommunityMarketingInc.com

Forrester Research Finds That Gay Consumers Are Among The Earliest Technology Adopters; Survey Results Suggest That Marketers Target Untapped Consumer Group

CAMBRIDGE, Mass.--(BUSINESS WIRE)--July 16, 2003--Gay men and women are among the first to adopt new devices and online tools, making them an important demographic for online marketers. For the first time, Forrester Research, Inc. (Nasdaq: FORR) asked respondents to its annual Consumer Technographics(R) Benchmark Study of 60,000 households to indicate their sexual orientation. "Gays Are The Technology Early Adopters You Want" includes data on device adoption and online behavior by gay men and women, as well as recommendations on how to best market to this influential group.

"Gay men and women are tech-savvy consumers who use the Internet and tech devices at significantly higher rates than their heterosexual counterparts for shopping, banking, entertainment, and community building," said Jed Kolko, principal analyst at Forrester. "Marketers need to take a close look at the consumer behavior of gay men and women to determine a strategy in targeting a group of consumers who have been consistently overlooked."

In addition to being wealthier and better educated, gay men and women are avid internet users. Eighty percent of gay men and 76 percent of lesbians are online, compared with 70 percent of straight men and 69 percent of straight women. Gays are also one-third more likely to have broadband connections and have been online longer than heterosexuals. Twenty-nine percent of gay men and women have been online for more than seven years, versus 18% of heterosexuals.

Although any group of higher-income, more highly educated consumers will be earlier adopters of technology, significant differences in gays' technology behavior emerged after adjusting statistically for online tenure and demographic differences. Gay men, for example, are more likely to own portable MP3 players and browser-enabled phones, and they are more than two times likelier to own a personal video recorder (PVR) device like TiVo. Gay men and women also turn to the Internet in higher numbers for entertainment and community-building activities. The Internet makes it easier for gays to meet online without the pressures of losing one's anonymity and provides a link to the gay community through tools like text chat, instant messaging, and personal Web pages.

In an effort to reach gay consumers, Forrester recommends that marketers target gay audiences directly by advertising in gay publications and at gay events. Additionally, because gay men and women differ from heterosexuals in many of the same ways when it comes to consumer behavior, marketers can treat the gay market as a single audience. It may be best, however, to avoid asking consumers about their sexual orientation for direct marketing purposes. Twenty percent of respondents did not answer Forrester's sexual orientation question - for the time being, inquiring about consumers' sexuality may not be worth the effort and potential of alienating consumers.

The research mentioned in this press release is available to Forrester WholeView(TM) clients and can be found through www.forrester.com.

Featured Organization: Witeck-Combs Communications

Witeck-Combs Communications, Inc. is the nation's premier strategic marketing communications firm, specializing in reaching the gay and lesbian consumer market. With over 12 years experience in this unique market, **Witeck-Combs Communications** has developed respected relationships throughout the community and serves as a bridge between corporate America and gay and lesbian consumers. In April 2003, **American Demographics** magazine identified **Bob Witeck** and **Wes Combs** as two of 25 experts over the last 25 years who have made significant contributions to the fields of demographics, market research, media and trendspotting for their path breaking work on the gay and lesbian market.

LINK: www.witeckcombs.com

Resources

Marketing, Advertising & PR

*Resource List compiled by Michael Wilke,
Commercial Closet. www.CommercialCloset.org.
Some additions and modifications done by HIM Corp.*

There are a number of companies specializing in the gay & lesbian marketplace. These companies include research sources, ad agencies and other organizations, as listed below.

Agenda Inc.

Lucian James
www.agendainc.com
415-252-8925

Altus Group

Dave Jefferys
www.altus-group.com
215-977-9900

Blink Media

Frank Cefalo
www.blinkmedia.net
646-334-4387

Communication Services

Libby Post
OutMarketing.biz
518-438-2826

Community Marketing, Inc.

Thomas Roth
www.CommunityMarketingInc.com
415-437-3800

CP Promotions (on site materials/events)

Jim Nellis
www.cppromotions.com
212-683-4226

DMD Market Research (qualitative/quantitative)

Dennis Doherty
www.dmdresearch.com
212-695-1441

Do Tell (affinity Rainbow Card)

Pam Derderian
610-397-0100

Double Platinum

Stephanie Blackwood
212-724-8849
Arthur Korant
212-362-5670
www.pangeapartners.com

FH Out Front (PR, unit of Fleishman-Hillard)

Ben Finzel
202-828-8809
www.fleishman.com

Frankel (KY, Tylenol PM, Nivea for Men)

Jim Joseph
www.frankel.com
203-862-6464

Gay Media Center (gay & lesbian contextual ad placement)

323 512-2922
www.gaymediacenter.com

Gay Media Bids (online media auction purchasing)

323-512-2922
www.gaymediabids.com

Gay Media Express (online media purchasing)

Matt Skallerud
323-512-2922
www.gaymediaexpress.com

Gay Consultants, Inc.

Serge Gojkovich
www.gayconsultants.com
617-953-1701

Gay Market Research + Development Lab(SM)

Thomas Roth
www.CommunityMarketingInc.com
415-437-3800

Legan Promotions

Tom Legan
908-322-2362
www.leganpromotions.net

Levine & Partners (health care marketing consulting)

Harold Levine
212-688-6671

Howard Bragman (media relations, crisis communication)

www.fifteenminutes.com
323-650-5591

Impax Marketing Group

Jay Arnold
www.impax.com
215-546-9666

Karpel Group

Marc Mannino
www.thekarpelgroup.com
212-505-2900

M80 Interactive Services

Gary Pappani
www.M80im.com
323-644-7813

Marketing Etc.

Elizabeth Weisiger
www.marketingetc.com
303-460-8900

MergeMedia

Jim Knox
www.mergemediagroup.com
214-523-9505

Moon City Productions (Subaru)

John Nash
www.moocityprod.com
212-532-7443

Multi Market Media

W. Everett Hauck
www.multimarketmedia.com
888-658-7220 x707

Multicultural Marketing Resources

Lisa Skriloff
www.multicultural.com
212-242-3351

Niche Marketing Group

Jeff Klocke
www.nichemg.com
310-396-1020

OpusComm Group

Jeff Garber
www.opuscommgroup.com
315-637-2018

Open Door Marketing (Advertising, events)

John Lake
www.opendoormarketing.com
415-401-6294

Osmosis Media Lab (EarthLink, Casio)
Shawn Thomson
Travis Pagel
www.osmosismedialab.com
212-279-2680

Prime Access (gay and diversity)
Howard Buford
www.primeaccessinc.com
212-594-6300

Poux Company
Paul Poux
www.pouxcompany.com
212-217-1951

Otopia Media (radio, outdoor, events PR)
David Morganlander
www.otopiamedia.com
954-332-3756

Rivendell Media
(represents most US and Canadian gay publications)
Todd Evans
www.rivendellmedia.com
www.gaymarket.com
212-242-6863

Sharp Edge
James Brodsky
www.sharp-edge.com
212-829-0002 x101

Smart + Strong (health marketing, POZ Magazine)
www.smartstrong.com
212-229-0228

SPI Marketing (Absolut vodka)
Scott Seitz
www.spimarketing.com
212-760-1400

Studio K
Patrick Whiteside
www.studiokmiami.com
305-573-1634

Target 10 Niche Marketing & PR
Matthew Tumminello
www.target-10.com
212-245-6040

Third Coast Marketing
Kevin Boyer
www.thirdcoastmarketing.com
773-561-2704

Triangle Marketing Services (direct mail)
John Knoebel
www.tms-ny.com
212-242-4040

