

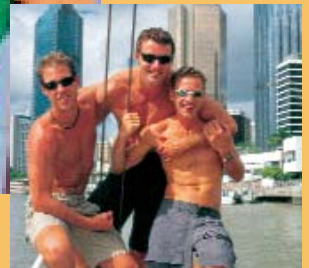
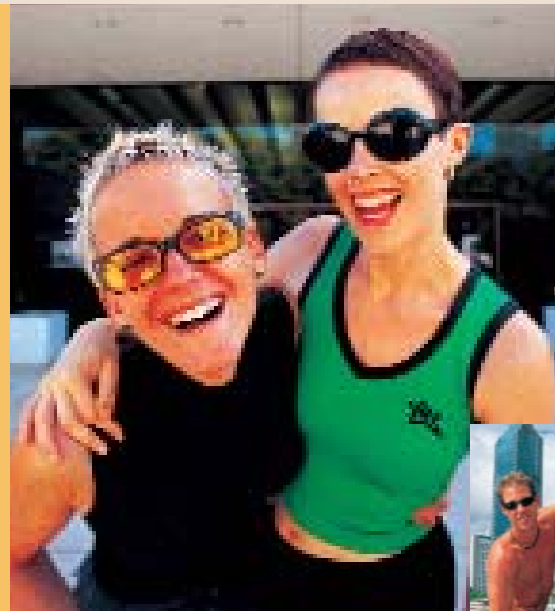
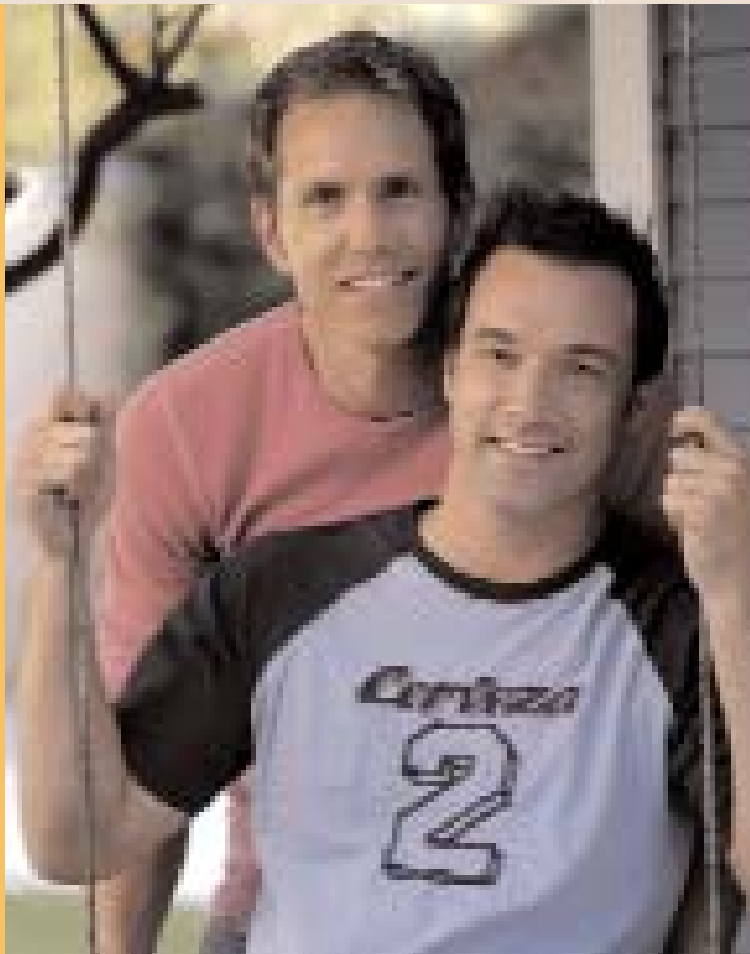
**\$29.95**

## Niche Markets

Travel | Sports | Parenting | Marriage | Business

## Media

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



The comprehensive guide that identifies opportunities and media sources for the gay & lesbian community

## Regional Markets

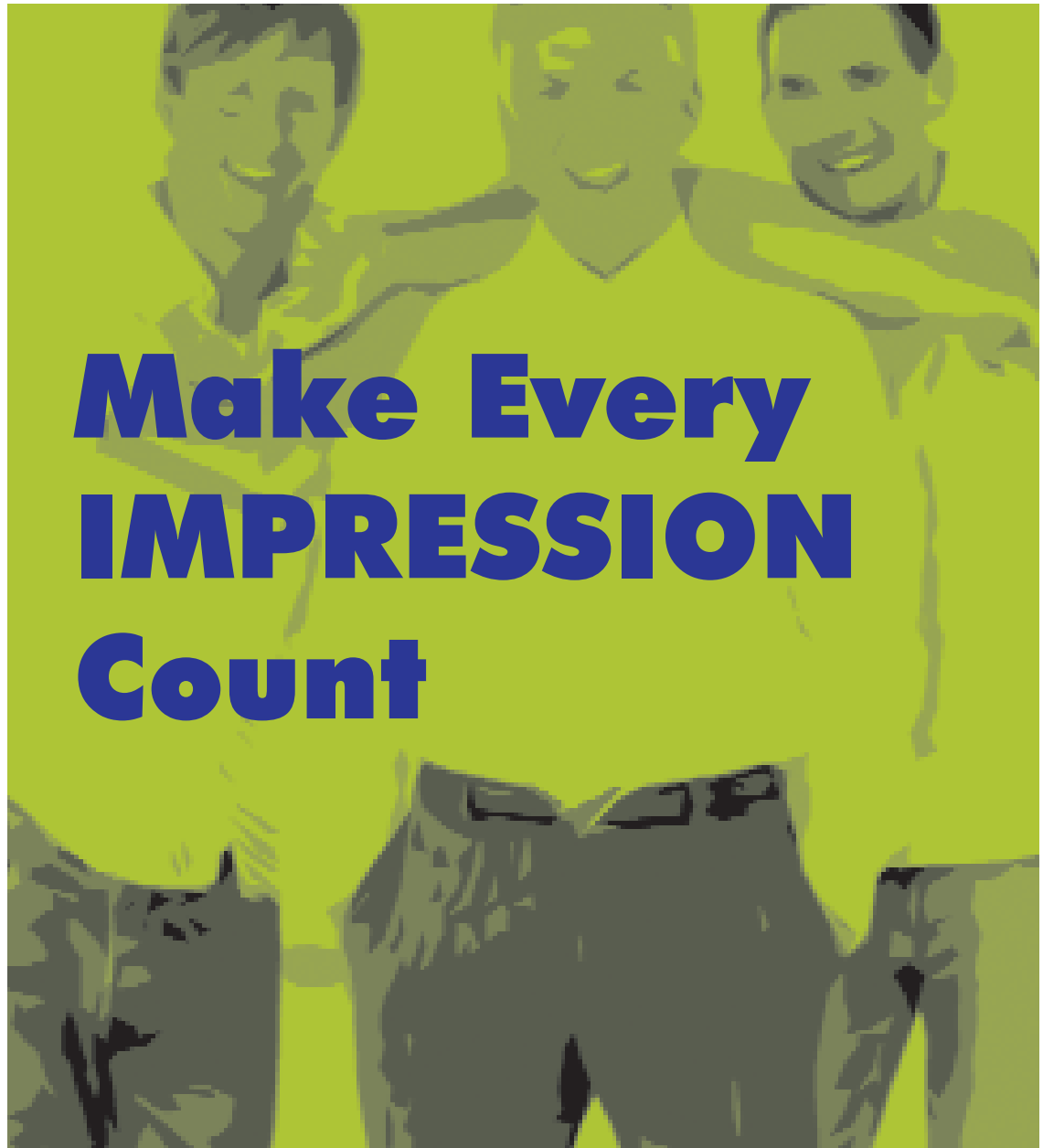
San Francisco | New York | L.A. | Key West | Palm Springs

## Niche Demographics

Latino | African American | Youth | Seniors

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

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# Welcome

**Who is this guide for?** Advertising agencies, media buyers, gay & gay-friendly 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 worldwide (including the IGLTA convention in Washington DC 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, 12,000 small gay & lesbian businesses and 5,000 marketing contacts. It is also to be advertised in DM News, Advertising Age and Ad Week in 2006.

To **order** this guide, go to [www.himcorp.com/guide/](http://www.himcorp.com/guide/)

To **advertise** or have a **Media Spotlight** feature on your company, please e-mail us by November 15, 2006 at [info@himcorp.com](mailto:info@himcorp.com).

Our current print run is a minimum of 10,000 copies.

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# Introduction

## Welcome to the 2nd edition of HIM Corp.'s Guide to the Gay Market...

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 contact details 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

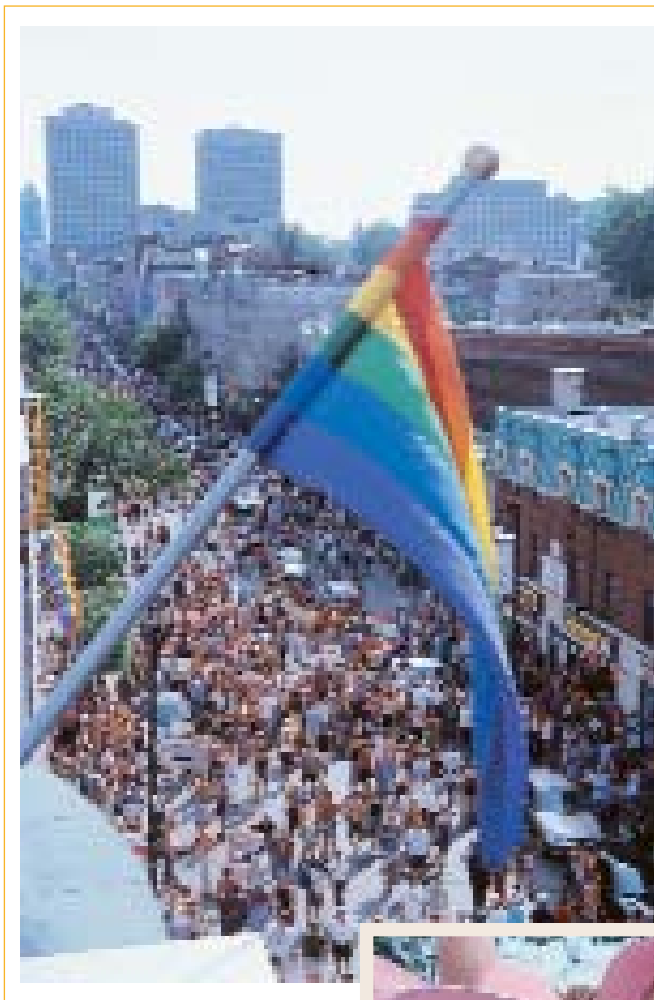
for many companies wishing to reach the gay & lesbian market on a consistent basis.

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 2006

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.



**Gay television programming**, available on both cable and satellite, is starting to take off in 2006. Pay per View gay programming (HereTV) has already begun, and cable and satellite channels dedicated exclusively to gay and lesbian programming have launched, including QTV and Logo. In addition, HereTV is migrating to a cable subscription model in 2006 as well, positioning itself as one of the content leaders in the GLBT television space.



gy 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.

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 technolo-

Lastly, **PlanetOut Partners**, a public company (LGBT) and owners of Gay.com and PlanetOut.com, have recently acquired **LPI Media**, owners of The Advocate and Out Magazines. This is one of the largest GLBT mergers in US history and could be a strong indicator of where this market is heading.

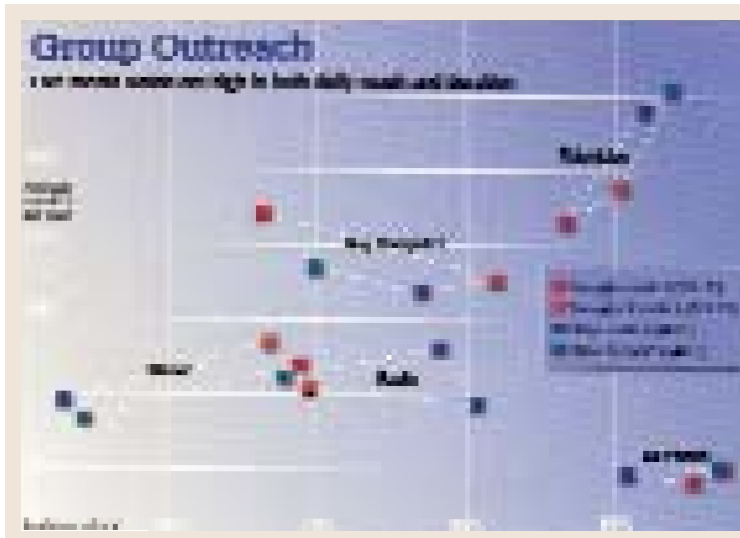
Below is a benchmark that helps to bring this market more into focus, allowing us to compare it to other diversity niche communities in the US marketplace.

Market	Population	Buying Power 2002	Buying Power 2004	Buying Power 2005
African American	36 Million	\$535 Billion	\$723 Billion	TBD
Gay American	15 Million	\$450 Billion	\$580 Billion	\$610 Billion
Hispanic American	41 Million	\$383 Billion	\$686 Billion	TBD
Asian American	12 Million	\$229 Billion	\$363 Billion	TBD

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.

Media has won the war for consumers' time. But which media win the daily battles? The Middletown Media Studies have some answers.

Source: *Ball State University's 2005 Middletown Media Study*



# 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**, **QJew.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 content-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 web-sites, 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:

- 247Gay.com
- BGay.com
- Datalounge.com
- OutInAmerica.com
- GayWorld.com
- TheQueerAgenda.com

Additional Lesbian Sites worth noting:

- Technodyke.com
- Lesbian.com
- Gingerbeer.co.uk
- OutlookPress.com
- QueerRamblings.com
- WomenInTheLife.com
- www.lconline.org

## Blog Advertising

One of the hottest new topics in the GLBT advertising world is blog advertising. As blogs have become all the rage in online media news lately, advertisers have been seeking ways to efficiently promote and reach this audience. **BlogAds.com** has effectively created an automated online solution, allowing advertisers to pick and choose the blogs they would like to place advertising with, including gay/urban/upscale blogs **Scott-O-Rama.com**, **BoiFromTroy.com**, **VividBlurry.com** and the ever-famous **PerezHilton.com**. Advertisers can review the blogs in order of popularity, analyzing both blog page views and weekly advertising costs, and purchase their advertising directly online.

BlogAds.com places ads as strips along the side of the blog page, so as a blog reader goes through the individual blogs, the ads scroll along as well, on either the left- or right-hand side of the screen.



## General Information

**Gender:** 99% Male  
**Average Age:** 36  
**Average HHI:** \$45-60,000

**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 500,000 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 500,000 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:** 517,984  
**Page Views / Month:** 3,738,313  
**Ad Impressions / Month:** 13,553,745  
**Banner Sizes:** 468x60, 125x60, 125x90, 125x600, 200x200

## E-Mail Specifications

**Number of E-Mail Addresses:** 60,000  
**HTML Formatted E-mails Allowed:** Yes  
**Lead Time to send E-Mails:** 2 days  
**Description:** Membership e-mail list



## Contact info

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 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

## 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:** 165,845  
**Page Views / Month:** 1,989,749  
**Ad Impressions / Month:** 9,948,745  
**Banner Sizes:** 468x60, 125x60, 125x90, 125x600, 200x200

## E-Mail Specifications

**Number of E-Mail Addresses:** 33,000  
**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

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 Sales Dept.

**Fax**  
 323-512-2924

**Email**  
 adsales@lesbianation.com

**Address**  
 Lesbianation.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, 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.

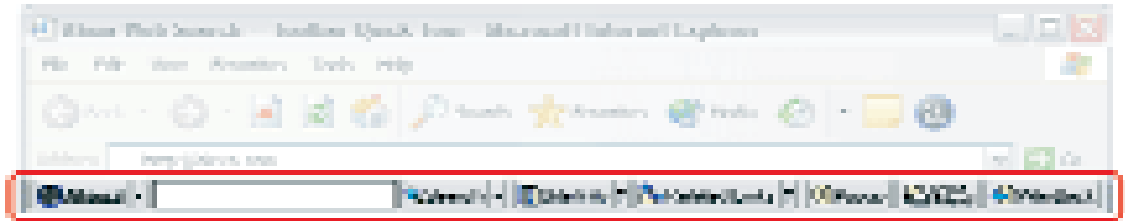
Web site rankings are exactly what the word says... a ranking. The most popular site online, ranked #1 by Alexa, is **Yahoo.com**. **MSN.com** is #2.

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

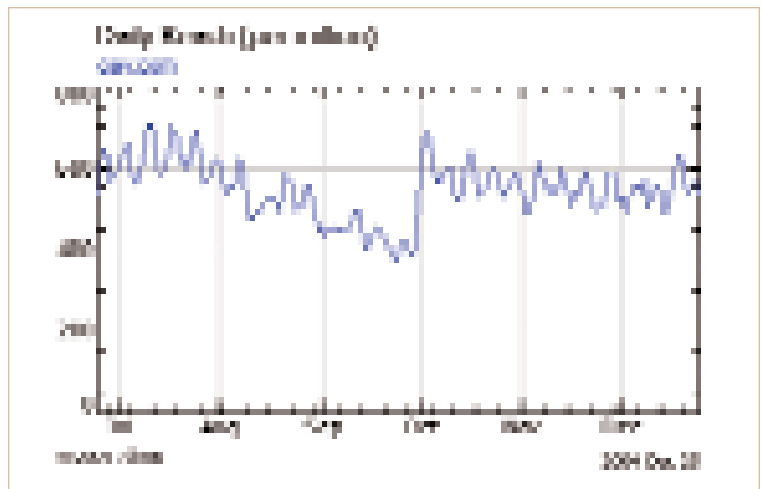
What this means is that Gay.com is the 1,152nd most visited site online, while Advocate.com is the 38,671st most visited site online. By itself, this number means very little. But when combined with a full Alexa web site traffic report, it means a lot more!

By going to Alexa.com (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 mo. avg.	3 mo. avg.	Trend Change
1,152	1,152	1,152	+ 0%

### 3) Reach Report, per million users:

Today	1 mo. avg.	3 mo. avg.	Trend Change
850.5	850.5	850.5	+ 0%

### 4) Page Views Report

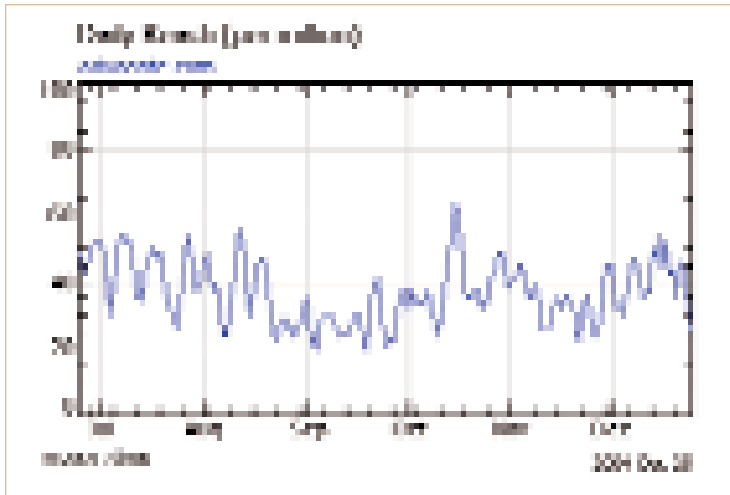
Today	1 mo. avg.	3 mo. avg.	Trend Change
11	11	11	+ 0%

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.

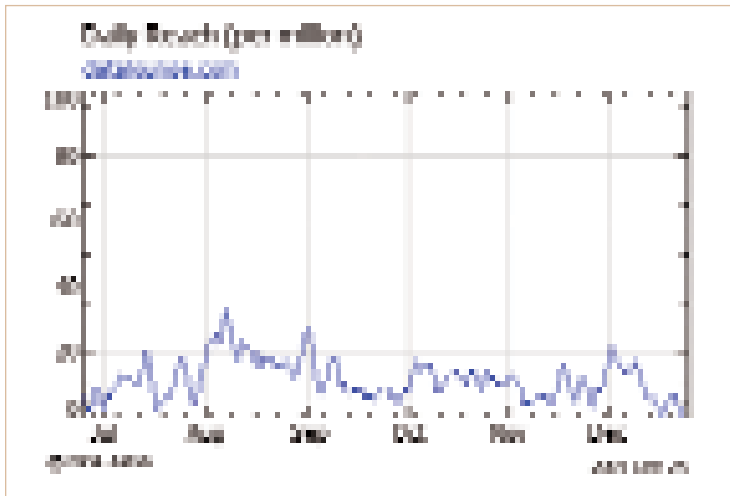
Given that Alexa is primarily installed on US-based computers, an approximation to a web site's traffic patterns can be established. It is currently estimated that there are 80,000,000 users online in the US. By taking the "per million" number above, 850.5, and multiplying it by 80, an estimate of the 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.

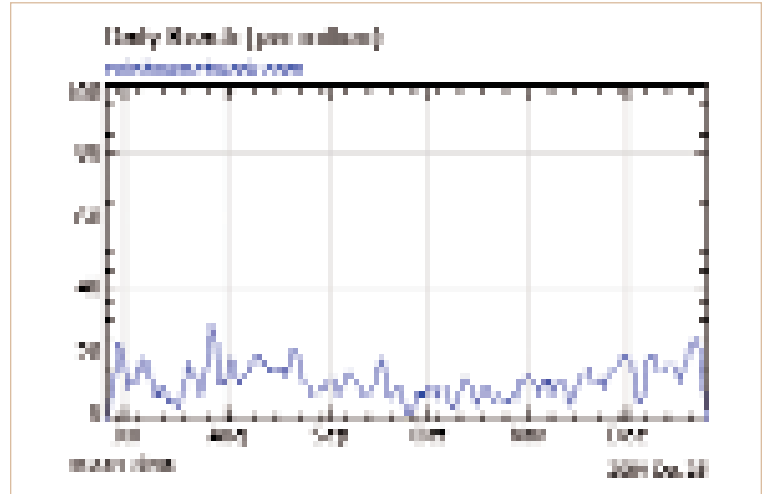


2) **Datalounge.com:** Reach = 31, approximate users per day = 2,480 per day. Reach over 3 months has gone up by 19%, which also shows that this site is growing in a positive direction.



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.alexa.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.

	<b>1. Outsports.com</b> <a href="http://www.outsports.com">www.outsports.com</a> - 111,884
	<b>2. GaySports.com</b> <a href="http://www.gaysports.com">www.gaysports.com</a> - 207,937
	<b>3. Lolabooks.com</b> <a href="http://lolabooks.com">lolabooks.com</a> - 100,000
	<b>4. GaySports.com</b> <a href="http://www.gaysports.com">www.gaysports.com</a> - 207,937
	<b>5. RainbowNetwork.com</b> <a href="http://www.rainbownetwork.com">www.rainbownetwork.com</a> - 100,000

## Most Popular In Travel

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

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

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.

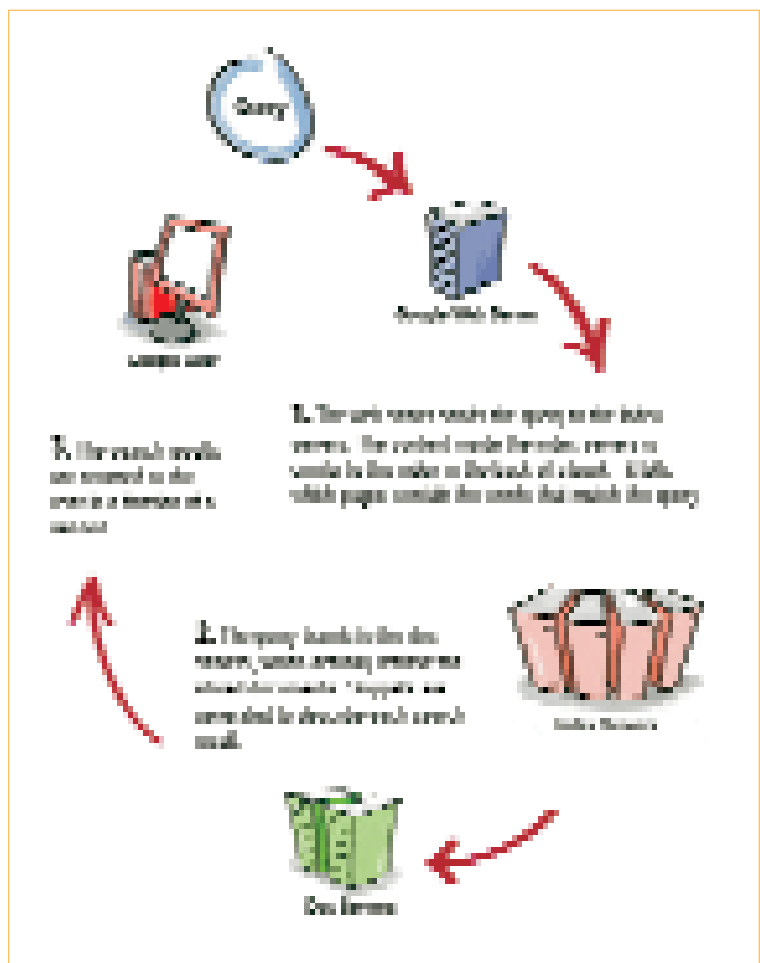
PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value. Important pages receive a higher PageRank and appear at the top of the search results. Google's technology uses the collective 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  
**Average HHI:** \$40-50,000

**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.

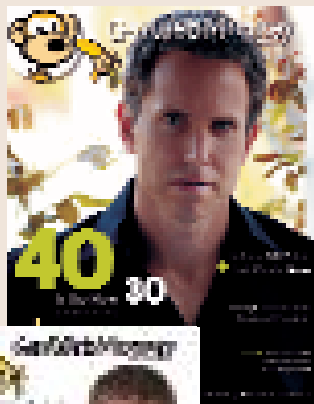
In addition, we have features for businesses large and small focusing on how to best maximize the Internet for your online success. We also bring you stories on what's new and hip in today's fast-paced computer technology.

### 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

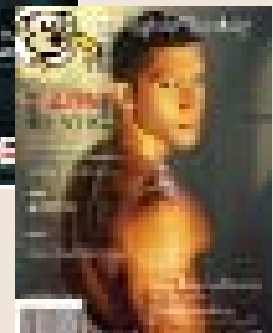
**Print Frequency:** Bimonthly

**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

**Contact**  
Sales Dept.

**Fax**  
323-512-2924

**Email**  
info@GayWebMonkey.com

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

**Website**  
www.GayWebMonkey.com

# Media Spotlight



## General Information

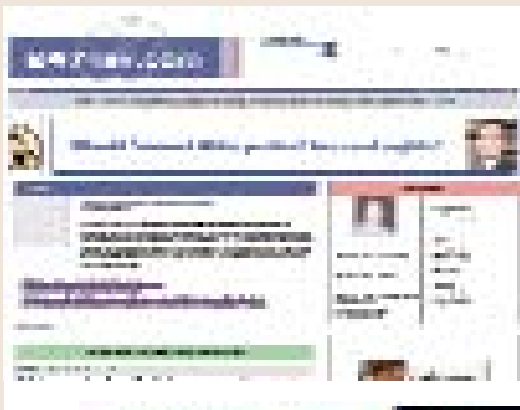
**Gender:** 75% Male, 25% Female  
**Average Age:** 30  
**Average HHI:** \$45-60,000

**Description:** 247Gay.com is becoming one of the premiere Internet portals for the gay, lesbian, bisexual & transgender (GLBT) communities, combining news and information updated regularly throughout the day 7 days a week.

247Gay.com, through its reporters throughout the country and around the world, is becoming a recognized news leader for the GLBT communities. Google News now uses 247Gay.com as one of its gay news resources. In addition, it provides the latest information on Health, Lifestyle, and Entertainment.

247Gay.com also provides complete Travel information for the GLBT consumer along with a separate area devoted to Shopping and Personals.

247Gay.com is one of the fastest growing GLBT websites on the Internet. Because it is updated continually throughout the day, readers often return twice or three times daily.



## Internet Specifications

**Unique Visitors / Month:** 43,363  
**Page Views / Month:** 355,205  
**Ad Impressions / Month:** 976,025  
**Banner Sizes:** 728x90, 300x250, 200x200

## 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**  
247Gay.com  
7336 Santa Monica Blvd. #6L  
Los Angeles, CA 90046

**Contact**  
Sales Dept.

**Email**  
staff@247gay.com

**Website**  
www.247Gay.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**.

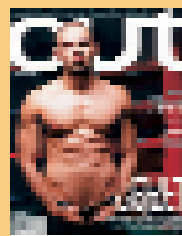
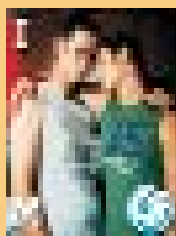
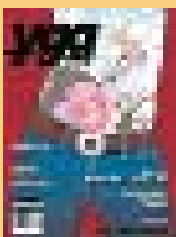
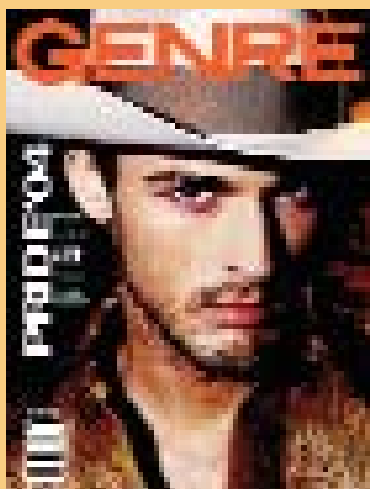
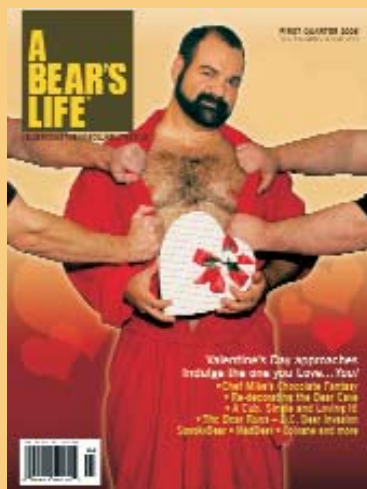
The leader in this market is one of the true pioneers in gay men's fash-

ion and entertainment – **Out Magazine**. Recently purchased by **PlanetOut Partners**, *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](http://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](http://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](http://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](http://www.GenreMagazine.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](http://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](http://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](http://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](http://www.MyPrideOnline.com)

Two magazines have emerged as cross-overs between regional and national. Merging nationally-based content and a few national advertisers with regionally-based business listings and advertisers, both **Pink Magazine** and **MetroSource** have successfully penetrated select urban markets in the US including New York, Los Angeles, Denver and San Francisco.

LINKS: [www.PinkMag.com](http://www.PinkMag.com) and [www.MetroSource.com](http://www.MetroSource.com)

**In the lesbian world**, there are several key publications 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](http://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](http://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](http://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](http://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](http://www.LesbianNews.com)

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

LINKS:

- [www.LOTL.com](http://www.LOTL.com)

- [www.DesireMag.com](http://www.DesireMag.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 as 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**.

There's more to the LGBT community in America  
than Chelsea, the Castro, or West Hollywood.



So why hire a New York or West Coast PR firm to give you more of the same?