WinMark Concepts (advertising, direct mail)
Andrew A. Isen
David Cichanowicz
www.winmarkconcepts.com
202-483-1300

Wilson Media Group
Tom Wilson
www.wilsonmedia.com
212-533-5970 x23

Whitman Insight Strategies (research, GayPoll)
Bernard Whitman
212-807-7200

Witeck-Combs Communications (American Airlines, IBM)
Bob Witeck
www.witeckcombs.com
202-887-0500 x19

U.S. Academic

Annenberg School for Communication, Univ. of Pennsylvania
Katherine Sender, PhD
ksender@asc.upenn.edu
215-573-1958
Author of "*Business Not Politics: Gays, Lesbians, Bisexuals, Transgender People and the Consumer Sphere*" report for GLAAD (Gay & Lesbian Alliance Against Defamation), 2002
<http://www.glaad.org/org/projects/center/index.html>

The Brookings Institution, Urban Institute Population Studies Center
Richard Florida and Gary J. Gates, PhD
202-261-5750 www.brook.edu
Authors of "*Technology and Tolerance: The Importance of Diversity to High-Technology Growth*" report, June 2001
<http://www.brook.edu/es/urban/floridaexsum.htm>

Univ. of Denver
Dr. John J. Burnett, Prof. of Marketing
303-871-2168 www.du.edu
Author of "*Assessing the Media-Related Behaviors and Attitudes of the Homosexual Consumer*" report, 1998

Univ. of Massachusetts, Amherst
M.V. Lee Badgett, Dept. of Economics
badgett@iglss.org
413-545-0159 www.iglss.org
Author of "*Income Inflation: The Myth of Gay Affluence Among Gay, Lesbian and Bisexual Americans*" report, 1998
<http://www.iglss.org/pubs/publications.html>

U.S. Research

Census Bureau
www.census.gov (PDF FILE - Married-Couple and Unmarried Partner Households: 2000)

GLCensus (Gay market studies from OpusComm Group, S.I. Newhouse School at Syracuse University, G Society)
www.glcensus.org
Jeffrey Garber
315-637-2018

Greenfield Online
www.greenfieldonline.com
Gay & Lesbian Market Study Info (paid)

Harris Interactive
www.harrisinteractive.com (47 related polls, found under search)
Gay & Lesbian Pulse surveys

Mariposa Group LGBT research
Fred Bové
www.mariposa-group.com
415-864-4814

New American Dimensions
David Morse
www.newamericandimensions.com
310-670-7889

Packaged Facts/Kalorama
www.marketresearch.com

Simmons Market Research Bureau
www.smr.com

Yankelovich Partners
www.yankelovich.com

CANADA

Capital Business Strategies Ltd.
Jim Mann
604-543-9017
www.CapitalBusiness.org

Harcourt Canada
www.harcourtcanada.com (research)

Wilde Marketing
Shane Wagg
416-821-3074
www.wildemarketing.com

UK

90Ten (public relations)
Paul Tanner
Carole North
44-020-7267-0990
www.90ten.co.uk



General Information

General Description: The Commercial Closet Association is a non-profit that works to improve public opinion of the lesbian, gay, bisexual and transgender community by improving GLBT portrayals in the powerful \$1.1 trillion annual worldwide mainstream advertising market. We leverage the world's only archive of over 2,000 GLBT-themed international ads, a popular website with editorial and visitor ratings displaying every ad in the archive, a traveling live advertising sensitivity training video program for corporations and universities, Best Practices for B2B/Mainstream Advertising, media outreach, a syndicated advertising column, and other industry resources.

Internet Specifications

Unique Visitors / Month: 100,900
Page Views / Month: 795,000
E-Mail List: 7,000

Sponsorship Opportunities

TRAVELING VIDEO LECTURE (approximately 30 appearances annually) Commercial Closet Video Tour \$15,000 annually

WEB SITE

Home Page position sponsorship
\$15,000 annually

Section sponsorships
\$10,000 annually

Newsletter sponsorships
\$10,000 annually, or \$1,000 monthly

Ad Gallery (custom built)
\$30,000 annually

LIVE EVENTS - twice annually in NYC

Presenting Sponsor Event Host

- * Eight VIP tickets to the event
- * Brief address to the crowd from the stage
- * Prominent thanks
- * Logo placed on screen during the event
- * Logo on CommercialCloset.org event RSVP page
- * Most prominent logo in printed event ads
- * Most prominent logo in digital & printed invites

Prime Time Sponsor \$8,000 (\$12,000 annual*)

- * Eight VIP tickets to the event
- * Brief address to the crowd from the stage
- * Logo placed on screen during the event
- * Logo on CommercialCloset.org event RSVP page

Print Specifications

- * Logo in event ads
- * Most prominent corporate logo on digital & printed invites

Late Night Sponsor \$5,000 (\$8,000 annual*)

- * Six VIP tickets to the event
- * Logo placed on the screen during the event
- * Logo on CommercialCloset.org event RSVP page
- * Prominent logo in event ads
- * Logo on digital & printed invites
- * Acknowledgement of sponsor from the stage

Early Morning Sponsor \$2,500 (no annual option)

- * Four VIP tickets to the event
- * Logo placed on screen during the event
- * Logo on CommercialCloset.org event RSVP page
- * Logo in event ads
- * Corporate logo on digital & printed invites
- * Acknowledgement of sponsor from the stage

Daytime Sponsor \$1,000 (no annual option)

- * Two VIP tickets to the event
- * Logo placed on screen during the event
- * Logo on CommercialCloset.org event RSVP page
- * Listing on digital & printed invites
- * Listing in event ads

VIP Lounge Sponsor \$6,500 (exclusive) (\$11,000 annual exclusive*)

- * Six VIP tickets to the event
- * Logo/banner in VIP room and on screen during the event
- * Distribute literature/ads/materials in room
- * Logo on CommercialCloset.org event RSVP page
- * Logo in event ads
- * Logo on digital & printed invites
- * Acknowledgement of sponsor from the stage

HEY! MATT!!!
are you meaning to use the asterisks or do you mean bullets??

Because the asterisks don't make sense if you have the same for all of them.

Contact Info

Contact
Michael Wilke

Email
mike.wilke@commercialcloset.org

Website
www.commercialcloset.org



Cliché.



Cliché.



Cliché.

The Commercial Closet

Bringing GLBT Sensitivity
to Corporate Advertising

CommercialCloset.org

Mintel International Group

www.mintel.com
Studies of the gay general market (Jan. 2001),
gay travel (Aug. 2000) and gay entertainment
(Dec. 2000). (paid)

Out Now Consulting (affiliated with Significant
Others, Australia)
Marcus James
44-07967-0000-12
www.outnowconsulting.com

Target Multimedia
44-020 7209 0191
www.targetmultimedia.co.uk

FRANCE

Les Uns, Les Autres
Christophe Wilart
33 (0)1 53 06 62 84
www.lesunslesautres.com

The Netherlands

Out Now Consulting (affiliated with Significant
Others, Australia)
Ian Johnson
31-0613-252-316
www.outnowconsulting.com

Belgium/France/Germany

Out Now Consulting (affiliated with Significant
Others, Australia)
Ian Johnson
32-02-514-6443
www.outnowconsulting.com