Founded in 1966, DW Turner Strategic Communications is the Southwest's largest full-service communications consultancy. Ranked as one of the top 250 PR firms in the U.S. by PR Week Magazine, we've helped clients generate news coverage in both mainstream and LGBT news outlets, like The New York Times, Wall Street Journal, CNN, FOX, MSNBC, FOX News, and The Hollywood Reporter.

If you're trying to reach new heights with the LGBT community nationally or your LGBT company or organization needs mainstream media attention, contact DW Turner today. We're the new alternative in LGBT PR.

LABOR PUBLIC POLICY GROUP - CORPORATE & COMMUNITY RELATIONS - PUBLIC AFFAIRS - CREDIT FOR INVESTORS - FINANCIAL INSTITUTIONS

**dw**turner  
STRATEGIC • COMMUNITY • ATTORNEYS

1000 Park Ave. NW, Atlanta, Georgia 30309 | Tel: 404.200.1000 | Fax: 404.200.4700 | E-mail: [info@dwturner.com](mailto:info@dwturner.com) | [www.dwturner.com](http://www.dwturner.com)

## 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](http://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.MetamorphicsMedia.com](http://www.MetamorphicsMedia.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 **Triangle 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 2005

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*, *LesbiansNation.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.

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.

### Additional GLBT Direct Mail Resources

Carol Enters List Co.: [www.carolenterslists.com](http://www.carolenterslists.com)

### Targeting Examples: GLBT Direct Mail

- Gay Travelers: 288,005
- Children in Gay Household: 75,430
- Gay Homeowners: 716,427
- Gay Pet Owners, Cat: 107,137
- Gay Pet Owners, Dog: 124,117
- Gay Investors: 44,050
- Gay, Hispanic descent: 104,634
- Gay, Italian descent: 58,287
- Gay Mail Order Buyers: 673,299

\*SOURCE: *Metamorphics Media*

## America's Top 100 Gay and Lesbian Direct Mail Zip Codes 2005

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 2005" 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**.



# METAMORPHICS MEDIA

**Leader in GLBT  
List Marketing.**

Metamorphics Media specializes in the following marketing services targeted towards reaching the Gay Community.



List Management



List Brokerage



Database Services



Insert Media

E-Mail Marketing

For a targeted marketing proposal, Contact: Jonathon Pogart  
Phone: 845-978-1967, Email: [jonp@meldunn.com](mailto:jonp@meldunn.com) or  
Neil Serendensky Phone: 845-978-1969, Email: [neils@meldunn.com](mailto:neils@meldunn.com)



# 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](http://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](http://www.etineria.com)



# Events

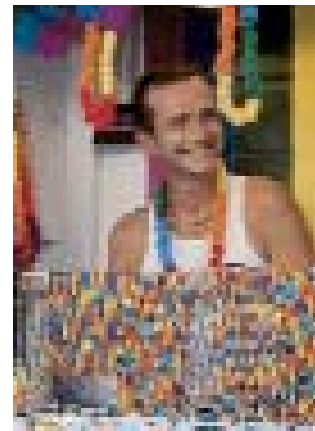
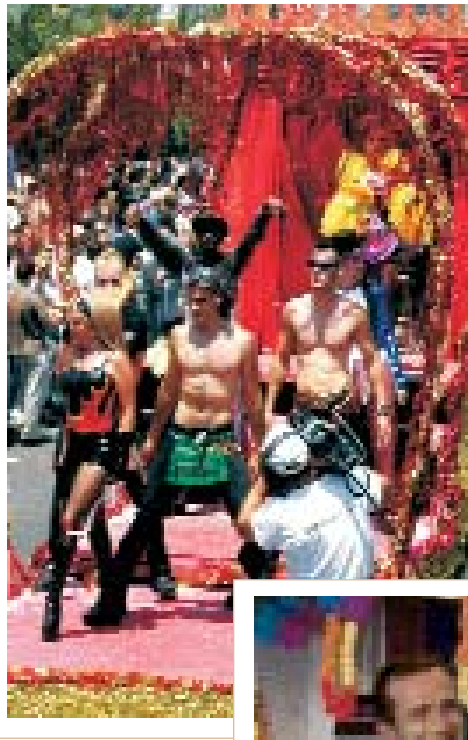
Gay & Lesbian events have become one of the cornerstones in gay & lesbian culture. Beginning with some of the early pride festivals held in cities including New York and San Francisco, gay events have exploded onto the scene with festivities ranging from pride festivals to circuit parties, from gay travel 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](http://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](http://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 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. **LINK: [CircuitNoize.com](http://CircuitNoize.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](http://www.gaylifeexpo.com)
- [www.rdpgroup.com](http://www.rdpgroup.com)

In the **women's market**, there are a few key events held every year in different parts of the US. **Dinah Shore Weekend** in Palm Springs, held every year in early spring, is one of the largest, attracting women from all over the world to dance and party the night away. Although there are many different lesbian event promoters in town that weekend, Mariah Hanson and her company, **Club Skirts**, host the main party venue for the weekend.

**LINK:** [www.clubskirts.com](http://www.clubskirts.com)

Another major event in the lesbian community is **Key West's Womenfest**, held annually in the early fall. The **Michigan Womyn's Music Festival, Women's Week** in Provincetown and circuit parties including **Aqua Girl** in Miami Beach and **Girls in Wonderland** in Orlando are also becoming mainstays in the lesbian community.

**LINKS:**

- [www.WomensFest.net](http://www.WomensFest.net)
- [www.michfest.com](http://www.michfest.com)
- [www.womeninnkeepers.com/ww.html](http://www.womeninnkeepers.com/ww.html)
- [www.AquaGirl.org](http://www.AquaGirl.org)
- [www.GirlsInWonderland.com](http://www.GirlsInWonderland.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, Dallas, Boston and Seattle for 2006. 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.

**LINK:** [www.RainbowWeddingNetwork.com](http://www.RainbowWeddingNetwork.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](http://www.series2005.org) (Softball)
- [www.nagva.org](http://www.nagva.org) (Volleyball)
- [www.igla2005.org](http://www.igla2005.org) (Aquatics)
- [www.nagaaa.org](http://www.nagaaa.org) (Athletics)
- [www.igra.com](http://www.igra.com) (Rodeo)

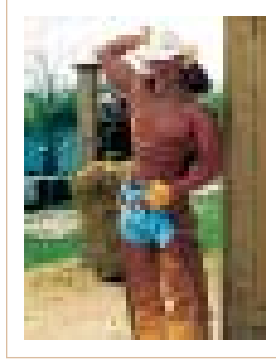
Two of the largest international sports competitions held today are in the gay & lesbian sports community, the **Gay Games** and the **OutGames**, each held every 4 years in different cities throughout the world. The **Gay Games** are part of the **Federation of Gay Games**, while the **OutGames** are 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](http://www.gaygames.com)
- [www.glisa.org](http://www.glisa.org)
- [www.glaf.org](http://www.glaf.org)
- [www.montreal2006.org](http://www.montreal2006.org)
- [www.gaygameschicago.org](http://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](http://www.IGRA.com)

**Gay Ski Weekends** are quite popular as well, with **Aspen Gay Ski Weekend** being one of the oldest and most popular. Gay Ski Weekends occur in most major resorts including **Altitude** in Whistler, BC, and Lake Tahoe's **Winterfest**.

## LINKS:

- [www.GaySkiWeekend.com](http://www.GaySkiWeekend.com)
- [www.LakeTahoeWinterFest.com](http://www.LakeTahoeWinterFest.com)
- [www.outontheslopes.com](http://www.outontheslopes.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.

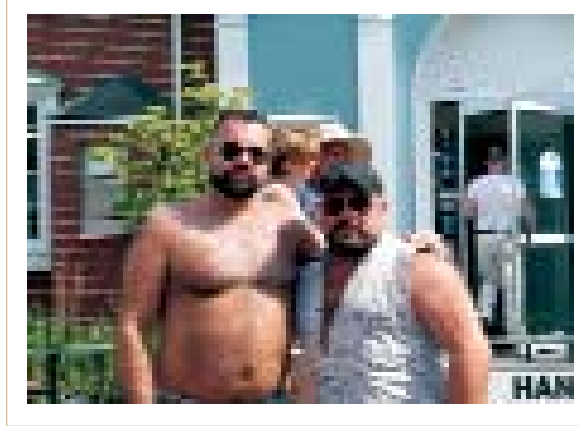
LINK: [www.queerlounge.org](http://www.queerlounge.org)

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 28th 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](http://www.IMLR.com)
- [www.FolsomStreetFair.com](http://www.FolsomStreetFair.com)
- [www.SanFranciscoLeather.com](http://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.

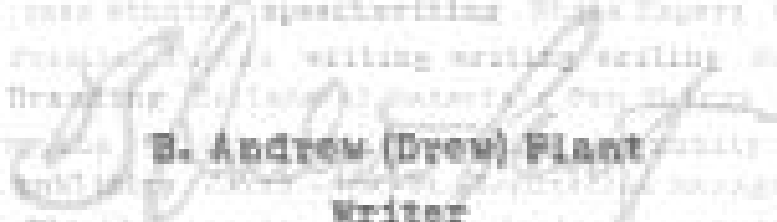
LINK: [www.GayEroticExpo.com](http://www.GayEroticExpo.com)

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# 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](http://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](http://www.OutletRadio.com)

- [www.GayDanceRadio.com](http://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/](http://www.sirius.com/outq/)

Since **Sirius** (and Satellite radio generally) is subscriber based, the opportunities for marketers and advertisers have so far been limited. This is now changing and on select talk shows, advertising is being sold. In addition, individual sponsorships are available and PR opportunities exist within the specific talk shows. 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 ManCandy.com

**M**anCandy.com, ass Pumping Tunage!!! 24 hours a day in all 24 time zones

Born 2002 in the United Kingdom from garish beginnings, ManCandy Radio started broadcasting 24 hours a day, 7

days a week from West London to listeners all over the world with a vision of creating a fulltime gay radio station. 3 years on we have now moved to Toronto, Canada and opened Canada's first full time gay radio station which has become one of the biggest



and most listened to stations with over 350,000 listeners tuning in daily.

With 6 Stations currently, all of our radio streams feature hand selected play lists, compare and you will see why ManCandy is the choice of almost 1/2 million people online.

**Studio Live:** Our most popular channel broadcasting live from the ManCandy Studios

**Muscle House:** If you like it 'Deep' then this is the channel for you.

**EuroTwink:** Think Go-Go Boys in tight pants, glow sticks combined with your favourite euro hits.

**80's Queens:** All the Retro Hits, That's it!!!

**Bear Beats:** Grab your leather harness and your boot boy slave and hit the dance floor with our hard trance channel.

**Morning After:** Time to Unwind? Listen to our chill out, until you pass out.

Join Us to find out why ManCandy.com has become the World's Premiere Radio Station

It's Free to Listen So Tune In Now!!!!

# 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* and *The L Word* have paved the way for the even more progressive 24-hour networks, including **here!** and **Viacom's** recently launched **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.



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](http://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

## 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





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.heretv.com>

**Q Television** - With a wide variety of programming features, Q Television offers more current and timely content including daily news, variety talk shows and various event coverage around the country, including the upcoming Gay Games in Chicago. It also features human interest movies, documentaries and concert specials.  
 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** - In June 2005, Viacom launched the 24-hour gay and lesbian network in the form of Logo. Conceived by MTV Networks, the channel is 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 in its initial launch. 75% of the content is made up of acquired or licensed pro-

gramming, which includes 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 feature a long list of talent including Margaret Cho, Cher, Alan Cumming, and Melissa Etheridge among many others. There is even a news-magazine co-developed with MTV News and

CBS News. LOGO's programming is aimed at both lesbians and gays between 25 and 49.  
 LINK: [www.logo-tv.com](http://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. Early advertisers have included Subaru, Orbitz and Tylenol PM.

*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

News magazine 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](http://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](http://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](http://www.villagetv.com)

## Gay Bar Videos

Have you ever been in a gay video bar and watched the programming on the screens? In sports bars, it's often a game... in other bars, it might be cable or satellite tv playing... but in many bars throughout the country, it's one of a series of Gay Bar Videos produced exclusively for the GLBT market. Some of the top companies creating these videos are:

- **Dance1:** [www.dance1.net](http://www.dance1.net)
- **Club Channel 1:** [www.clubchannel1.com](http://www.clubchannel1.com)
- **Ultra Force Visuals:** [www.ultraforcevisuals.com](http://www.ultraforcevisuals.com)
- **360 Presents:** [www.360presents.com](http://www.360presents.com)



# PUZZLED BY MARKET RESEARCH?



## Across

2. Method used to find your target customer
3. How you'll feel working with us.
4. Doubtful or uncertain; How you feel now
5. Not to be doubted; Know your audience
6. Market used to reach people with a buying power of \$60 Billion
7. L & P's customer's target gender

## Down

1. IDPs or Focus Group
4. Transition How or When you'll reach your company
6. GLOBALLY, GLOBALLY, Multicultural marketing
7. Online Studies or telephone interview

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# 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](http://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](http://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.

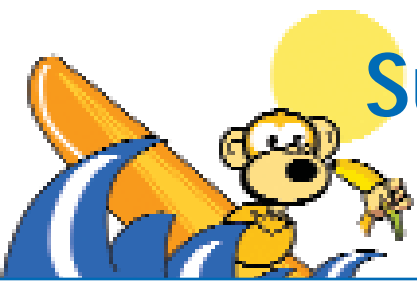
For hotels, there are a variety of sites dedicated just for this market, including **LambdaResorts.com**, **PurpleRoofs.com**, **Damron.com** and **GayHotelsGuide.com**. From these sites, gay travelers can research gay and gay-friendly hotels, resorts, inns and B&Bs, searching in the region of the world 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



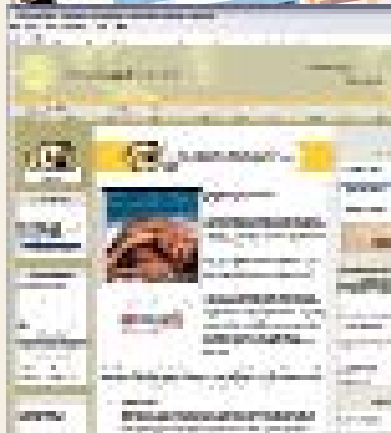
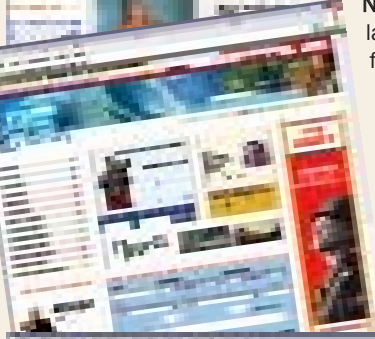
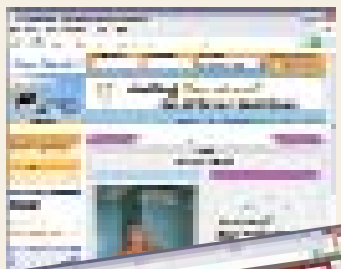
# Surfin' For a Gay Vacation

## 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.



Moving right along, there is **Navigaytion.com**, a recent site launched as part of a family of sites from H.I.M. ([www.himcorp.com](http://www.himcorp.com)). Navigaytion.com also features Travel Personals, allowing online members to meet each other and make new friends based on similar travel interests. Makes for an interesting trip with your new-found "travel road buddy!"

In addition, **Navigaytion.com** has travel articles and news highlights related to the gay & lesbian traveler. Best of all, it has a very extensive hotel and travel directory, allowing you to research and book directly with a gay hotel of your choosing. This directory, and the content of the site, is easily searched by selecting a region of the world from which to browse, or by using their easy-to-use global map, drilling down to individual states and countries.

Travel packages and cruises can be purchased directly from this site, powered by **GayLinkTravel.com**, a 3<sup>rd</sup> 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.