Germany

Communigayte
Michael Drescher
www.communigayte.de
06103-87-060-87
info@communigayte.de

gofelix (created Aug. 2001 study of German gay
market with BBDO Consulting)
Diederich Große-Wilde
Holger Linde
www.gofelix.de
49-221-1307911
dgw@gofelix-consulting.de

mi.st Consulting (Diversity management & mar-
keting services)
Michael Stuber
www.homoconomics.de
www.rosabrille.com (German gay marketing col-
umn)
49-221-222-1250
mi.st@netcologne.de

Publicom!
Robert Kastl
49-30-236-265-21
www.publicom.com
kastl@publicom.info

Tom Consulting (travel/tourism)
Thomas Bömkes
www.tomontour.de

Spain

Arcoiris Estrategia
Mila Valcarcel
34-91-557-06-90
mvalcarcel@arcoirisweb.com
www.arcoirisweb.com

IFF
Isabel Prieto
34-913-658-680
isabel@iffproducciones.com
www.iffproducciones.com

Sweden

Berghs School of Communication
Tom Andersson, Head of School
tom.andersson@berghs-soc.com
Queer Media and Gay Advertising Report (PDF
file), Apr. 20, 2001
http://www.berghs-
soc.com/pdf/Gay%20focus%20groups.pdf

Australia

Communications Factory
Jarrod Hughes
www.cf.com.au

Gay Media
Karl Snow
www.gaymedia.com.au
61-3-9592-0883
karl@gaymedia.com.au

Macquarie University
Michael Milgate, Dept. of Business,
Div. of Economic and Financial Studies
61-02-9850-7787
mmilgate@efs.mq.edu.au

Significant Others
Ian Johnson
www.significantothers.com.au

U.S. Gay Stock Photography

Alamy
http://www.alamy.com/search-
results.asp?qt=gay&go=1&a=-1&lic=1&lic=6

Fotosearch
http://www.fotosearch.com/image100/gay-and-
lesbian/IMG260/

gaystockphotography.com
http://www.gaystockphotography.com/

Getty images
http://creative.gettyimages.com/source/search/
/resultsmain.asp?source=quickSearch&brand=
allbrands&sellImageType=7&chkLicensed=on&c
hkRoyaltyFree=on&txtSearch=gay&subSearch=
Begin+search&UQR=aynssj

Queerstock
http://queerstock.com/

Real People Stock Photos
http://www.rpsp.com/nav_index.shtml

Super Stock
http://www.superstock.com/NewSearch/NewSe
archPage2.aspx?FromNav=1&\$User1ID=0&Sea
rchType=20&KeywordOr=gay&KeywordAnd=&Ke
ywordExact=&KeywordWithout=&Collection=7&
RFTType=2&ImageNumber=&FileCode=&PGBelo
w=&PGAbove=&ExlCatShots=1&ExlFileShots=1
&Node1=-1&CatID1=0&Node2=-
1&CatID2=0&MatchSearch=0&Orientation=5

Veer
http://search.veer.com/results.aspx?RF=1&RM
=1&txtpixperpage=24&ProductType=-
1&txtkeys1=gay&submit.x=8&submit.y=6

Books/Journal Articles

Badgett, M.V. Lee. Money, Myths & Change --
The Economic Lives of Lesbians and Gay Men,
University of Chicago Press, 2001.

Baker, Dan. "A History in Ads: The Growth of the
Lesbian and Gay Market" Homo Economics:
Capitalism, Community, and Lesbian and Gay
Life. Amy Gluckman and Betsy Reed, eds.
Routledge, 1997. 11-20.

Baker, Dan, Sean Strub, and Bill Henning.
Cracking the Corporate Closet. Harper Collins,
1995.

Bhat, Subodh, Leigh, Thomas W. and Wardlow,
Daniel L. "The Effect of Consumer Prejudices on
Ad Processing: Heterosexual Consumers'
Responses to Homosexual Imagery in Ads."
Journal of Advertising Vol.XXVII (1998): 9-25.

Capsuto, Steven. Alternate Channels: The
Uncensored Story of Gay and Lesbian Images
on Radio and Television, 1930s to the Present,
Ballantine Books, 2000.

Chasin, Alexandra. Selling Out: The Gay and
Lesbian Movement Goes to Market, St. Martin's
Press/Palgrave, 2000.

Clark, Danae. "Commodity Lesbianism" Camera

Obscura 25-26 (1991): 181-201. Rpt. The Gay and Lesbian Studies Reader. Henry Abelove, Michèle Aina Barale, and David M. Halperin, eds. Routledge, 1993: 186-201.

Gates, Gary; Ost, Jason. The Gay & Lesbian Atlas, Urban Institute Press, 2004.

Haslop, Craig; Hill, Helene; Schmidt, Ruth A. "The gay lifestyle -- spaces for a subculture of consumption", Marketing Intelligence & Planning, pp. 318-326, MCB University Press, England, 1998.

Hennessy, Rosemary. Profit and Pleasure: Sexual Identities in Late Capitalism. Routledge, 2000.

Kates, Steven Maxwell. Twenty Million New Customers: Understanding Gay Men's Consumer Behavior, Haworth, 1998.

Kates, Steven. "Out of the Closet and Out on the Street!: Gay Men and Their Brand Relationships", Psychology and Marketing, 2000.

Levina, M. & Waldo, C.R. "We're here, we're queer, we're on TV: The effects of visual media on heterosexuals attitudes toward gay men and lesbians", Journal of Advertising, 2000.

Lukenbill, Grant. Untold Millions: Positioning Your Business for the Gay and Lesbian Consumer Revolution, Harper Business, 1999.

Reichert, Tom. "'Lesbian Chic' Imagery in Advertising: Interpretations and Insights of Female Same-Sex Eroticism." Journal of Current Issues and Research in Advertising.

Vol. 23, 2001: 9-22.

Schulman, Sarah. Stagestruck: Theater, Aids, and the Marketing of Gay America, Duke University Press, 1998.

Tropiano, Stephen. The Prime Time Closet: A History of Gays & Lesbians on TV, Applause Theatre & Cinema Book Publishers, 2002.

Wardlow, Daniel L. Gays, Lesbians, and Consumer Behavior: Theory, Practice and Research Issues in Marketing - Monograph Published Simultaneously as the Journal of Homosexuality, Haworth Gay & Lesbian Studies, 1996.

Selected Academic Reports

(PDF file) Non-Target Markets and Viewer Distinctiveness: The Impact of Target Marketing on Advertising Attitudes, By Sonya A. Grier, Anne M. Brumbaugh and Jennifer L. Aaker; Journal of Consumer Psychology, 9 (3), 127-140; 2000
<http://faculty-gsb.stanford.edu/aaker/PDF/Nontarget-Markets-and-Viewer-etc.pdf>

Out of the Closet and into the Marketplace The Journal of Homosexuality, Vol. 31, Nos. 1-2; 1996
<http://carmen.artsci.washington.edu/jeb/jebart3.htm>

Resource List compiled by Michael Wilke, Commercial Closet
LINK: www.CommercialCloset.org
Some additions and modifications done by HIM Corp.

Featured Organization:

GayMediaExpress.com

Gay & Lesbian Media Placement Online

*Providing you with unparalleled reach into the Gay & Lesbian Media Community!
For Ad Agencies and Individual Media Buyers.*

Gay Media Express places a world of gay advertising at your fingertips. Design and place your entire advertising campaign online with a variety of media outlets, both in print and online. We can help you develop strategies and plan campaigns based on geographic targeting (Los Angeles, New York, etc.) as well as category targeting (travel, business, sports, etc.) *LINK: www.GayMediaExpress.com*

Currently Representing....