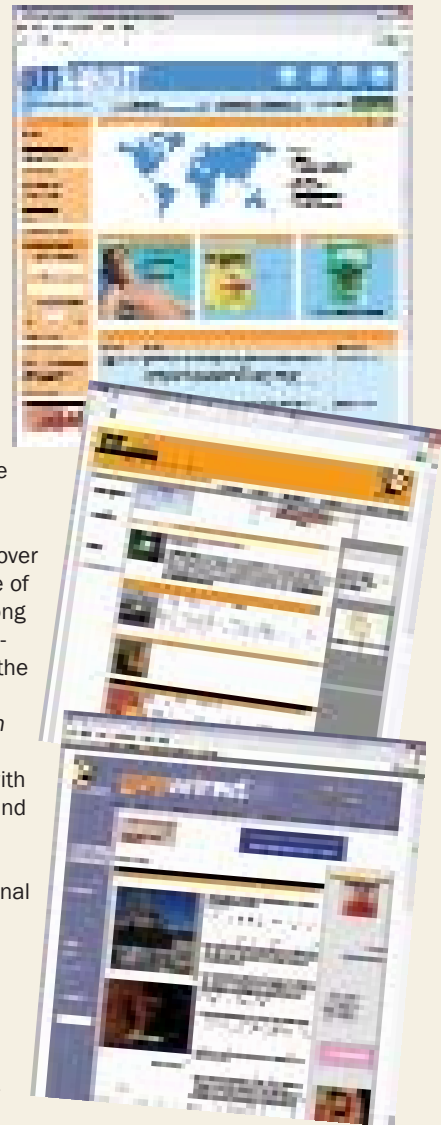
Today, it is integrated into the **GayWired.com** and **LesbiaNation.com** family of sites, providing those sites strong travel content and allowing users quick and easy access to gay travel articles, news and more. Like **Navigaytion.com**, it has an online hotel and travel directory, as well as gay 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](http://www.ForeMostGayHotels.com)



# Media Spotlight



## General Information

**Total Annual Circulation:** 5,820,000  
**Total Number of FunMap Distribution Sites:** 5,031

**General Description:** Since 1982, Columbia Funmaps® have been promoting gay & lesbian friendly businesses in resort areas and major cities throughout the United States, Canada and now Europe. Each Columbia Funmap 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, Columbia Funmaps are designed to promote your business nationally and internationally by making it easier for the gay and lesbian public to find you. Columbia 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, Columbia Funmaps are now available to the global audience through the Internet. With a 2005 projected circulation of nearly six million maps, Columbia Funmaps are the most widely used publication in the gay and lesbian market today. Surveys demonstrate that Columbia 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



## Advertising Opportunities

**Columbia Funmaps®** continues its commitment to highlight the best that American, Canadian, and European Cities have to offer gay travelers. And now, we have expanded the opportunities we offer businesses to reach this valuable market.

In addition to being a part of our famous and trusted city maps, you can now place your ads directly on our highly visited web site in the form of banners and text links. These opportunities are available on a national basis or by individual markets.

**Banners** - we are now offering standard 468x60 banners on the top of all city pages, and 150x35 banners on side of all pages in the site. Contact us at [advertise@funmaps.com](mailto:advertise@funmaps.com) for pricing and availability.

**Featured Sites** - featured sites can provide your business with needed exposure and traffic. These listings consist of a title and short description, and are placed in the left margin on all pages. Contact us at [advertise@funmaps.com](mailto:advertise@funmaps.com) for pricing and availability.

**Business Listings** - List your business in the market of your choice and be seen by thousands of gay travelers each month. Business Listings include your business name, address, phone email, and web address. Packages with descriptions are also available. Contact us at [sales@funmaps.com](mailto:sales@funmaps.com) for pricing and package options.



## Contact info

**Phone**  
(973) 275-1700

**Fax**  
(973) 275-3998

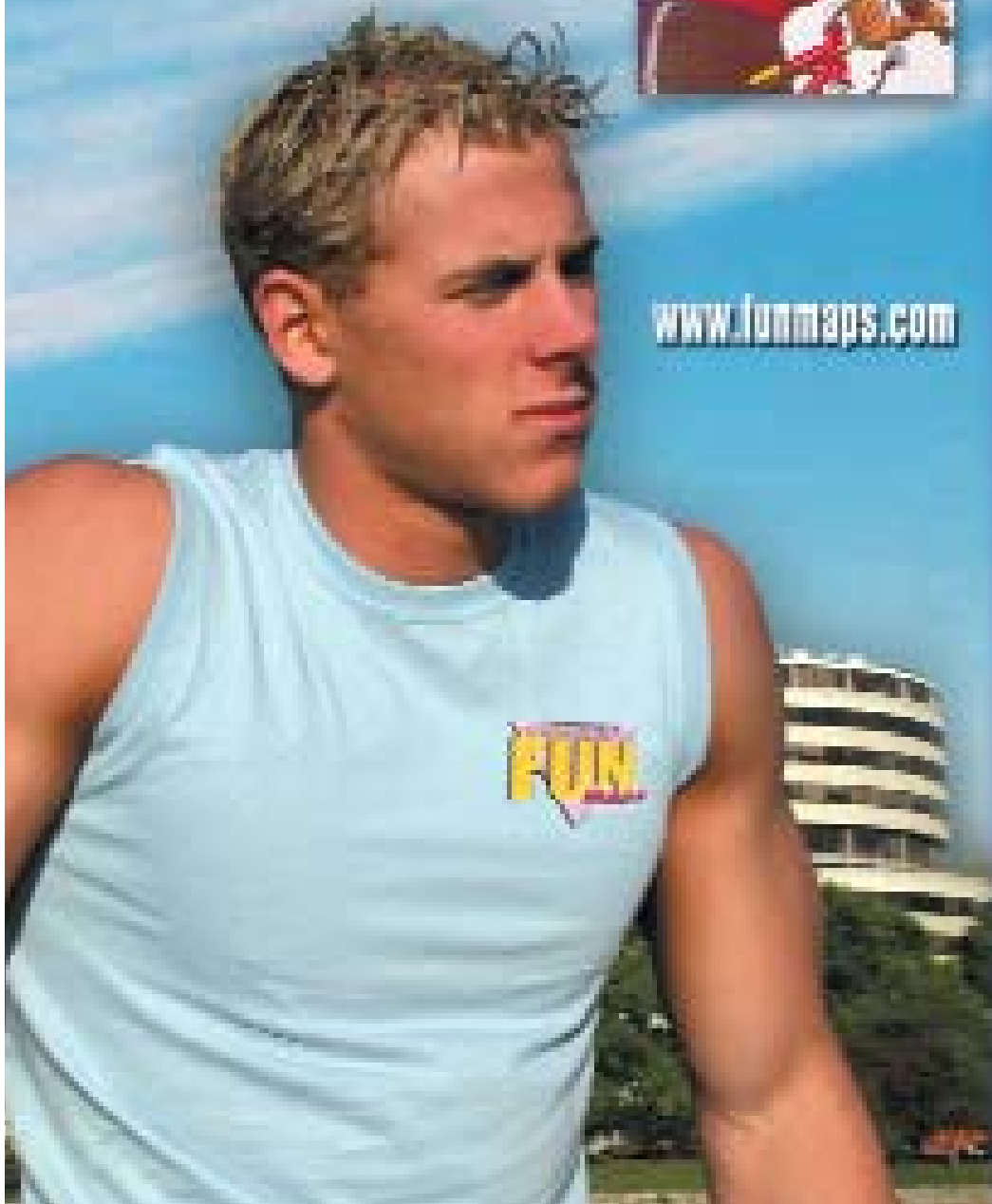
**Address**  
Columbia Fun Maps  
221 Rutgers Street  
Maplewood, NJ 07040

**Contact**  
Alan Beck

**Email**  
[advertise@funmaps.com](mailto:advertise@funmaps.com)

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



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# COLUMBIA FUN Maps

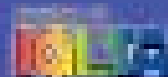
...maximize the gay & lesbian world

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- 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

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



...continued from page 36

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.

LINK: [www.MyGayWorldMag.com](http://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.

LINK: [www.PassportMagazine.com](http://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.

LINK: [www.GayTravelNews.com](http://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.

LINK: [www.OutTraveler.com](http://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.

LINK: [www.GuideMag.com](http://www.GuideMag.com)

Local GLBT travel guides are becoming more numerous lately, with several new additions including the **City Navigaytor** series (Philadelphia, Pittsburgh, San Diego and Chicago) and **Community Marketing's Vacation Planners** (California, Florida and Canada).

LINK: [www.CityNavigaytor.com](http://www.CityNavigaytor.com)



One of the original GLBT travel guides is the **Columbia Fun Map**. 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](http://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](http://www.series2005.org) (Softball)
- [www.nagva.org](http://www.nagva.org) (Volleyball)
- [www.igla2005.org](http://www.igla2005.org) (Aquatics)
- [www.nagaaa.org](http://www.nagaaa.org) (Athletics)
- [www.igra.com](http://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](http://www.gaygames.com)
- [www.glisa.org](http://www.glisa.org)
- [www.glaf.org](http://www.glaf.org)
- [www.montreal2006.org](http://www.montreal2006.org)
- [www.gaygameschicago.org](http://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 rele-



vant 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](http://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](http://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](http://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](http://www.wolfevideo.com)
- [www.tlareleasing.com](http://www.tlareleasing.com)
- [www.ariztical.com](http://www.ariztical.com)
- [www.strandreleasing.com](http://www.strandreleasing.com)
- [www.picturethisent.com](http://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](http://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.

Additional Links:

- [www.outintvandfilm.org](http://www.outintvandfilm.org)

## 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-



# 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.

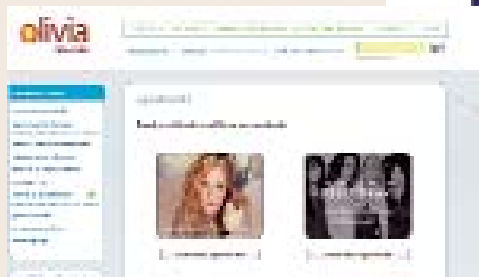
For the women, **Olivia Travel** has followed a similar path, and now offers a variety of cruise and travel vacations designed exclusively for lesbians. Turning these cruise vacations into mini-events, their upcoming cruise schedule for this year includes a Caribbean cruise with *Melissa Ethridge* performing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

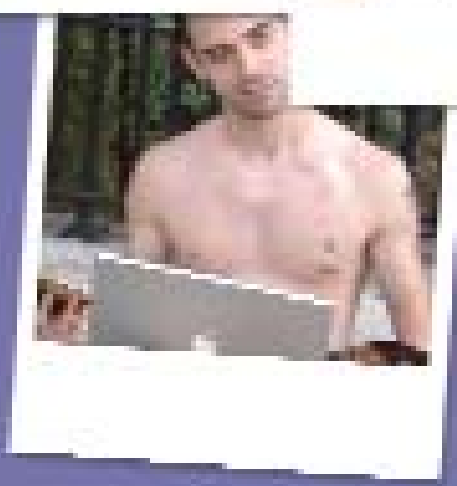
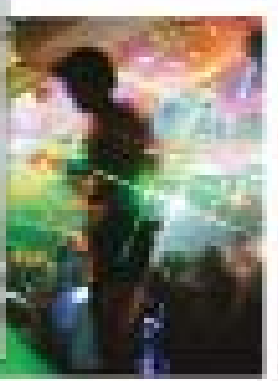
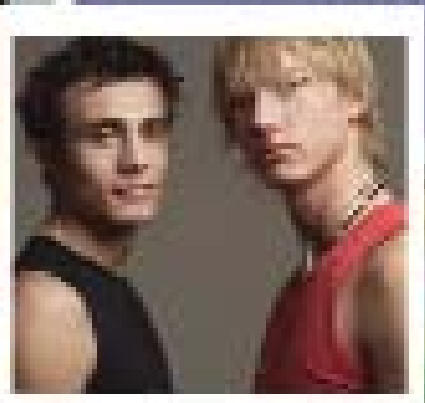
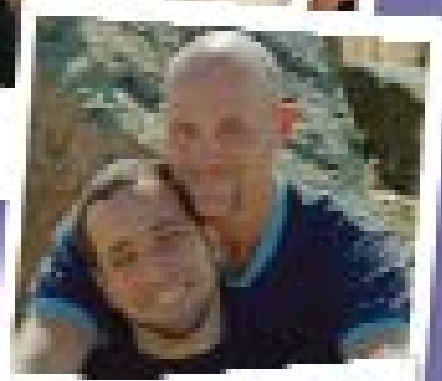
- [www.rsvp.net](http://www.rsvp.net)
- [www.olivia.com](http://www.olivia.com)
- [www.atlantisevents.com](http://www.atlantisevents.com)
- [www.rfamilyvacations.com](http://www.rfamilyvacations.com)



## 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](http://www.tagapproved.com)



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Fax: 617-637-2174

...continued from page 41

read lessons and summaries of all the approved and experimental treatments available.

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](http://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](http://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](http://www.apla.org)
- [www.beingalivela.org](http://www.beingalivela.org)
- [www.aidswalk.com](http://www.aidswalk.com)
- [www.aidsforaids.net](http://www.aidsforaids.net)
- [www.angelfood.org](http://www.angelfood.org)
- [www.lashanti.org](http://www.lashanti.org)
- [www.LGBTHealth.net](http://www.LGBTHealth.net)
- [www.nycaidscoalition.org](http://www.nycaidscoalition.org)
- [www.atdn.org](http://www.atdn.org)
- [www.aidsCouncil.org](http://www.aidsCouncil.org)
- [www.hivguidelines.org](http://www.hivguidelines.org)
- [www.gmhc.org](http://www.gmhc.org)
- [www.aidsnyc.org](http://www.aidsnyc.org)
- [www.aidschicago.org](http://www.aidschicago.org)
- [www.HowardBrown.org](http://www.HowardBrown.org)

in the eyes of the law.

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

# 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



cruise ship sailing out of Miami, Florida.

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](http://www.RainbowWeddingNetwork.com)
- [www.SameSexWeddingExpo.com](http://www.SameSexWeddingExpo.com)

## 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](http://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](http://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](http://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](http://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](http://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](http://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](http://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: [www.gaybusinessworld.com/ba/](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](http://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](http://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](http://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 **GayScape**

(<http://www.gayscape.com>), **PrideLinks**

(<http://www.pridelinks.com>), **GayCrawler**

(<http://www.gaycrawler.com>), **GayMoz**

([www.gaymoz.com](http://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](http://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](http://www.IMLR.com)

- [www.FolsomStreetFair.com](http://www.FolsomStreetFair.com)

- [www.SanFranciscoLeather.com](http://www.SanFranciscoLeather.com)
- [www.BeefDip.com](http://www.BeefDip.com)
- [www.ResourcesForBears.com](http://www.ResourcesForBears.com)

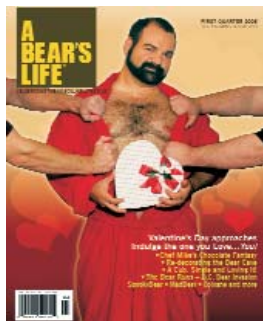
Also dominant in the world of gay leather are the various retail outlets found in gay, urban and trendier areas around the world. One of the leading sites in this category is **LeatherPost.com**. From the Bay Area of San Francisco, **LeatherPost.com** has products for sale ranging from leather to rubber 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.

In print, a new magazine has emerged serving this market - **A Bear's Life Magazine**. Touted as the magazine celebrating the *Masculine Lifestyle*, this magazine features global news and articles dedicated to the bear community worldwide.