- 564,964,526 Banner Impressions
- 9,231,836 Internet Visitors
- 74,429,439 Page Views
- 1,177,201 Targeted E-Mails
- 2,065,235 Print Circulation

Demographics....

- 32: Average Age

Featured Organization: Commercial Closet

The Commercial Closet Association is a non-profit organization that works to improve public opinion of the lesbian, gay, bisexual and transgender community by improving GLBT portrayals in mainstream advertising.

Here's how it works:

More than any other medium, advertising is intended to shape behavior. *Commercial Closet* seeks to shape the advertising industry toward better LGBT inclusion and less transphobia and homophobia. The project educates the business world as a peer through worldwide advertising tracking and analysis, advertising sensitivity training to corporations and universities, original journalistic coverage, media outreach through seeding/fielding press stories, and an interactive virtual museum collection of 2,000+ ads spanning the world as far back as 1917. Veteran journalist **Michael Wilke** and a board of industry professionals carry out its mission, as the project also preserves GLBT history in the ephemeral medium of commercials.

We reach three important tiers to achieve our goals:

- 1.) Marketing and ad agency executives
- 2.) Media and university students/professors
- 3.) Consumers

Our unique archive, complete with ratings, consumer feedback, and other resources, works in several ways too: 1.) It gives advertisers and agencies guidance on their work and competitors' through positive and negative examples, 2.) It offers Mainstream/B2B Advertising Best Practices suggestions and lessons, 3.) By seeing what competitors have done, it provides corporate confidence to pursue more positive and inclusive GLBT representations in the powerful \$1.1 trillion annual worldwide advertising market (\$128 Billion in the US alone). 4.) The archive creates the world's only visual history of GLBT representation in the ephemeral media of TV, online and print advertising.

Advertising has the power to change much more than just buying habits -- it can also change how we think about each other.

LINK: www.CommercialCloset.org

Buying Power of Gay Men and Lesbians

by Witeck-Combs Communications

Buying Power Used as Measure of Market Size

This Packaged Facts report uses "buying power" (or "purchasing power") to measure the size of the gay and lesbian market in the United States. Buying power is another term for "disposable personal income," which is defined as the total after-tax income available to an individual to spend on personal consumption, personal interest payments, and savings.

In estimating the size of the gay and lesbian market for the 2004 edition of The U.S. Gay & Lesbian Market report, Packaged Facts has used a methodology that is consistent with the approach taken by the Selig Center for Economic Growth at the University of Georgia in calculating the purchasing power of consumer segments such as Hispanics and African Americans.

This methodology uses national aggregate disposable income data that are compiled by the Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce and provide the most comprehensive picture of overall purchasing power in the United States. Gay and lesbian purchasing power is calculated by allocating a proportion of aggregate disposable personal income to the gay and lesbian consumer segment.

Because the methodology used in this report differs somewhat from the approach used in the 2002 edition, buying power estimates for 2004 and subsequent years are higher than the projections contained in the 2002 report. This is due to the following factors:

Respondents to household surveys such as the Current Population Survey of the Census Bureau and the Consumer Expenditures Survey of the Bureau of Labor Statistics tend to understate their income and expenditures. Thus, national aggregate income data reported by BEA tend to be higher than aggregate income measures generated from these other U.S. Government sources.

Historically, aggregate disposable personal income reported by BEA has tended to increase at a faster rate than measures of personal income captured by the Current Population Survey of the Census Bureau.

Gay and Lesbian Buying Power Totals \$581 Billion

Packaged Facts has estimated gay and lesbian buying power on the basis of the following assumptions:

According to the latest available data from BEA, aggregate disposable personal income is projected to total \$8,555.9 billion (\$8.6 trillion) in 2004.

Based upon the allocation of personal income across age groups shown in Census Bureau data, Packaged Facts estimates that 99.77% of this total is attributable to the population 18 years old and over (\$8,536.2 billion).

The gay and lesbian population is assumed to account for 6.8% of

aggregate disposable personal income in the population 18 years old and over, a proportion consistent with the percentage of gay men and lesbians in the population as a whole.

Thus, the buying power of gay men and lesbians totaled an estimated \$580.5 billion in 2004 (.068 X \$8536.2 billion).

During the period from 2004 through 2009, aggregate disposable personal income at the national level is projected to increase 4.5% annually, a growth rate consistent with recent economic history. Gay and lesbian purchasing power is expected to gradually increase to 7% of aggregate disposable income by 2009, a proportion consistent with Packaged Facts growth projections for the gay and lesbian population. As a result, gay and lesbian purchasing power is expected to total approximately \$745 billion in 2009, representing cumulative growth of 28.3%. [Table 9-1]

The fundamental assumption driving this estimate of gay and lesbian buying power is that the gay and lesbian population essentially mirrors the population as a whole in terms of income generation. However, the following factors suggest that these estimates of gay and lesbian purchasing power can be viewed as conservative, especially when applied to gay and lesbian household purchasing power.

As noted in Chapter 2 of this report, gay couples are less likely to live in rural areas, while gay couples living in major metropolitan areas are more likely to be White than the population as a whole in these areas. Both of these demographic characteristics generally are associated with higher average income.

As shown in Chapter 5, gay couples are less likely than married heterosexual couples to have children, and they are more likely to have both partners in the workforce. These factors result in higher per capita household income, especially in the case of gay male couples.

Table 9-1
Projected Growth in Total Gay and Lesbian Buying Power, 2004-2009

Year	Population (thousands)	Per Capita Buying Power	Aggregate Buying Power (millions)	Cumulative Growth
2009	\$16,414	\$45,366	\$744,639	28.3%
2008	16,119	43,954	705,500	22.1
2007	15,831	42,580	674,091	16.1
2006	15,549	41,246	641,333	10.5
2005	15,264	39,973	610,149	5.1
2004	14,990	38,723	580,462	-

Source: Packaged Facts, Witeck-Combs Communications.

Gay Issues and the 2004 Election Directions for the Marketplace

Prepared by Witeck-Combs Communications

As the balloting ended and 2004 vote outcomes were widely reported this week, partisans and pundits may be expected to write volumes about what happened. Many will highlight the role of gay issues and specifically the debate and decisions about same-sex marriage that occurred on several state ballots. This white paper, however, does not offer political analysis but instead analyzes the implications and developments for the U.S. consumer market in the near and longer term. We would like to offer some clarity and details to help guide business managers in understanding the nature of public opinion as a barometer on controversial social issues.

First, what actually happened?

In a year when same-sex marriage became legal in Massachusetts, the issue not surprisingly found its way onto 11 ballot measures to restrict or ban the recognition of marriage between gay couples. Opponents said the measures were a strategy by Republicans to galvanize their conservative voter base and get them to the polls. However, many analyses also report that during this unusually high-visibility election year, turnout would likely have been high with or without the referenda. One advocat in Oregon for the same-sex marriage ban said, "It's conceivable this measure might turn out some people of faith that are typically apolitical, but I think in the big scheme of things ... this is going to be a large turnout and our measure doesn't have that big of a role in it."

On November 2, therefore, voters in Arkansas, Georgia, Kentucky, Michigan, Mississippi, Montana, Ohio, Oklahoma, Oregon, North Dakota and Utah passed measures limiting or banning the legal recognition of same-sex relationships. In addition, efforts now are underway to challenge several of those measures in court.

What else happened?

The ballot measures were not the only word on gay issues and political candidates, however. On November 2, American voters also:

- Voted in many races to elect and re-elect openly gay candidates throughout the nation;
- Elected or re-elected all six LGBT candidates running for legislative offices in California;
- Elected open lesbians to North Carolina's state senate, to the Idaho state house and to the Missouri state house;
- Elected the first ever open lesbian Latina as sheriff in Dallas County, Texas;
- Re-elected every Massachusetts lawmaker on the ballot, Democrat and Republican, gay and straight, who supported gay rights; and
- Enacted a ballot measure in Cincinnati to *repeal* a law that prevents the city from passing legislation to protect gays and lesbians from discrimination - this favorable result in a state that also adopted a state constitutional ban on same-sex marriage.

What does polling data reveal?

Over the past year, numerous national and state surveys confirm that a

majority of Americans oppose legal marriage for same-sex couples. It is not really surprising therefore that the referenda votes cast this week reflect this attitude. When probed, we also observe that many Americans do not distinguish clearly between the matrimonial sacraments of marriage bestowed by churches, temples or mosques and the civil ceremony of marriage conferred by state law. Whether through tradition or faith, many Americans do not wish to confuse their long-held definitions of marriage by endorsing equal married status for gay couples.

But that is not all voters believe. In many of the very same surveys, a majority of Americans favor establishing some forms of legal protections for gay and lesbian couples. This was also confirmed in the same exit polls taken on November 2.

When asked specifically in the 2004 exit polls, 25% of voters favored legal marriage for same-sex couples, while 37% opposed any form of legal recognition. Most important, over a third of all voters - 35% -- stated they favor some form of legal relationship such as a civil union, and not labeled or defined as a marriage. Therefore 60% or 6 out of 10 voters support some form of legal recognition for gay couples. [See Appendix with phrasing of exit poll questions.]

Under normal circumstances in American politics, a 60% to 37% margin would be considered very decisive. This emerging consensus also is validated by survey research conducted in 2003 and replicated again this year by Witeck-Combs Communications and Harris Interactive when we queried over 2,000 adult Americans about eligibility for workplace benefits. Employment benefits often mirror the same privileges and rights conferred by marital status, and are a valid way to examine acceptance of gays and lesbians.

Specifically, when heterosexuals were asked whether certain benefits of employment now available to married spouses should be equally available to same-sex partners - in almost every instance, nearly two-thirds of heterosexuals agree that equal treatment ought to be given to employees with same-sex partners.

The specific benefits included the taxability of health insurance benefits, adoption assistance, bereavement leave, relocation assistance for partners, family and medical leave emergencies, and COBRA health coverage. In fact, in each instance, support

Featured Organization: Communications Services

Communications Services, specializing in the needs of not-for-profits, healthcare organizations, advocacy groups and small businesses since 1984.

Marketing | Advertising | Fund Raising | Graphic & Web Design | Public Relations

LINK: www.outmarketing.biz, www.commservices.net

grew by at least 4-5% between 2003 and 2004, even after same-sex marriage became a reality in Massachusetts.

We conclude that while same-sex marriage remains a sensitive, sometimes politically charged question, Americans not only are more aware of gays and lesbians in society but also increasingly fair-minded in terms of acceptance and treatment of their intimate relationships. Factors of age, education and gender also play roles in terms of acceptance; more welcoming attitudes are consistently associated with younger people, women and individuals with higher education.

Ironically, in an ABC News interview within a week of the election, President Bush echoed the sentiments of many of these Americans, and revealed that he also favored letting states decide whether to have civil unions or some form of legal recognition for same-sex couples. This is a position that also mirrors his Democratic challenger this year.

Bush was accurately reported to say, "I view the definition of marriage different from legal arrangements that enable people to have rights. And I strongly believe that marriage ought to be defined as between a union between a man and a woman. Now, having said that, states ought to be able to have the right to pass laws that enable people to you know, be able to have rights, like others."

The market and workplace trends continue to evolve

At the end of 2003, as one milestone, over 40% of Fortune 500 companies and 68% of the Fortune 500 now offer equal benefits for same-sex couples. Over 7,000 employers across the U.S. now provide health insurance coverage to employees' same-sex domestic partner, a trend that is currently growing at the rate of 18% more companies each year.

The trend towards recognition and equal treatment of gay couples in corporate America is based frequently on many corporations' desire to treat all employees and their families fairly and equally, as well as competitive pressures to recruit and retain the best qualified workers including LGBT people.

Interestingly, in 2004, two states and 66 cities and counties, according to the Human Rights Campaign, also provide domestic partner registries. Another independent means to recognize same-sex couples. In 2007, the state of California will also join a trend started by San Francisco, Los Angeles, Minneapolis, Seattle and New York to require companies that do business with local or state government to offer equal benefits to gay couples that are currently available to heterosexual, married couples.

Equal treatment and basic fairness towards gays and lesbians remain clear trends in public policy decisions and employment practices from coast to coast. They frequently motivate employers and local communities to establish innovative approaches to respect gay couples and to offer some specific ways that married couples today benefit under the law to achieve a level of parity.

The Findings

Elections often are snapshots of strong feelings and complex motivations. Certainly this year's election cycle reflected America's very strong divisions and attitudes on tough social and global issues. Voters reflect the political moment as well as deep-seated beliefs.

Without question, Americans express complex and sometimes even conflicted feelings about gays and lesbians, too, and do not quickly accept all forms of change. However, they also increasingly see gay couples on the job

and at their workplace, in the community, on television, in school and in their churches. When fairness is put to the question, they consistently appear to endorse policies that embrace fair-minded treatment and emerging forms of legal protections for gay and lesbian couples.

Many more corporations have witnessed and confirm that this visibility and public acceptance are growing, and creating legitimate opportunity for marketing strategies and progressive employment policies that recognize diverse households. These trends continue to spread giving little evidence or rationale that this electoral moment and the 11 ballot measures will have significant impact on mainstream attitudes and market forces even in the near-term.

Appendix

What Other Experts and Observers Say

Andrew Kohut, President of the Pew Research Center

"Andrew Kohut, president of the Pew Research Center, warned against placing too much emphasis on 'values voters.'"

"He noted that the percentages of voters who said they attended church once a week or opposed abortion were no greater than four years ago. In addition, a surprising 60 percent of voters said they favor some kind of legal recognition for same-sex couples.

Kohut also questioned whether the anti-gay marriage initiatives that were on the ballot in 11 states helped galvanize conservative religious voters to vote for the president. After all, he said, Kerry won both Michigan and Oregon, two swing states where a gay marriage proposition was on the ballot.

"After reading the newspapers this morning, we're getting a little carried away with the cultural and religious interpretation of this election," Kohut said."

[Quoted in the Eugene, Oregon Register-Guard, November 5, 2004]

Peter Steinfels, Columnist on faith and religious beliefs, New York Times

"Voters' emphasis on moral values has prompted talk that the culture is undergoing a sharp conservative shift. A better case can be made that the cultural shifts of recent years have almost entirely continued in a liberal direction. On November 2 a significant part of the nation balked. Same-sex marriage has proved, at least for now, unacceptable. Meanwhile civil unions, which stirred shock and fury in Vermont only a few years ago, have almost reached the edge of being mainstream."

[Quoted in the New York Times, November 6, 2004]

Gary Langer, Director of Polling, ABC News:

"A poorly devised exit poll question and a dose of spin are threatening to undermine our understanding of the 2004 presidential election.

"The reporting accurately represents the exit poll data, but not reality. While morals and values are critical in informing political judgments, they represent personal characteristics far more than a discrete political issue. Conflating the two distorts the story of Tuesday's election."