LINK: [www.aBearsLifeMag.com](http://www.aBearsLifeMag.com)

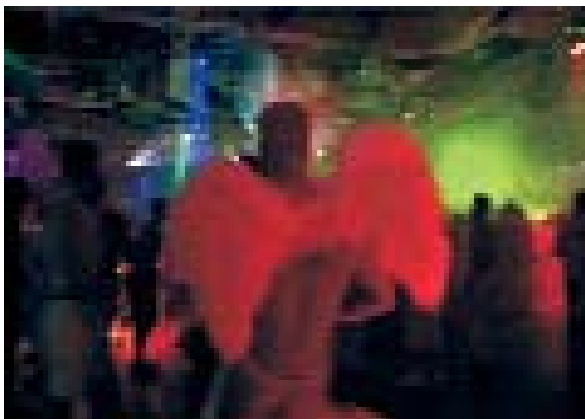


On the Internet, **LeatherAndBears.com** is one of the larger online community portals dedicated to this market. Featuring articles and online profiles, men of leather and bears can meet one another, post photos online and interact with message boards and blogs.

## 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](http://www.CircuitNoize.com)
- [www.JeffreySanker.com](http://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.



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](http://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](http://www.IAGLCWDC.org)

Additional Links:

- [www.CountryGayWeb.com](http://www.CountryGayWeb.com)

## 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.

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](http://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](http://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](http://www.ZeroMagazine.com)

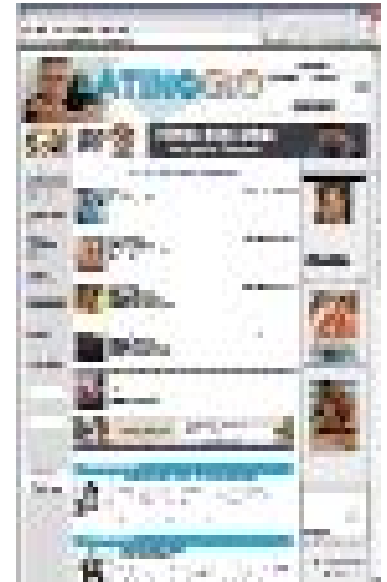
Online, there are two sites which focus exclusively on the Latino gay community, **LatinoGLO.com** and **Latino.Gay.com**. Both sites feature content and news related to the Latino gay community, along with membership and personals for guys to meet. **LatinoGLO.com** is geared primarily towards the US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

Another site dedicated to this community, in Spanish, is

**PlanetaHomo.com**, a more recent addition based out of Buenos Aires, Argentina and serving both the South American market and the Spanish-speaking North American markets of Mexico and the US.

Additional Links:

- [www.flavazmag.com](http://www.flavazmag.com)



## 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](http://www.Clikque.com)

Another magazine, based out of Atlanta but going national in 2006, is **Just Living Magazine**. Focusing on the urban GLBT community, this lifestyle magazine touches on politics, health, spirituality, food, fashion and entertainment.

LINK: [www.justlivingthemagazine.com](http://www.justlivingthemagazine.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.

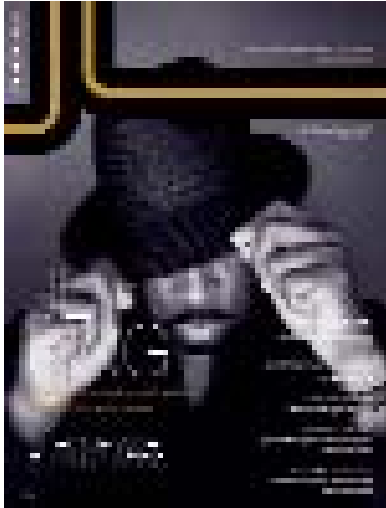
In events, there are a number of **Black Pride Festivals** held throughout the US, including **At The Beach** in Los Angeles and **DC Black Pride**, to name a few.

**LINKS:**

- [www.atbla.com](http://www.atbla.com)
- [www.dclblackpride.org](http://www.dclblackpride.org)

**Additional Links:**

- [www.gayblackfemale.com](http://www.gayblackfemale.com)
- [www.prideindex.com](http://www.prideindex.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](http://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.

GayCollegeParty.com is an online community and event promotion site dedicated to the NYC 18-25 gay market, with weekly events, one-off parties around the country, and a web site membership in the tens of thousands and a membership database of over 150,000 members.  
**LINK:** [www.GayCollegeParty.com](http://www.GayCollegeParty.com)



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](http://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 a new magazine, **QR Magazine**, exploring what it means to be young and gay in today's age. Brought to us by some of the former staff of XY Magazine, it promises to celebrate young gay life with no apologies and no excuses.  
**LINK:** [www.QRMag.com](http://www.QRMag.com)

Before *QR Magazine*, 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, 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 today. YGA comes from a three-year base of interviewing young gays & lesbians for their popular website, **YoungGayAmerica.com**.



# Themes: Seniors

## SENIORS

Along the lines of the gay & lesbian youth market, we have the gay & les-



bian 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 admirers, 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](http://www.PrimeTimersWWW.org)

## Themes: Asian / Pacific Islander

### ASIAN / PACIFIC ISLANDER

Internationally, this market has some incredible community sites and magazines debuting for this emerging market. You'll find an entire section dedicated to Gay Asian resources in our International section of this

guide.

For the US market online, there are some resources coming along, as linked below.

LINKS:

- [www.trikone.org](http://www.trikone.org)
- [www.AsianGayNet.com](http://www.AsianGayNet.com)

# Themes: Adult

### ADULT

Some could say we've saved the best for last! Here at **HIM Corp**, we did not want to shy 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](http://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



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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](http://www.homeentertainmentevents.com)
- [www.gaywebmasterbash.com](http://www.gaywebmasterbash.com)
- [www.internext-expo.com](http://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](http://www.thePhoenixForum.com)

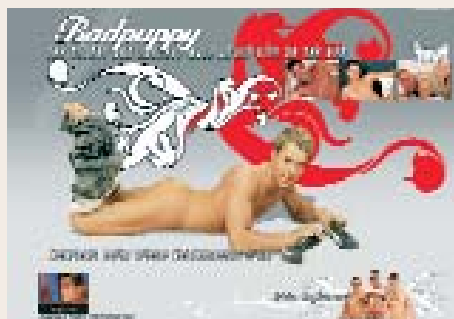
In gay adult consumer print, there truly are a wide variety of gay adult magazines on the market today. Those that stand out are **Unzipped**, **Men Magazine** and **Freshmen**, all published by **Specialty Publications**. These magazines feature some of the highest quality content and photos, and provide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

LINK: [www.SpecPub.com](http://www.SpecPub.com)

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](http://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 con-

tinue 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 **DeliverMale.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 they 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 national 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.

# 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/](http://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](http://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](http://www.DavidAtlanta.com)  
Southern Voice: [www.Sovo.com](http://www.Sovo.com)  
Swirl Magazine: [www.SwirlMagazine.net](http://www.SwirlMagazine.net)

#### INTERNET

[www.Gay-Atlanta.com](http://www.Gay-Atlanta.com)

#### EVENTS

Atlanta Pride: [www.AtlantaPride.org](http://www.AtlantaPride.org)  
Out On Film: [www.OutOnFilm.com](http://www.OutOnFilm.com)

#### BUSINESS ASSOCIATIONS

[www.aen.org](http://www.aen.org)  
[www.atlantagaychamber.com](http://www.atlantagaychamber.com)

#### ORGANIZATIONS

Atlanta Gay Men's Chorus: [www.AGLC.org](http://www.AGLC.org)

### 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](http://www.GayChicagoMag.com)  
Windy City Times: [www.WindyCityTimes.com](http://www.WindyCityTimes.com)  
Chicago Free Press: [www.ChicagoFreePress.com](http://www.ChicagoFreePress.com)  
Boi Magazine: [www.BoiMagazine.com](http://www.BoiMagazine.com)  
Nightspots: [www.wctimes.com](http://www.wctimes.com)  
GO Guide Chicago: [www.goguidechicago.com](http://www.goguidechicago.com)

#### INTERNET

[www.ChicagoPride.com](http://www.ChicagoPride.com)  
[www.BoysTownChicago.com](http://www.BoysTownChicago.com)

#### EVENTS

Market Days: [www.Northalsted.com](http://www.Northalsted.com)  
Gay Games 2006: [www.Chicago2006.org](http://www.Chicago2006.org)  
Chicago Pride: [www.ChicagoPrideCalendar.org](http://www.ChicagoPrideCalendar.org)  
International Mr. Leather Contest: [www.imrl.com](http://www.imrl.com)

#### BUSINESS ASSOCIATIONS

[www.glchamber.com](http://www.glchamber.com)  
[www.chilagbac.org](http://www.chilagbac.org)

#### ORGANIZATIONS

Center on Halsted: [www.CenterOnHalsted.org](http://www.CenterOnHalsted.org)  
Howard Brown Health Center: [www.HowardBrown.org](http://www.HowardBrown.org)  
Chicago MSA: [www.chicagomsa.com](http://www.chicagomsa.com)

### 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.

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 Blvd.

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# Spotlight On Boston

**Boston** is ground zero for gay rights in the United States thanks to the Massachusetts legalization of gay marriage in May 2004; the GLBT community here is politically and socially active, and continues to grow. The epicenter of activity remains the picturesque **South End**, which enjoys the reputation of the country's oldest Victorian brick rowhouse district; pretty and distinctly quaint, it houses growing numbers of gays and young families. As real estate prices rose through the early 2000s, however, an increasing segment of the community has moved just south of the city to the burgeoning district of **Dorchester**. To the north of the Charles River, which wends its way from Boston Harbor westward, lies **Cambridge**, housing the state's two most famed universities, Harvard and MIT, along with the lesbian-popular residential streets of Somerville.

Most of the bars and clubs still cluster around the city's popular **Theatre District** just east of the South End (Popular nights include **Dedo** on Tuesdays, **Club Cafe** on Fridays, **Buzz** and **Fritz** on Saturdays and **Chaps** on Sundays), while the mixed area surrounding **Fenway Park** and the entertainment-laden **Landsdowne Street** include popular nights as well (**Embassy** on Thursdays, **Machine/Ramrod** on Fridays, **Pink** on Saturdays, and **Avalon** on Sundays). Other venues include **Paradise** in Cambridge (the puritan Boston equivalent of a strip club), **Toast** in Somerville, levi/leather bar **The Alley** in downtown, and renowned drag bar **Jacques** on the fringe of Chinatown. Boston's only after-hours venue is **Rise**, a two-floor, non-alcoholic membership club that is popular on Saturday nights.

There are currently no parties on the circuit hosted in Boston, but the annual **Pride Week** is highly attended by individuals from all over New England. The city enjoys two print publications - **Bay Windows** and **in newsweekly**, both independently owned and distributed on Thursdays. Online, **EDGE Boston** (EDGEboston.com) enjoys a large regional readership and hosts regular nightlife parties in town.

A few hours from Boston by ferry, plane or car lies **Provincetown, MA**, a popular gay resort on the tip of Cape Cod. In the summer, most GLBT Bostonians frequent this welcoming little fishing village to enjoy one of the country's top ten beaches, and a range of exciting restaurants and nightlife. More information on Provincetown can be found online at **EDGEprovincetown.com** or at the local business guild's website, **Ptown.org**.



## BOSTON RANKINGS

America's Top Gay & Lesbian Direct Mail Zip Codes: **23** (02118)  
 US States (Online Membership Ranking): **9** (Massachusetts)  
 Gay Atlas Index Rank: **19\***  
 Gay Male Index Rank: **20**  
 Lesbian Index Rank: **23**

Larger Fortune 500 companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- EMC Corp.	57	266
- Gillette Co.	86	215
- Harvard Pilgrim Health Care	86	
- John Hancock Financial Services	93	
- Keane Inc.	71	
- Mass. Mutual Life Insurance	57	83
- Polaroid Corp.	86	
- Raytheon	100	103
- Reebok Intl.	79	483
- Staples Inc.	93	146
- Wainright Bank & Trust	86	

**CEI Rating:** HRC Corporate Equality Index is a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors.

## PRINT

in newsweekly: [www.innewsweekly.com](http://www.innewsweekly.com)  
 Boston Phoenix: [www.phx.com](http://www.phx.com)  
 Bay Windows: [www.BayWindows.com](http://www.BayWindows.com)  
 Boston Spirit: [www.BostonSpiritMagazine.com](http://www.BostonSpiritMagazine.com)

## INTERNET

[www.EdgeBoston.com](http://www.EdgeBoston.com)

## EVENTS

Boston Pride: [www.BostonPride.org](http://www.BostonPride.org)  
 GLEE Boston: [www.gleeboston.com](http://www.gleeboston.com)

## BUSINESS ASSOCIATIONS

[www.gbbc.org](http://www.gbbc.org)

## ORGANIZATIONS

AIDS Action Committee: [www.aac.org](http://www.aac.org)  
 Boston Gay Men's Chorus: [www.bgmc.org](http://www.bgmc.org)

## BUSINESS DIRECTORY LINKS:

<http://www.gaybusinessworld.com/regions/boston-massachusetts.cfm>  
<http://boston.gaymonkey.com/lambda/>

\* *Gay Atlas Index Rankings are derived from the Urban Institute's Gay & Lesbian Atlas (<http://www.urban.org/pubs/gayatlas/>)* The Gay Atlas

*Index Rank indicates where the city's metropolitan area ranks among 331 MSAs and PMSAs in the US.*



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# Rivendell Media

# Spotlight On Dallas

Everything is Bigger in Texas! At least that's how the saying goes, and in Dallas' gay & lesbian community, they couldn't be more right. The city has the largest gay population in the state of Texas with approximately 120,000 GLBT residents. Dallas also boasts the largest gay & lesbian church in the world, the **Cathedral of Hope**, with over 30,000 national members.

As a work and business center, Dallas consistently ranks as one of the top labor markets in the US, with one of the youngest and most diverse populations in the country. Nineteen Fortune 500 companies are headquartered here in Dallas, and the Dallas / Ft. Worth airport is the 3rd busiest in the world. In addition, Dallas is technologically savvy, ranked as the 2nd most wired region in the US.

On the financial side, Dallas has no personal income tax and a low cost of living, leaving more "discretionary" income for personal enjoyment and travel.

Gay life in Dallas is found all throughout the city, but the **Oak Lawn neighborhood** on **Cedar Springs Road** and **Oak Lawn Avenue**, is the definite gay hub of Dallas. Sporting a wide variety of gay clubs, bars, restaurants and retail outlets, the Oak Lawn neighborhood is quite busy during the day but extraordinarily lively by night, especially on the weekends!

Popular bars and clubs include the **Round-Up Saloon** for those looking for a country-western flair, the **Throckmorton Mining Company (TMC)** and **S-4** for late night dancing and entertainment on multiple floors, **Woody's, JR's** and **Mickey's** for that neighborhood bar environment, **Kaliente** and **Bamboleo's** for the latin crowd, and **Buddies II** and **Sue Ellen's** for the ladies.

In the print media, Dallas has two major publications, the **Dallas Voice**, a local 20-year old fixture in the gay & lesbian community, and the newly published **TXT News Magazine** covering news and entertainment all across Texas. The Dallas Voice has a readership of over 44,000 every Friday, and is distributed all throughout Dallas as well as over 80 7-Elevens throughout the city. They also publish the **Lambda Pages**, a local gay & lesbian business directory and one of the oldest in the state of Texas. Some of the key individuals at the Dallas Voice and the TXT News Magazine include Robert Moore (Publisher), Leo Cusimano (Advertising Director), Kris Martin (Promotions Manager) and Daniel Kusner (Lifestyles Editor).



## DALLAS RANKINGS

America's Top Gay & Lesbian Direct Mail Zip Codes: **9** (75219)  
 US States (Online Membership Ranking): **4** (Texas)  
 Gay Atlas Index Rank: **27\***  
 Gay Male Index Rank: **14**  
 Lesbian Index Rank: **84**

In business, Dallas has the **North Texas GLBT Chamber of Commerce** with over 200 members and corporate sponsors including American Airlines, Merrill Lynch and Deloitte and Touche. With monthly networking meetings as well as marketing and educational workshops, this organization serves as the gay & lesbian business hub of Dallas.