[Quoted in the New York Times, Saturday, November 6, 2004]

David Brooks, conservative political and social columnist:

"Evangelicals made up the same share of the electorate this year as they did in 2000. There was no increase in the percentage of voters who are pro-life. Sixteen percent of voters said abortions should be illegal in all circumstances. There was no increase in the percentage of voters who say they pray daily."

"...public opinion on gay issues over all has been moving leftward over the years.

Majorities oppose gay marriage, but in the exit polls 25 percent of the voters supported gay marriage and 35 percent of voters supported civil unions. There is a big middle on gay rights issues, as there is on most social issues."

[Quoted in the New York Times, November 6, 2004]

What the Exit Polls Asked on November 2, 2004

Which comes closest to your view of gay and lesbian couples?

1. They should be allowed to legally marry. 25%
2. They should be allowed to legally form civil unions, but not marry. 35%
3. There should be no legal recognition of their relationships. 37%

Resources

GLBT Organizations

Gay & Lesbian Community Centers are one of the first organizations to often crop up in communities with a growing gay & lesbian population. Often starting in an informal setting, perhaps sharing space in someone's home or office, Gay & Lesbian Community Centers today provide a vital central location for a variety of services and resources made available to the local gay & lesbian community. Some of the largest community centers are found in Los Angeles and New York, with recent centers being developed in San Francisco and Chicago. In our chapter on Regional Markets, we have many Gay & Lesbian Community Centers listed with their website address.

In addition, many regions have active chapters for a wide variety of nationally-based organizations including the **International Gay Rodeo Association**, **Gay Mens Chorus** and the **Gay Softball League**, just to name a very few. More detailed information on these organizations can be found in our chapter on Niche Markets.

The most prominent gay & lesbian organizations in the US are as follows.

Commercial Closet Association

A non-profit that works to improve public opinion of the lesbian, gay, bisexual and transgender community by improving GLBT portrayals in the powerful \$1.1 trillion annual worldwide mainstream advertising market. We leverage the world's only archive of over 2,000 GLBT-themed international ads, a popular website (attracting an average of 85,000 unique visitors monthly) with editorial and visitor ratings displaying every ad in the archive, a traveling live advertising sensitivity training video program for corporations and universities, Best Practices for B2B/Mainstream Advertising, media outreach, a syndicated advertising column, and other industry resources.

Family Pride Coalition

The Family Pride Coalition (FPC) has for 25 years been the only national non-profit organization solely dedicated to equality for lesbian, gay, bisexual and transgender (LGBT) parents and their families. Headquartered in Washington, D.C., FPC supports nearly 200 membership-based LGBT parenting groups nationwide with a base of 35,000 supporters.

LINK: www.FamilyPride.org

GUIDE REFERENCE: Niche - Parenting and Families

Gill Foundation

The Gill Foundation was established in 1994 by Tim Gill, founder and former chairman and chief technology officer of Quark, Inc., a Denver-based computer software company. The Gill Foundation has invested more than \$67 million to hundreds of organizations and programs serving the lesbian, gay, bisexual and transgender community and people with HIV/AIDS. Through the Gay & Lesbian Fund for Colorado, the foundation funds Colorado nonprofits in the areas of: social justice; children, youth and families; leadership development; arts and culture; civic participation; and public broadcasting.

LINK: www.GillFoundation.org

GLAAD

As one of the more prominent non-profit activist organizations in the gay & lesbian community, GLAAD's primary mission and focus is "fair, accurate and inclusive representation" in television, film and print. Each year,

GLAAD holds the Gay Media Awards in various cities throughout the US including Los Angeles, New York and San Francisco. They also hold a variety of fundraising events throughout the country, raising money and awareness for their work in mainstream media and how gays & lesbians are represented.

LINK: www.glaad.org

GUIDE REFERENCE: Niche - Entertainment

GUIDE REFERENCE: Events

GLAD

Founded in 1978, Gay & Lesbian Advocates & Defenders (GLAD) is New England's leading legal rights organization dedicated to ending discrimination based on sexual orientation, HIV status and gender identity and expression. Providing litigation, advocacy, and educational work in all areas of gay, lesbian, bisexual and transgender civil rights and the rights of people living with HIV, GLAD has a full-time legal staff and a network of cooperating attorneys across New England.

LINK: www.GLAD.org

GLSEN

The Gay, Lesbian and Straight Education Network, or GLSEN, is working to ensure safe and effective schools for all students.

LINK: www.GLSEN.org

HRC

As America's largest gay and lesbian organization, the Human Rights Campaign provides a national voice on gay and lesbian issues. The Human Rights Campaign effectively lobbies Congress; mobilizes grassroots action in diverse communities; invests strategically to elect a fair-minded Congress; and increases public understanding through innovative education and communication strategies.

HRC is a bipartisan organization that works to advance equality based on sexual orientation and gender expression and identity, to ensure that gay, lesbian, bisexual and transgender Americans can be open, honest and safe at home, at work and in the community.

LINK: www.HRC.org

GUIDE REFERENCE: Niche - Parenting and Family

GUIDE REFERENCE: Niche - Careers and Employment

GUIDE REFERENCE: Events

ILGA

The International Lesbian and Gay Association is a world-wide federation of national and local groups dedicated to achieving equal rights for lesbian, gay, bisexual and transgendered (LGBT) people everywhere.

Founded in 1978, it now has more than 400 member organizations.

Every continent and around 90 countries are represented. ILGA member groups range from small collectives to national groups and entire cities. ILGA is to this day the only international non-profit and non-governmental community-based federation focused on presenting discrimination on grounds of sexual orientation as a global issue.

LINK: www.ILGA.org

Lambda Legal Foundation

Lambda Legal is a national organization committed to achieving full recognition of the civil rights of lesbians, gay men, bisexuals, transgender people and those with HIV through impact litigation, education and public

policy work.

LINK: www.LambdaLegal.org

LGIRTF

The Lesbian and Gay Immigration Rights Task Force (LGIRTF) is a coalition of immigrants, attorneys and other activists who address the widespread impact of discriminatory immigration laws on the lives of those in the gay, lesbian, bisexual & transgender community and immigrants who are living with HIV/AIDS.

LINK: www.LGIRTF.org

MCC (Metropolitan Community Churches)

ALL are welcome in MCC... a worldwide fellowship of Christian churches with a special outreach to the world's gay, lesbian, bisexual and transgender communities.

LINK: www.MCCChurch.org

National Coalition for LGBT Health

An organization committed to improving the health and well-being of lesbian, gay, bisexual and transgender individuals and communities through public education, coalition building and advocacy that focuses on research, policy, education and training.

LINK: www.LGBTHealth.net

National Gay & Lesbian Journalists Association (NLGJA)

NLGJA is an organization of journalists, online media professionals, and students that works from within the journalism industry to foster fair and accurate coverage of lesbian, gay, bisexual and transgender issues.

NLGJA opposes workplace bias against all minorities and provides professional development for its members.

LINK: www.NLGJA.org

National Gay & Lesbian Task Force (NGLTF)

Founded in 1973, the National Gay and Lesbian Task Force Foundation (the Task Force) was the first national lesbian, gay, bisexual and transgender (LGBT) civil rights and advocacy organization and remains the movement's leading voice for freedom, justice, and equality. It works to build the grassroots political strength of our community by training state and local activists and leaders and organizing broad-based campaigns to defeat anti-LGBT referenda and advance pro-LGBT legislation.