Larger Fortune 500 companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Affiliated Computer Services	86	460
- American Airlines	100	119
- Blockbuster	71	
- ConocoPhillips	64	7
- EDS	86	95
- Exxon Mobil Corp.	14	2
- JC Penney	57	74
- Kimberly Clark	71	135
- Radio Shack	29	399
- Southwest Airlines	43	318
- Texas Instruments	86	166

**CEI Rating:** HRC Corporate Equality Index is a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors.

The City of Dallas has enacted sexual orientation in their job discrimination civil rights laws as of 2002.

They have also included a written non-discrimination policy covering sexual orientation in their employee handbook. Relationship recognition for same-sex couples or health insurance to employees' domestic partners has not been implemented as of 2005.

Unique to Dallas is the **Dallas Tavern Guild**, a gay business organization bringing the various gay bars and clubs of Dallas together for fundraising and events. Founded in

1984 as resource for organizing the nightclub businesses in Dallas, the Dallas Tavern Guild is one of the key gay business leaders of Dallas. Michael Doughman, the current Executive Director of the organization, has a long and storied history with gay Dallas goes back to the early years when gay business life and fundraising here in this city was just starting. The **Alan Ross Texas Freedom Parade** is one of the most notable events produced by the Dallas Tavern Guild and named for its founder. Each year, 20-25,000 people gather to celebrate this September Pride Event that culminates with a Rally in historic Lee Park.

The Parade is part of a weekend celebration in mid September that includes **Gay Day at Six Flags**, a community sponsored event spearheaded by the Dallas Voice. Each year more and more regional GLBT members and families attend this festive celebration held the day

before the parade and rally at the popular Arlington theme park. Also, the day before the parade as an early-morning offering there is the **Pride Run**, a 5k run through the streets of Oak Lawn, coordinated by **The Front Runners**, a locally gay and lesbian running club.



Every year, the **Dallas-Fort Worth Black Tie Dinner** is held. This event and organization is a non-profit that raises funds for gay & lesbian supportive organizations, and in 2004 raised over \$1,000,000 for

20 local beneficiaries and the Human Rights Campaign (HRC). In fact, the HRC, the largest national gay and lesbian advocacy organization, recently honored the Dallas-Fort Worth Black Tie Dinner as the premier fundraising event in the country. With an average attendance of over 3,000 guests during the past decade, the Dallas-Fort Worth Black Tie Dinner is the largest formal sit-down dinner of its kind in the country both in attendance and charitable contributions. Since 1982, Black Tie has distributed over \$8 million to local gay and lesbian charities and the HRC.



It should be pointed out that this event is often held at the **Wyndham Anatole Hotel**, one of the largest hotel and conference centers in the region, offering more than 341,000 square feet of space including 6 major ballrooms, 76 meeting rooms and 128,600 square feet of exhibit and function space. Current contact for gay & lesbian business groups for this hotel is Cordey Lash at [clash@wyndham.com](mailto:clash@wyndham.com).  
LINK: [www.WyndhamAnatole.com](http://www.WyndhamAnatole.com)

For smaller local events, as well as to stay in the heart of the Oak Lawn district, the **Melrose Hotel** is an excellent venue ([www.MelroseHotel.com](http://www.MelroseHotel.com)).

As was mentioned in the beginning of this article, the largest gay & lesbian church in the world is found in Dallas, the **Cathedral of Hope**. Founded in 1970 by a circle of twelve friends, the Cathedral of Hope has grown into one of the most important ministries of faith for gays & lesbians of all denominations. Average weekly attendance is now over 1,500 with almost \$200,000 in contributions offered monthly by parishioners. Of note is that the average age of attendees is considerably lower than that of most churches, owing to the Cathedral of Hope's outreach to youth organizations in the region. The plans are now underway for a major expansion which will place the Cathedral of Hope on the map as one of the most influential religious organizations worldwide.

Major events held annually here in Dallas include the **Dallas Purple**

**Party**, a major party on the gay circuit, held each year at the end of April. The **Texas Circuit Boyz** also hold a variety of events each year including **Valley of the Dolls** and **Skeleton's Ball** held in October. The annual Gay Pride festival is also one of the larger ones in the region, held annually in September. **Out Takes**, the local gay & lesbian film festival, started in 1999 and has grown to become one of the leading gay & lesbian film festivals in the US. The film festival is held annually in November.

Lastly, Dallas has its own **John Thomas Gay & Lesbian Community Center**, offering a local focal point for the variety of gay & lesbian organizations found throughout the greater Dallas area. Offering meeting rooms to accommodate up to 150, as well as a local hotline and switchboard and an archives and research library, the John Thomas Community Center serves a vital and important purpose for Dallas gay & lesbian community. It is aptly named in memory of the gay rights activist and leader of the Dallas community for many years. The memorial bell wall at the Cathedral of Hope also bears his name.

#### PRINT

Dallas Voice: [www.DallasVoice.com](http://www.DallasVoice.com)  
TXT News Magazine: [www.TXTNewsMagazine.com](http://www.TXTNewsMagazine.com)  
Lambda Pages: [www.LambdaPages.com](http://www.LambdaPages.com)

#### EVENTS

Dallas Pride: [www.RazzleDazzleDallas.org](http://www.RazzleDazzleDallas.org)  
Out Takes Dallas: [www.OutTakesDallas.org](http://www.OutTakesDallas.org)  
Texas Circuit Boyz: [www.texascircuitboyz.com](http://www.texascircuitboyz.com)  
Dallas Purple Party: [www.dallaspurpleparty.com](http://www.dallaspurpleparty.com)  
Black Tie Dinner: [www.blacktiedinner.org](http://www.blacktiedinner.org)

#### BUSINESS ASSOCIATIONS

Dallas CVB: [www.VisitDallas.com/GLBT](http://www.VisitDallas.com/GLBT)  
North Texas GLBT Chamber: [www.NorthTexasGLBTChamber.org](http://www.NorthTexasGLBTChamber.org)  
Dallas Tavern Guild: [www.DallasTavernGuild.org](http://www.DallasTavernGuild.org)

#### ORGANIZATIONS

Dallas Tavern Guild: [www.dallastavernguild.org](http://www.dallastavernguild.org)  
Cathedral of Hope: [www.cathedralofhope.com](http://www.cathedralofhope.com)  
Resource Center of Dallas: [www.ResourceCenterDallas.org](http://www.ResourceCenterDallas.org)  
Crossroads Market Bookstore  
DIFFA/Dallas: [www.DIFFADallas.org](http://www.DIFFADallas.org)  
Youth First Texas: [www.YouthFirstTexas.org](http://www.YouthFirstTexas.org)  
PFLAG Dallas: [www.PFLAGDallas.org](http://www.PFLAGDallas.org)  
GLSEN Dallas: [www.GLSENDallas.org](http://www.GLSENDallas.org)  
Texas Human Rights Foundation: [www.thrf.org](http://www.thrf.org)  
Gay Men's Chorus: [www.TurtleCreek.org](http://www.TurtleCreek.org)  
Women's Chorus of Dallas: [www.twcd.org](http://www.twcd.org)

#### SPORTS

Team Dallas Aquatics: [www.teamdallasaquatics.com](http://www.teamdallasaquatics.com)  
Oak Lawn Ski & Scuba Club: [www.olssc.org](http://www.olssc.org)  
Oak Lawn Tennis Association: [www.oaklawntennis.org](http://www.oaklawntennis.org)  
Oak Lawn Soccer Club: [www.oaklawnsoccerclub.org](http://www.oaklawnsoccerclub.org)  
Texas State Gay Rodeo: [www.texasgayrodeo.org](http://www.texasgayrodeo.org)

#### BUSINESS DIRECTORY LINKS:

<http://www.gaybusinessworld.com/regions/dallas-texas.cfm>  
<http://dallas.gaymonkey.com/lambda/>

\* *Gay Atlas Index Rankings are derived from the Urban Institute's Gay & Lesbian Atlas (<http://www.urban.org/pubs/gayatlas/>) The Gay Atlas Index Rank indicates where the city's metropolitan area ranks among 331 MSAs and PMSAs in the US.*

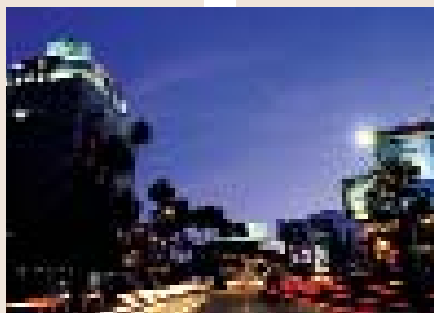
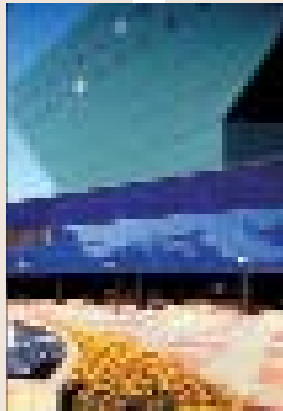
# Spotlight On Los Angeles

Known throughout as the home of **Hollywood**, entertainment capital of the world, Los Angeles also plays host to one of the largest urban gay and lesbian populations in the world. With a population of over 15 million, Los Angeles' gay community is as diverse as its various local regions. From the city style lofts of **Downtown** to the relaxed beaches of **Santa Monica**, each segment of this sprawling city seems to have its own unique gay subculture.

Today, however, **West Hollywood** stands as the central gay region of Los Angeles, bordered by Robertson Blvd. and La Brea Ave. on Santa Monica Blvd. Locally known as **WeHo**, this gay friendliest of cities offers a haven of gay owned, operated, and friendly businesses catering to the GLBT community. Since becoming incorporated in 1984, the city of West Hollywood and its local government have been committed to preserving and uplifting its vibrant gay culture. Annual city events such as **Gay Pride** and the huge **Halloween street festival** are among the many city sponsored events. On any regular evening though, popular starting places include **The Abbey**, a staple of West Hollywood whose recent expansion has further proven its dominance as "the gay bar" of West Hollywood, and **Fiesta Cantina** catering to a more casual and youthful crowd. As the night progresses though, bars grow to include the **Here Lounge**, **Mickey's**, **Rage**, and the **Motherlode**.

There are many well established gay businesses on **Santa Monica Blvd.**, including **A Different Light Bookstore**, **Drake's**, the **French Marketplace** and many more. Other gay friendly features of the famous Santa Monica Blvd. include a variety of popular eateries such as **Bossa Nova**, **Basix**, and **Tango Grill** to name a few. Popular daily hang outs such as **Buzz Coffee**, **Starbucks**, and **The Coffee Bean** are also all located within close vicinity to each other. And of course, not forgetting LA's emphasis on health and beauty, two of West Hollywood's most popular gyms, **Crunch** and **24 HR. Fitness**, are packed daily with GLBT members. Moreover, 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. As well, 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**, **The Standard Hotel**, and the **Chateau Marmont**.

Located just slightly more east of Weho is the city of 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. As an older portion of Los Angeles, one filled with much character, Silverlake represents the unique intersection of two distinct gay communities. On one hand there is an emerging gay youth culture centered around the arts and



## LOS ANGELES RANKINGS

America's Top Gay & Lesbian Direct Mail Zip Codes: **3** (90046)  
 US States (Online Membership Ranking): **1** (California)  
 Gay Atlas Index Rank: **12\***  
 Gay Male Index Rank: **7**  
 Lesbian Index Rank: **38**

known for setting the latest trends in fashion and style, while on the other, there is the bear, leather, or more mature gay male community who inhabit the same space.

Each year these two worlds come together at an enormous two-day, summer street festival called **Sunset Junction**, named after the intersection of Sunset and Silverlake where the city limits officially begin. Since 1980, like the city itself, this street fair has been a virtual promenade of diversity – Latino families, leather daddies on cell phones, punks pushing strollers, drag queens, and Westsiders curious about the fuss. With three live-music stages, over 200 vendors' booths selling everything from tamales to Greenpeace literature, and a crowd of over 200,000, this high energy event has become a must do on the gay events calendar.

Silverlake, however, also has a variety of established bars and restaurants such as **Casita Del Campo**, where Mexican food and cocktails might be followed by a drag show, or **MJ's Bar** where alternative fun is always the theme. Other bars such as **Akbar** offer a more local or neighborhood friendly appeal.

On the other side of town, over in Santa Monica and Venice Beach there are a few smaller gay bars such as the **Roosterfish** where its most frequent visitors are the beach-going locals. Another large draw is **Will Roger's Beach** in Santa Monica. Every summer this section of the beach, known by the community as a gay friendly hang out, becomes the place to be and be seen.

Much like the small local environments of Santa Monica and Venice, **The Valley**, as it is referred to by the San Fernando Valley residents, has its own smaller gay scene. Located just over the Hollywood Hills which separate it from West Hollywood, the Valley has much more of a suburban feel to it. There are numerous shops up and down the renowned **Ventura Blvd.**, and some of the prominent nightlife stops would have to include **Fuel** and **Oil Can Harry's**. Also, since many of the major film and production studios exist there, in Burbank, many of the GLBT members who make up a huge part of the entertainment industry have also made it their home residence.

Lastly, just south of Los Angeles are **Long Beach** and **Orange County**. Again, though they are both much more suburban than their Los Angeles counterpart, they contribute greatly to the Los Angeles gay & lesbian scene and have some of their own local gay communities. Long Beach, for instance, has its own strong gay community with several bars and restaurants such as **Falcon**, **Silverfox**, and **Hamburger Mary's**. 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. Some other popular

gay establishments in Orange County include **Ozz** and **The Frat House**.

Beyond these individual communities, though, there are a number of events which draw large GLBT crowds from all over the city. **Outfest** is a leading showcase for diverse, international gay, lesbian, bisexual and transgender film and video. Outfest produces the oldest and largest continuous film festival in Los Angeles, featuring more than 200 feature and short films, nine venues and attendance of over 40,000 people. Since 1982, Outfest has presented 4,000 film and video titles for audiences of more than half a million people. As a non-profit organization Outfest's goal is to build bridges among audiences, filmmakers, and the entertainment industry through the exhibition of high quality gay & lesbian films.

Another prominent event is **A Cracked X-mas**, put on by **The Trevor Project** in the month of December. A Cracked X-mas brings together some of Hollywood's funniest comedians and talented musical performers to benefit The Trevor Project, a nonprofit organization, dedicated to its mission of promoting tolerance for gay and questioning teenagers and aiding in suicide prevention among that group. Past Cracked X-mas celebrants have included Gillian Anderson, Debra Messing, Margaret Cho, Ellen DeGeneres, Melissa Etheridge, Allison Janney, Sarah Michelle Geller, Drew Carey, Megan Mullally, Kathy Griffin, Holly Hunter, Camryn Manheim, and Sir Ian McKellen.

As mentioned above, Los Angeles also has **two major gay pride parades and festivals**, one in Long Beach at the end of May and the other in West Hollywood during the month of June. Yearly, each draws a diverse GLBT crowd of hundreds of thousands.

In terms of the gay business community, **BALA**, the **Business Alliance of Los Angeles**, is a well established association with GLBT interests in mind. BALA is the GLBT Chamber of Commerce of the Greater Los Angeles area, comprised of gay, lesbian, and GLBT-friendly businesses, professionals and individuals joined together to promote business networking amongst their members and with the community at large. Still, however, the GLBT networking in Los Angeles is smaller in comparison to other gay & lesbian regions.

Larger Fortune 500 companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Amgen	71	212
- Hilton Hotels	57	
- KB Home	100	
- Mattel Inc.	57	383
- Nissan North America	29	
- Northrop Grumman	79	58
- PacifiCare Health Systems	43	172
- Times Mirror	57	
- Walt Disney	86	54

**CEI Rating:** HRC Corporate Equality Index is a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors.

The gay media of Los Angeles, on the other hand, is well established. Two of the primary publications serving Southern California are **The Blade** and **Frontiers News Magazine**. Some of the more prominent weekly and bi-weekly magazines are **Odyssey**, a guide to the gay nightlife and social scene gossip, **In Magazine**, known for its articles covering pertinent community issues, and **Cybersocket** which focuses

primarily on online gay interests. Other notable publications include **Fab Magazine**, **Metrosource**, **Adelante Magazine**, and **Outword Magazine**. Many national gay publications such as **Instinct**, **GayWebMonkey**, and **The Advocate** also have offices based out of Los Angeles.

In terms of gay tourism publications, Los Angeles has the **Los Angeles Gay FunMap**, published by **Columbia Fun Maps**. Providing both an advertiser-supported, detailed gay map of Los Angeles and coupons for local gay/gay-friendly businesses in the Southern California area, the Fun Map is one of the best pocket companions for the gay Southern California traveler.

Finally, there are a number of charitable and community organizations who have prominent standing amongst the GLBT community, often drawing attention to a community cause through events and entertainment. Such organizations as those mentioned above and, perhaps the most prominent charity, **AIDS Project Los Angeles (APLA)** are responsible for creating some of the areas most important events. The APLA's **AIDS Walk Los Angeles** and **Summer Party** are two of the most well-known. Also, the **L.A. Gay & Lesbian Center**, located in Hollywood, offers an array of services to the GLBT community, ranging from HIV/STD prevention and testing to community outreach programs.

#### PRINT

Frontiers News Magazine: [www.FrontierNewsMagazine.com](http://www.FrontierNewsMagazine.com)  
 In Los Angeles: [www.INMagLA.com](http://www.INMagLA.com)  
 Fab Magazine: [www.FabMagazine.com](http://www.FabMagazine.com)  
 Metrosource LA: [www.MetroSource.com](http://www.MetroSource.com)  
 Adelante Magazine: [www.AdelanteMagazine.com](http://www.AdelanteMagazine.com)  
 Odyssey: [www.odysseymagazine.net](http://www.odysseymagazine.net)  
 Outword Magazine: [www.outwordmagazine.com](http://www.outwordmagazine.com)

#### INTERNET

[www.westhollywood.com](http://www.westhollywood.com)  
[www.metroG.com](http://www.metroG.com)  
[www.DotNewsMagazine.com](http://www.DotNewsMagazine.com)

#### EVENTS

Long Beach Pride: [www.LongBeachPride.com](http://www.LongBeachPride.com)  
 Los Angeles Pride: [www.LAPride.org](http://www.LAPride.org)  
 Santa Barbara Pride: [www.GaySantaBarbara.com](http://www.GaySantaBarbara.com)  
 Outfest: [www.OutFest.org](http://www.OutFest.org)  
 Sunset Junction: [www.sunsetjunction.org](http://www.sunsetjunction.org)

#### BUSINESS ASSOCIATIONS

[www.balaweb.com](http://www.balaweb.com)  
[www.lbcbn.com](http://www.lbcbn.com)  
[www.wehochamber.com](http://www.wehochamber.com)

#### ORGANIZATIONS

The Trevor Project: [www.thetrevorproject.org](http://www.thetrevorproject.org)  
 La Gay & Lesbian Center: [www.laglc.org](http://www.laglc.org)  
 AIDS Project LA: [www.apla.org](http://www.apla.org)  
 A Different Light Books: [www.adlbooks.com](http://www.adlbooks.com)

#### BUSINESS DIRECTORY LINKS:

<http://www.gaybusinessworld.com/regions/losangeles-california.cfm>  
<http://la.gaymonkey.com/lambd/>

\* *Gay Atlas Index Rankings are derived from the Urban Institute's Gay & Lesbian Atlas (<http://www.urban.org/pubs/gayatlas/>) The Gay Atlas Index Rank indicates where the city's metropolitan area ranks among 331 MSAs and PMSAs in the US.*

...continued from page 55

**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](http://www.the411mag.com)  
Express Gay News: [www.ExpressGayNews.com](http://www.ExpressGayNews.com)  
The Independent: [www.ourindependent.com](http://www.ourindependent.com)

**INTERNET**

[www.GaySouthFlorida.com](http://www.GaySouthFlorida.com)  
[www.GayFortLauderdaleResorts.com](http://www.GayFortLauderdaleResorts.com)  
[www.SouthFloridaFun.com](http://www.SouthFloridaFun.com)  
[www.GayFtLauderdale.com](http://www.GayFtLauderdale.com)

**EVENTS**

Pride Fest South Florida: [www.PrideFestSouthFlorida.org](http://www.PrideFestSouthFlorida.org)

**BUSINESS ASSOCIATIONS**

[www.womeninnetwork.com](http://www.womeninnetwork.com)

**ORGANIZATIONS**

Community Center of S. Florida: [www.glccftl.org](http://www.glccftl.org)  
Pride Factory: [www.PrideFactory.com](http://www.PrideFactory.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](http://www.HotSpotsMagazine.com)  
Contax Guide: [www.contaxguide.com](http://www.contaxguide.com)  
The Weekly News: [www.twnonline.org](http://www.twnonline.org)

**EVENTS**

Winter Party: [www.WinterParty.com](http://www.WinterParty.com)

White Party: [www.WhiteParty.com](http://www.WhiteParty.com)

Miami Gay & Lesbian Film Festival: [www.MGLFF.org](http://www.MGLFF.org)

**BUSINESS ASSOCIATIONS**

[www.GoGayMiami.com](http://www.GoGayMiami.com)

**ORGANIZATIONS**

Care Resource: [www.CareResource.org](http://www.CareResource.org)  
AIDS Project LA: [www.apla.org](http://www.apla.org)

**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.

**St. 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](http://www.Fugues.com)  
La Voix du Village: [www.lavoixduvillage.com](http://www.lavoixduvillage.com)  
RG Magazine: [www.rgmag.com](http://www.rgmag.com)

**INTERNET**

[www.BonjourQuebec.com/gay](http://www.BonjourQuebec.com/gay)  
[www.Tourisme-Montreal.com/gay](http://www.Tourisme-Montreal.com/gay)

**EVENTS**

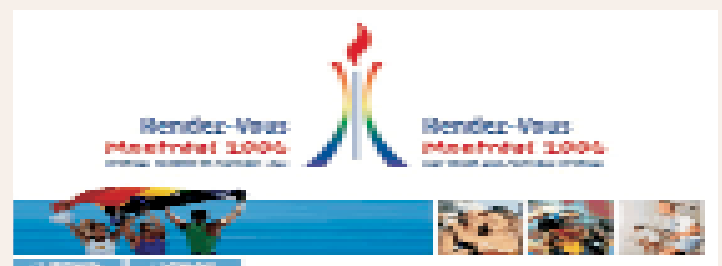
Black and Blue: [www.bbcm.org](http://www.bbcm.org)  
Diversite: [www.Diversite.org](http://www.Diversite.org)  
OutGames 2006: [www.Montreal2006.org](http://www.Montreal2006.org)  
Image+Nation: [www.Image-Nation.org](http://www.Image-Nation.org)  
Festival des Arts: [www.festivaldesarts.org](http://www.festivaldesarts.org)

**BUSINESS ASSOCIATIONS**

[www.ccgq.ca](http://www.ccgq.ca)

**ORGANIZATIONS**

Coalition Gaie et Lesbienne du Quebec: [www.cglq.org](http://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](http://www.AmbushMag.com)  
Whiz Magazine: [www.WhizMag.com](http://www.WhizMag.com)

### INTERNET

[www.GayNewOrleansGuide.com](http://www.GayNewOrleansGuide.com)

### EVENTS

Southern Decadence:  
[www.SouthernDecadence.com](http://www.SouthernDecadence.com)  
[www.SouthernDecadence.net](http://www.SouthernDecadence.net)  
Halloween 2005: [www.GayHalloween.com](http://www.GayHalloween.com)  
Gay Mardi Gras:  
[www.GayMardiGras.com](http://www.GayMardiGras.com)  
[www.GayMardiGras.net](http://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**. In the East Village and the Lower East Side, there are also 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](http://www.HX.com)  
Next Magazine: [www.NextMagazine.net](http://www.NextMagazine.net)  
GO NYC Magazine: [www.GONYCMagazine.com](http://www.GONYCMagazine.com)  
Metrosource NY: [www.MetroSource.com](http://www.MetroSource.com)  
Gay City News: [www.GayCityNews.com](http://www.GayCityNews.com)  
New York Blade: [www.NYBlade.com](http://www.NYBlade.com)  
Village Voice: [www.VillageVoice.com](http://www.VillageVoice.com)

### INTERNET

[www.GayLI.com](http://www.GayLI.com)  
[www.licktheweb.com](http://www.licktheweb.com)  
[www.OurCommunityCalendar.com](http://www.OurCommunityCalendar.com)

### EVENTS

Gay Life Expo: [www.GayLifeExpo.com](http://www.GayLifeExpo.com)  
Gay Business & Entertainment Expo: [www.RDPGroup.com](http://www.RDPGroup.com)  
Heritage of Pride: [www.HOPinc.com](http://www.HOPinc.com)  
Gay Erotic Expo: [www.GayEroticExpo.com](http://www.GayEroticExpo.com)  
New Festival: [www.NewFestival.org](http://www.NewFestival.org)  
MIX NYC: [www.MIXNYC.com](http://www.MIXNYC.com)  
Saint At Large Black Party: [www.SaintAtLarge.com](http://www.SaintAtLarge.com)

### BUSINESS ASSOCIATIONS

[www.nbpo.org](http://www.nbpo.org)  
[www.OutProfessionals.org](http://www.OutProfessionals.org)

### ORGANIZATIONS

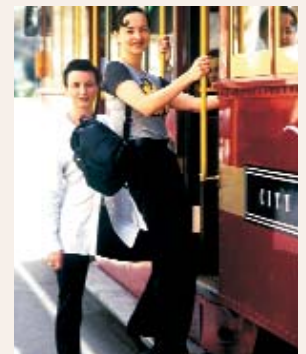
NYC Gay & Lesbian Center: [www.GayCenter.org](http://www.GayCenter.org)  
NYC Gay Men's Chorus: [www.NYCGMC.org](http://www.NYCGMC.org)  
Leslie Lohman Gay Art Foundation: [www.LeslieLohman.org](http://www.LeslieLohman.org)  
Gay Men's Health Crisis: [www.gmhc.org](http://www.gmhc.org)

## 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 larger 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.



...continue on page 70

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

**10%?** 6

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# Spotlight On San Francisco

In terms of gay friendly U.S. cities San Francisco is most likely to rank at the top of anyone's list. The city, however, is more than just an ally to the gay community, rather, its politics and culture have been drastically shaped by a long history of GLBT community involvement. With nearly 500,000 in attendance at last year's Pride Parade and an average local age of 31, San Francisco's gay and lesbian community is large, predominantly young, and very political, establishing the city as a virtual "Gay Mecca."

Though the entire city is considered a home to the gay community, the heart of GLBT life and history really begins in the **Castro**. Having been first settled by gay men back in the 1970's, this 14-square-block area, named for its location along the famed **Castro St.** thoroughfare, has come to be seen as a symbol of gay American culture. Numerous annual events take place there and a variety of gay historical landmarks attract visitors from all around the world. The **Castro Street Fair**, now in its 32nd year, takes place in September and is one of the community's largest annual events. Outdoor dancing, live performances, arts and crafts, food and beverages, and a variety of Bay Area vendors are a few of the fair's highlights. Another important September event is the Folsom Street Fair. An unparalleled event catering specifically to the leather and bear communities, the **Folsom Street Fair** has been raising community awareness and funding for charities for over 22 years. It has an attendance of 300,000 yearly and is known as the premiere leather event in the US. In addition, the **Dore Ally Street Fair**, considered smaller sibling to the Folsom Street Fair and produced by the same volunteer nonprofit corporation, SMMILE, has become an increasingly popular event among leather enthusiasts. It is located in the **South of Market (SoMa)** district off of Folsom St. between 9th and 10th, and occurs every year in the last weekend of July. A relatively recent event to hit San Francisco, also in September, is the **Love Parade**. Having originated and been hugely popular in Berlin, Germany, this US version of the street parade is a youthful and eclectic mix of GLBT and heterosexual dance music/rave scene enthusiasts. Moreover, while it has only been in the US for two years, attendance and awareness, as well as the number of major sponsors, have been increasing.

Hands down, however, the largest gay event in the city, and one of the largest in the world for that matter, is **San Francisco Pride**. Bringing together over half a million gays and lesbians, Pride lasts the entire month of June, while the main attractions, the parade and festival, take place typically in the last weekend of the month. What's more is that outside of being a charitable event which raises over \$130,000 for GLBT causes, Pride is also a significant economic resource for city tourism. In just visiting the **San Francisco Convention and Visitor's Bureau** website, it is evident that gay tourism and travel are crucial to the city's businesses and economic life. As the only niche targeted group on the site, the gay community is considered a key consumer of city resources.

Also an important player in the economic life of San Francisco is the **Golden Gate Business Association (GGBA)**. The GGBA began as the nation's first business organization founded by gay and lesbian entre-

## SAN FRANCISCO RANKINGS

America's Top Gay & Lesbian Direct Mail Zip Codes: **2** (94114)  
 US States (Online Membership Ranking): **1** (California)  
 Gay Atlas Index Rank: **1\***  
 Gay Male Index Rank: **1**  
 Lesbian Index Rank: **4**

preneurs and for over thirty years has built a community of excellent LGBT businesses with significant value for the economy. Aside from providing members with networking and mentoring opportunities, informal business advice, and business leads and referrals, the GGBA has also had an influential voice in both the Office of the Mayor and the members of the Board of Supervisors. Additionally, the GGBA's latest venture has been the launch of their new **Tourism Advisory Program (TAP)**, a coordinated cooperative campaign designed to attract GLBT tourists to the city. Furthermore, some other notable business groups operating in or close to the San Francisco region include the **Bay Area Community of Women (BACW)**, the **Russian River Chamber of Commerce**, and the **Rainbow Chamber of Commerce** in San Jose.

Larger Fortune 500 companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Adobe Systems	86	
- Advanced Micro Devices	71	387
- Agilent Technologies	100	290
- American President Lines	43	
- Apple Computer	100	263
- Applied Materials	71	270
- Calif. State Automobile Assoc.	100	
- Calpine Corp.	64	242
- Chevron Corp.	100	6
- Cisco Systems	100	91
- DPR Construction	57	
- Electronic Arts Inc.	93	
- Franklin Investments	29	
- Gap Inc.	100	130
- Genentech	86	
- Golden West Financial Corp	57	435
- Hewlett Packard	100	11
- Intel Corp	100	50
- Intuit	100	
- Kaiser Permanente	100	
- Kimpton Hotels	100	
- Knight-Ridder	57	
- Levi Strauss & Co.	100	464
- Oracle Corp	86	220
- PG&E	100	196
- Provident Financial Corp	86	
- Safeway Inc.	71	46
- Seagate Technology Inc.	86	
- Silicon Graphics Inc.	86	
- Southern California Edison	100	
- Sun Microsystems	100	194
- The Charles Schwab Corp	100	411
- The Clorox Company	57	445
- The Olivia Companies	100	
- Visa International	71	
- Wells Fargo	100	52

**CEI Rating:** HRC Corporate Equality Index is a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors.

In terms of print, San Francisco has five strong GLBT publications. The **Bay Area Reporter** is the city's oldest and largest local newspaper of record serving the GLBT communities. It began in 1971 and is published every Thursday by Benro Enterprises, Inc. and is distributed in San Francisco and surrounding cities of the Bay Area, as well as 20 other US cities. The **East Bay Voice** and the **San Francisco Bay Times** are two other popular local papers geared specifically towards gay and lesbian news and entertainment. The **San Francisco Bay Guardian**, though not a gay paper, is an independent and locally owned news and entertainment source with a heavy slant towards alternative and gay lifestyles. For something more light and focused on the local nightlife or bar scene, **Gloss Magazine** is an excellent resource. It is printed every other Friday, 26 times a year, and is delivered to bars, restaurants, nightclubs, hotels, bookstores, health clubs, coffee houses, retail outlets, and youth centers in over 250 different locations including San Francisco, San Jose, the East Bay, Sacramento, the Russian River, and West Hollywood. Also, though operating out of San Jose, **Out Now** magazine is a popular gay community guide to entertainment. Finally, it should also be noted that a few other important national media companies and publications, such as **PlanetOut Partners**, **Curve Magazine**, and **Girlfriends Magazine**, are all operated out of San Francisco.