LINK: www.NGLTF.org

NCLRights

NCLR is a national legal resource center with a primary commitment to advancing the rights and safety of lesbians and their families through a program of litigation, public policy advocacy, free legal advice and counseling, and public education. In addition, NCLR provides representation and resources to gay men, and bisexual and transgender individuals on key issues that also significantly advance lesbian rights.

LINK: www.NCLRights.org

PFLAG

A nationally-based organization dedicated to the parents, families and friends of gay & lesbian children. With chapters all throughout the US, PFLAG is often the first step in a parent's understanding and acceptance of their gay child. By bringing together other parents of gay & lesbian children, they seek to both help parents and strive to reach their vision of a society that embraces everyone, including those of diverse sexual orientations and gender identities.

LINK: www.PFLAG.org

GUIDE REFERENCE: Niche - Parenting and Families

The Trevor Project

The cornerstone of The Trevor Project is the 18-minute film TREVOR, a comedy/drama about a gay 13-year old boy named Trevor who, when rejected by friends and peers because of his sexuality, makes an unsuccessful attempt to take his life. Heartfelt and moving, this bittersweet tale won the 1994 Academy Award for Best Live Action Short Film.

The TREVOR creators Randy Stone (producer), Peggy Rajski (producer/director) and James Lecesne (writer), established The Trevor Helpline to coincide with the airing of TREVOR on HBO with startup funds provided by The Colin Higgins Foundation. As a result, The Trevor Helpline became the first national 24-hour toll-free suicide prevention hotline aimed at gay and questioning youth.

LINK: www.TheTrevorProject.org

Gay & Lesbian Victory Fund and Leadership Institute

The Gay & Lesbian Victory Fund is recognized as the leading national political organization that identifies, trains and supports open lesbian, gay, bisexual and transgender candidates and officials. They are the only national organization committed to increasing the number of openly gay and lesbian public officials at federal, state and local levels of government.

LINK: www.victoryfund.org

Your Authoritative Resource For
Gay Market Research and Strategies

Gay Market Research + Development LabSM

Community Marketing, Inc. has researched gay and lesbian consumers since 1992, for international brands and small businesses alike. No one matches our experience — or our valuable list of qualified research participants.

Before you begin your next Gay & Lesbian marketing program, get our free overview, [Gay Market Research + Development Lab](#). Go to [CommunityMarketingInc.com](#), call us at 415.437.3800, or email info@CommunityMarketingInc.com. If you plan to invest marketing dollars, we'll show you how to make them work harder.



 **Community Marketing, Inc.** Connecting our clients with the gay and lesbian community since 1992.

Gay Market Research + Development LabSM is a service mark of Community Marketing, Inc.

Gay Retailers

In the world of buying retail products, the only ways gays & lesbians could buy gay items including videos, t-shirts, pride wear and more was through a local gay retail store/book store or at a local gay pride festival held once per year. Basically, even if you lived in a more urban part of the world, shopping for gay-specific products was a challenge and was reserved for either an annual pride festival spending spree or a foray into a local gay book store, which was typically small and may or may not have had popular items in stock.

Original gay products that have stood out over the years have included the infamous **Billy Doll** (a gay version of the masculine GI Joe, but with a lot more going on underneath the different clothing designs), music CDs by **Masterbeat**, lube by **ID** and **Wet lubes**, adult video (and now DVD) by **Falcon**, **Bel Ami**, **Kristen Bjorn** and more, greeting cards by **10% Productions**, coffee table picture books by **Bruno Gmunder** and **Fotofactory**, calendars and art by **Joe Phillips**, literature by **Patricia Nell Warren** and a variety of pride clothing designs by entrepreneurial gays & lesbians tucked away all throughout the country. Each of these brands were brought to the gay world by forward-thinking pioneers, creating gay-specific products for distribution in the small but growing gay retail world.

These items were available in such pioneering gay outlets as **Gay Mart**, **Dorothy's Surrender**, **A Different Light Books**, **TLA Video**, **Lambda Rising Books**, **Drake's**, **Priape**, **Perfect Beat** and more. All were physical locations ("brick and mortar" in today's lingo) offering gays & lesbians access to items listed above and more, as additional entrepreneurs came up with new and different designs based on what was working well in the categories of music CDs, video, calendars, etc.

Direct mail catalog sales grew in the 80s and early 90s with companies such as **10% Productions** taking their greeting card line direct to consumers by renting a variety of gay mailing lists (see *chapter on Direct Mail for more information*). From their first catalog, **10% Productions** continued to expand by first acquiring the **Greenwood Cooper** line of soft-core video and then adding more and more product from other manufacturers to continually widen their catalog product line.



Other manufacturers such as **Wolfe Video** started with a small catalog featuring their own product and then continued to grow along the same lines as **10% Productions**, acquiring the **Pride Video** line and then adding more and more video product from other video studios as well. **TLA Video** started with their video rental store in Philadelphia, expanded into a small catalog offering gay

videos in VHS format, and today lead the market online for gay & lesbian video and DVD sales, representing all major gay & lesbian studios as well as more mainstream studios offering product of gay & lesbian interest.

Speaking of online, in today's market access to gay & lesbian products is like never before! With Internet retailing starting in 1995 with such sites as **GayWired.com** taking the lead in offering a wide variety of product with a new technology called the "online shopping cart", retail sales has exploded online over the past ten years to become one of the top distribution channels for gay product manufacturers, the brick and mortar establishments, and a whole new host of gay online retailers.

Starting with the manufacturers listed above, each one has developed a website that offers their products direct to consumers online, as well as assists wholesale buyers for buying in bulk for resale. Some manufacturers such as **10% Productions** have



taken their original direct mail catalog concept many steps further online, offering hundreds, if not thousands of products available for immediate shipment worldwide. In addition, the brick and mortar retailers have developed their websites online and have expanded their product lines accordingly. **A Different Light Books** now offers not only hundreds of gay & lesbian book titles, but also DVDs, magazines and more.

Some of the key retailers are listed here with their respective website URLs.

1. 10% Productions: www.10percent.com
2. A Different Light Books: www.adlbooks.com
3. BeProud.com: www.beproud.com
4. Buy Gay: www.buygay.com (adult)
5. Kleptomaniac: www.Kleptomaniac.com
6. Lambda Rising Books: www.lambdarising.com (book store)
7. LambdaShopping.com: www.LambdaShopping.com
8. Movie Mountain: www.moviemountain.com (adult)
9. Oscar Wilde Books: www.OscarWildeBooks.com
10. OutWrite Books: www.outwritebooks.com (book store)
11. OverTheRainbowShop.com: www.OverTheRainbowShop.com
12. Perfect Beat: www.perfectbeat.com (music CDs)
13. Priape: www.priape.com
14. Pride Factory: www.pridefactory.com (gay retailer)
15. QueerShop.net: www.queershop.net
16. RAD Video: www.radvideo.com (adult)
17. Relatively Wilde: www.relativelywilde.com (book store)
18. TLA Video: www.tlavideo.com (videos)
19. Wolfe Video: www.wolfevideo.com (videos)
20. Xodus USA: www.xodus-usa.com
21. GayDVDREntalSource.com

Gay Content

As with any genre, the gay & lesbian community is complete with a wide variety of writers, photographers, journalists, film makers and other creators of content. There are thousands of books written by gay & lesbian authors, and there are journalists far and wide writing for local gay newspapers as well as larger national gay publications.

One of the original companies bringing this world of gay content producers into focus was **QSyndicate**. Founded by **David Bianco**, *QSyndicate* offered local gay & lesbian publications monthly articles covering a wide variety of themes including movie reviews, book reviews, gay history, crossword puzzles and more. This coverage has since grown to include websites seeking content as well, and the variety of writers *QSyndicate* works with today covers almost all facets of gay & life needed for a publication to succeed. *QSyndicate* is now part of Rivendell Media, the company which also represents several local gay publications for nationally-based advertising.

LINK: www.QSyndicate.com

An important spin-off from *QSyndicate* is the monthly newsletter **PressPassQ**, a free monthly E-mail newsletter for the gay and lesbian press professional. It includes news and commentary about issues and trends in the gay and lesbian press industry. So far, almost 2,000 editors, reporters, publishers, account representatives, artists, photographers, and others subscribe.

LINK: www.PressPassQ.com

GayLinkContent.com is a more recent site out there for the gay & lesbian writing community. What this site does is allow writers to set up a free account and post some of their writing in one centralized location. They can then set a price for their articles individually, as well as offer them for weekly or monthly subscription. Websites and publications are able to then search and peruse this site to locate those articles and authors that are best suited for them, and purchase the articles immediately on the spot.

Offering several thousand articles today, *GayLinkContent.com* has become one of the key tools in the gay & lesbian writer's arsenal when it comes to marketing themselves and getting the word out about their

work. It allows the writers to go direct to the publishers to put their best foot forward, competing with other authors on quality, style and price.

The largest non-profit organization serving this community is the **National Lesbian & Gay Journalists Association (NLGJA)**. From their website, we learn they are an organization of journalists, online media professionals, and students that works from within the journalism industry to foster fair and accurate coverage of lesbian, gay, bisexual and transgender issues. *NLGJA* opposes workplace bias against all minorities and provides professional development for its members.

With their conference held in different parts of the US each year, they help to both educate and bring together journalists to further their goals to:

- Enhance** the professionalism, skills and career opportunities for lesbian, gay, bisexual and transgender journalists
- Strengthen** the identity, respect and status of LGBT journalists in the newsroom and throughout the practice of journalism
- Advocate** for the highest journalistic and ethical standards in the coverage of LGBT issues
- Collaborate** with other professional journalist associations and promote the principles of inclusion and diversity within our ranks
- Provide** mentoring and leadership to future journalists

LINK: www.NLGJA.org

GUIDE REFERENCE: *Non-Profit Organizations*



Graphic Design

Some Display Advertising Tips

For many companies, display advertising in gay and lesbian publications is the first promotional method considered. Advertising in gay and lesbian magazines and newspapers is an important part of an overall marketing plan. However, careful research and planning should be considered to receive the best value for the marketing dollar.

The following is excerpted from **Community Marketing Inc.'s** advice to travel agents targeting the gay & lesbian community.

You Are Probably Not an Artist

Unless you have experience in design, resist all temptation to create your own display advertisement. In all likelihood, you don't have the creative talent, especially manipulating photographic images. Clearly convey your message, company strengths, and ideas to your creative talent, and let the designer create an effective ad. It is often easy to barter to obtain free or inexpensive creative assistance. Use your connections to the fullest.

Keep to a Consistent Look & Feel

In order to create enough impressions for potential customers to contact your company, they need to recognize that they have seen your display ad in the paper in the past. This does not mean that you must place the same art every week. However, the overall appearance of the ad, logo, and general style should be consistent. Don't completely change your ad every week.



Gay Consumers Respond to Pictures of People with the Product

Market research shows that people respond to people. Display advertisements which contain text-only do not work as well as ads with photographs of people. In addition, research tells us that people

want to see a picture or two of the accommodation or hotel room to better judge the property. Resist the temptation of placing a text-only advertisement. If you are going to make an investment in the press, you should spend extra money to include a photograph with your ad.



The Headline

Most people scan a newspaper's competing ads. Especially if you have a quarter-page or eighth-page, you must make an impression in less than two seconds (the maximum time you have to create an initial impression). Along with your graphic image, your headline will be read first. The headline must inspire further reading. Without a strong headline, potential clients will never read the rest of your text or offer.

Focus Test Your Ad

You are making a significant investment in the press. After you have the ad completed, focus test your creation with existing customers and prospective customers. Does the ad stand out compared to other ads? Does the message motivate to action? Resist focus testing with other employees in the office. You will never get an honest opinion about the display ad.

gay, furry and very friendly when you rub our underside...

that's our style.



Website Hosting | Graphic Design | Print Design



323-559-4357 | info@yellowpuppy.com | www.yellowpuppy.com

Gay Press and Public Relations

In the world of public relations (PR) efforts in the gay & lesbian marketplace, we do hope that many of the resources found in this guide will help companies large and small in their PR endeavors.

When sending out a press release, in addition to the individual media entities outlined above, two sites should be on every media professional's list - **GayWire.net** and **GayLinkNews.com**. Both sites serve as a press release clearing house, allowing websites and publications a central location from which to pick up the latest press releases targeted to the gay & lesbian community.



GayLinkNews.com offers the latest press releases, as well as a news feed excerpted by NewsNow.co.uk, filtering gay & lesbian news articles found in mainstream online publications around the world.

To be included, simply add "editor@gaylinknews.com" and "editor@gaywire.net" to your press release distribution list.

Recently launched **SmartBrief** takes over where **FenceBerry** left off, offering a twice-weekly e-mail newsletter pooling thousands of news articles, research and media reports. SmartBrief combines proprietary technology with human intelligence, offering digestible knowledge to keep decision makers abreast of their issue areas and industries.

LINK: www.smartbrief.com/lgbt/



Several companies highlighted above in the **Marketing, Resources and PR section** of our guide also offer PR services to those organizations needing the assistance of a PR professional. **Witeck-Combs Communications** is one of the leaders in gay & lesbian public relations, as well as **Community Marketing Inc.** in the gay travel industry.

Introducing the HIM Corp. Guide to the Gay Market 2005

Designed to both educate and guide you through the many opportunities available in the gay & lesbian media marketplace today, it includes information and resources on the following topics of interest to you:

- Gay Market Highlights, including a summary on market research and statistics
- Gay & Lesbian Internet
- Gay & Lesbian National and Regional Print
- Gay & Lesbian E-Mail
- Gay & Lesbian Direct Mail
- Gay & Lesbian Event Marketing
- Gay & Lesbian Contextual, Text-based advertising
- Gay & Lesbian Radio
- Gay & Lesbian Online Video / Cable / Satellite

In addition, we have information about media and marketing opportunities within specific gay & lesbian niches you may wish to learn more about, including:

- Categories such as Travel, Sports, Marriage and Business
- Themes such as Lesbian, Gay Men and Adult
- Ethnic Groups such as Latino, African-American, and Asian
- Age Groups such as Youth and Seniors
- Specialty Groups such as Bears, Circuit Parties and Country Western/Rural
- Regional opportunities in print and online

We believe you'll find this Guide to the Gay Market 2005 a valuable resource!
Online at www.himcorp.com/guide/



About The Editor:

Matthew Skallerud, founder of Hyperion Interactive Media (H.I.M. Corp.), began his career in the gay & lesbian marketplace when he founded Gay Wired, Inc. (www.gaywired.com) in May of 1995. He successfully led Gay Wired into one of the premiere and dominant gay websites world-wide, translating that success to LesbianNation.com and QTMagazine.com (gay travel site). In 2001, he launched H.I.M. Corp., a company focused on both developing niche-oriented web sites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this network of sites.

E-mail: matt@himcorp.com

Phone: 323 512-2922 x11



ISBN: 0-9748957-3-3

US: \$29.95 Canada: \$34.95
UK: £19.95 Euro: €19.95