As for San Francisco's nightlife and gay social scene there are a number of different hot spots. Of course many of the staples can be found on the Castro, off either Castro or Market St., such as **Badlands**, **Daddy's**, **Midnight Sun**, **Harvey's**, **The Cafe**, and **The Bar**. Others, such as **Martini's**, a piano bar, **Metro**, with its more casual atmosphere, and **Mecca**, an upscale trendy lounge, can also be found in the area. Off of Folsom St. and the area surrounding are a mix of some of San Francisco's most famous bear and leather bars as well as popular dance clubs and college bars. Between 7th and 10th on Folsom or Bryant St. is where most of the bear/leather bars can be found, such as **Powerhouse**. Other Folsom bars though include the **Eagle Tavern**, whose clientele are part bear, part edgy queer punks, **The Stud**, where all the college kids come to dance, and the **End Up**, whose name implies it all as this dance spot opens Friday and doesn't close its doors till Monday morning!

On the other side of town, however, near **Polk Street**, is one of the other founding gay regions of the city. Here, many of the hotels catering to the gay and lesbian community can be found, as there are mostly small B&Bs in the Castro area such as the **24 Henry Guest House** and the **Parker House**. In San Francisco overall, there are several larger hotels catering strongly to the gay & lesbian community, including the **Renoir Hotel**, the **Handlery Union Square Hotel**, *Pan Pacific Hotel*, **Cartwright Hotel** on Union Square and the entire chain of **Kimpton Hotels** based in San Francisco.

Again, since San Francisco has such a large and diverse gay population, it is impossible to examine all or most of the ways in which the gay community interacts with its local businesses and organizations, however, there are a few more important aspects to note. First of all, San Francisco's art scene has always been something which separates it from most other cities. The **National Queer Arts Festival** in June is a month long celebration of the community's contribution to the arts and American culture. Another event, The **San Francisco International LGBT Film Festival**, presented by **Frameline**, is a huge production now in its 30th year. Even still, there is a strong local theater culture where companies such as **SteinBeck Presents** perform shows that directly express the lives and art of the gay community. Finally, the San Francisco LGBT Community Center has been a newer yet welcomed addition to the gay community using its resources to help bring together the community and aid those in need. In all, San Francisco is a city with a strong gay

history and tradition whose unique blend of urban gay men and women both appreciate and respect their roots while continually staying at the forefront of an ever evolving culture.

#### PRINT

Bay Area Reporter: [www.ebar.com](http://www.ebar.com)  
 East Bay Voice: [www.eastbayvoice.com](http://www.eastbayvoice.com)  
 San Francisco Bay Times: [www.sfbaytimes.com](http://www.sfbaytimes.com)  
 San Francisco Bay Guardian: [www.sfbayguardian.com](http://www.sfbayguardian.com)  
 Gloss Magazine: [www.sfgloss.com](http://www.sfgloss.com)  
 Out Now: [www.outnowmag.com](http://www.outnowmag.com) (San Jose)

#### INTERNET

[www.CastroOnline.com](http://www.CastroOnline.com)  
[www.gaysonoma.com](http://www.gaysonoma.com)

#### EVENTS

Castro Street Fair: [www.castrostreetfair.org](http://www.castrostreetfair.org)  
 Folsom Street Fair: [www.folsomstreetfair.com](http://www.folsomstreetfair.com)  
 San Francisco Pride: [www.sfpide.org](http://www.sfpide.org)  
 San Jose Pride: [www.sjgaypride.com](http://www.sjgaypride.com)  
 Dyke March: [www.dykemarch.org](http://www.dykemarch.org)  
 Love Parade SF: [www.loveparadesf.org](http://www.loveparadesf.org)  
 National Queer Arts Festival: [www.queerculturalcenter.org](http://www.queerculturalcenter.org)  
 Frameline Film Festival: [www.Frameline.org](http://www.Frameline.org)

#### BUSINESS ASSOCIATIONS

Golden Gate Business Association: [www.ggba.com](http://www.ggba.com)  
 Rainbow Chamber of Commerce: [www.rainbowchamber.org](http://www.rainbowchamber.org)  
 Russian River Chamber of Commerce: [www.russianriver.com](http://www.russianriver.com)  
 Bay Area Community of Women: [www.bacw.org](http://www.bacw.org)

#### ORGANIZATIONS

San Francisco LGBT Community Center: [www.SFGayCenter.org](http://www.SFGayCenter.org)  
 Different Light Books: [www.adlbooks.com](http://www.adlbooks.com)  
 SteinBeck Presents: [SteinBeckPresents.com](http://SteinBeckPresents.com)

#### BUSINESS DIRECTORY LINKS:

<http://www.gaybusinessworld.com/regions/sanfrancisco-california.cfm>  
<http://sf.gaymonkey.com/lambd/>

\* *Gay Atlas Index Rankings are derived from the Urban Institute's Gay & Lesbian Atlas (<http://www.urban.org/pubs/gayatlas/>) The Gay Atlas Index Rank indicates where the city's metropolitan area ranks among 331 MSAs and PMSAs in the US.*



# Spotlight On Toronto

Made famous by **Showtime's Queer as Folk**, Toronto has one of the strongest gay & lesbian communities in all of Canada. The first, **Church Street**, between **Gloucester** and **Carlton Streets**, has some of the most famous gay bars and establishments including **Woody's & Sailor**, **Zelda's** and **Priape**. Additional gay neighborhoods developing in Toronto include the College/Parliament area and College West.

In terms of business, including finance, tourism and advertising, Toronto is one of the primary business centers of Canada with an incredibly diverse population from all over the world. Toronto also has a very mixed community in terms of age, with a large population of young people attracted to the region's universities including the University of Toronto adjacent to Church Street.

Toronto has taken some of the first steps towards marketing itself to the gay & lesbian travel community with the **TorontoPronto.com** campaign of 2004 as well as a more recent campaign by the **Canadian Tourism Commission (CTC)** using the **TravelCanada.ca** web travel portal. **Tourism Toronto** is also making outreach in marketing to the gay & lesbian community. With gay marriage now legal in Toronto and the entire province of Ontario, many of these campaigns have focused not only on some of the arts & entertainment aspects of the city, but also some of the newly-developed gay wedding and marriage services now offered in Toronto.

Popular bars and clubs include **Woody's & Sailor**, one of the true anchors of Church Street, **Fly**, **5ive Lifelounge**, **The Barn and Stable**, **Byz Bar** and **Bar 501**. Of course, let's not forget Remingtons, the local strip club that is famous the world over for their beautiful erotic dancers from all over Canada. For a mix of night club, dance bar and entertainment space, there's **Buddies in Bad Times Theatre**, one of the more enjoyable venues year round.

In terms of restaurants, **Zelda's** has become a regular fixture on Church Street, sporting the most festive and entertaining dining environments in the neighborhood. There's always some theme or show going on at Zelda's! Other restaurants and cafés have been opening up on Church St. lately, including those with a pub environment, Thai restaurants and the more traditional **Café California**, right next door to Zelda's. On the east side of Church Street, we



have **Fire** (part of **Fly**), **Byzantium** and **Il Fornello**.



In the print media, Toronto has two major publications, the **Xtra!** And **Fab**. **Xtra!** has been part of Toronto's gay & lesbian community since 1971. Founded as Pink Triangle Press, they now have offices in Ottawa, Toronto and Vancouver, publishing the larger newspaper format publications **Capital Xtra**, **Xtra**

and **Xtra West**. **Fab Magazine**, launching more than ten years ago onto the Toronto publishing scene, focuses more on the local club scene and entertainment and sports a glossy cover in a magazine-sized format.

Two other publications with a presence in Toronto include **About Magazine**, covering Western New York and Southern Ontario, and **Outlooks Magazine**, covering Canada coast-to-coast. In addition, **Q Magazine** out of London, Ontario distributes in Toronto as well as **Etre** from Montreal and **ToBe** from Ottawa.

In terms of gay tourism publications, Toronto has the **Gay Canada Guide**, published by **Columbia Fun Maps**, as well as the local **Toronto Gay FunMap**, providing both an advertiser-supported, detailed gay map of Toronto and coupons for local gay/gay-friendly businesses in the Toronto area.

On the Internet, several web sites stand out. **GayGuideToronto.com** is one of the best regional web portals serving the gay & lesbian community online. Primarily editorial in nature, this site also has a strong gay business directory as well. **GayCanada.com**, although covering all of Canada, has a strong Toronto section featuring both a gay business directory and online personals, allowing gay men to meet each other online.

Unique to Canada, and of more interest now that Logo has launched in the US, is **PrideVision TV**, one of the first gay & lesbian cable channels in North America. Split off from **PrideVision TV** is **Out TV**, featuring more mainstream gay content while leaving the adult late-night fare for **PrideVision TV**. **Out TV** is now the

leader in gay television content in Canada, featuring Graham Norton, Queer as Folk, Bump (gay travel series) and more.

In business, Toronto is interesting in that it is covered by a variety of gay business associations. Starting with the **Church Wellesley Village BIA**, a network of shops, restaurants and bars on Church Street, Toronto also has The **Fraternity Professional Social Club**, offering professional gay men monthly meetings with guest speakers, discount movie and theatre nights, entrepreneur activities and community social events. At the province level, there's the **Ontario Gay & Lesbian Chamber of Commerce**, bringing together the entire province's GLBT business community with networking events and professional development opportunities. Lastly, at the national level, there's the **Canadian Gay & Lesbian Chamber of Commerce (CGLCC)**, based in Toronto. Working together with the Ontario Gay Chamber and other gay & lesbian chambers throughout Canada, the CGLCC is more of a broad-based coalition, focusing on some of the bigger picture issues that can help all of the Canadian gay & lesbian chambers from Vancouver to Montreal. Lastly, not too far from Toronto is the **Greater Hamilton Gay & Lesbian Business Association**, representing gays & lesbians in the Hamilton, Ontario region.

An incredible network considering most regions are fortunate to have just one gay & lesbian business association!

Toronto, as an advertising center for Canada, also has a local gay & lesbian focused advertising and marketing agency, **Wilde Marketing**. Focusing on helping corporate clients reach the gay & lesbian community, Wilde Marketing has grown over the past few years and sports a healthy client roster.

Larger corporations with a history of strong diversity initiatives for their gay & lesbian employees include **TD Bank** and **CIBC Bank**, to name a few.

In the world of events, Toronto has some of the largest gay events in North America. **Inside Out** is the local Toronto gay & lesbian film festival, held annually and now in its 15th year. **Toronto Pride** is by far one of the largest and most dynamic pride festivals celebrations found in the US and Canada, attracting close to 1 million revelers from around the world. Other smaller events include **Folsom Street North**, a more recent event for Toronto's leather and fetish community, and the infamous **Mr. Leatherman Toronto Competition**.

In terms of both business meetings and business travel, there are three properties in the Church Street area that stand out. One of the more intimate places to both stay and hold a smaller, pleasant reception and indoor presentation is the **Gloucester Square B&B** and **Cawthra Square B&B**. Featuring not only high-speed Internet access, these properties have a wonderful reception area and an indoor meeting space designed for business environments. In addition, the local **Courtyard by Marriott** and **Delta Chelsea** hotels offer excellent accommodations, spacious meeting rooms and are centrally located with easy access.

Lastly, Toronto has a variety of gay & lesbian community services including the **People With AIDS Foundation**, the **Gay West Community Network Centre**, the **519 Church Street Community Centre**, and the **Casey House**, an AIDS hospice.

#### PRINT

Xtra: [www.Xtra.ca](http://www.Xtra.ca)

Fab Magazine: [www.FabMagazine.com](http://www.FabMagazine.com)

Outlooks Magazine: [www.Outlooks.ca](http://www.Outlooks.ca)

QMagazine: [www.QMagazine.ca](http://www.QMagazine.ca)

About Magazine: [www.AboutMag.com](http://www.AboutMag.com)

#### INTERNET

[www.365Gay.com](http://www.365Gay.com)

[www.GayCanada.com](http://www.GayCanada.com)

[www.GayGuideToronto.com](http://www.GayGuideToronto.com)

[www.GayToronto.com](http://www.GayToronto.com)

[www.GayOntario.org](http://www.GayOntario.org)

[www.MartiniBoys.com](http://www.MartiniBoys.com)

[www.TorontoPronto.com](http://www.TorontoPronto.com)

[www.TourismToronto.com](http://www.TourismToronto.com)

[www.DigitalQueeries.905host.net](http://www.DigitalQueeries.905host.net)

#### TELEVISION

Pride Television: [www.PrideVisionTV.com](http://www.PrideVisionTV.com)

OutTV: [www.OutTV.ca](http://www.OutTV.ca)

#### EVENTS

Inside Out: [www.OutsideOut.on.ca](http://www.OutsideOut.on.ca)

Folsom Street North: [www.FolsomStreetNorth.com](http://www.FolsomStreetNorth.com)

Pride Toronto: [www.PrideToronto.com](http://www.PrideToronto.com)

Mr. Leatherman Toronto: [www.mrlt.com](http://www.mrlt.com)

#### BUSINESS ASSOCIATIONS

Church Wellesley Village BIA: [www.ChurchWellesleyVillage.ca](http://www.ChurchWellesleyVillage.ca)

Greater Hamilton Gay & Lesbian Business Assoc.:

[www.ghglba.com](http://www.ghglba.com)

The Fraternity Professional Social Club: [www.TheFraternity.ca](http://www.TheFraternity.ca)

Ontario Gay & Lesbian Chamber of Commerce: [www.oglcoc.com](http://www.oglcoc.com)

Canadian Gay & Lesbian Chamber of Commerce: [www.cglcc.ca](http://www.cglcc.ca)

#### BUSINESS ACCOMMODATIONS

Cawthra Square B&B: [www.cawthrasquare.com](http://www.cawthrasquare.com)

Courtyard by Marriott: [www.courtyard.com/yyzcy](http://www.courtyard.com/yyzcy)

Delta Chelsea: [www.deltahotels.com](http://www.deltahotels.com)

#### ADVERTISING

Wilde Marketing: [www.WildeMarketing.com](http://www.WildeMarketing.com)

#### ORGANIZATIONS

519 Community Center: [www.the519.org](http://www.the519.org)

Casey House Foundation: [www.CaseyHouse.com](http://www.CaseyHouse.com)

Gay West Community Network: [gaywest.905host.net](http://gaywest.905host.net)

People With AIDS Foundation: [www.pwatoronto.org](http://www.pwatoronto.org)

#### BUSINESS DIRECTORY LINKS:

<http://www.gaybusinessworld.com/regions/toronto-ontario-canada.cfm>

<http://toronto.gaymonkey.com/lambda/>



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**PRINT**

Philadelphia Gay News: [www.epgn.com](http://www.epgn.com)  
 Freedom Pages: [www.aviancemarketing.com](http://www.aviancemarketing.com)

**INTERNET**

[www.PhillyGayborhood.com](http://www.PhillyGayborhood.com)  
[www.GoPhila.com/gay](http://www.GoPhila.com/gay)

**EVENTS**

Equality Forum: [www.EqualityForum.org](http://www.EqualityForum.org)  
 Blue Ball: [www.BlueBallPhilly.org](http://www.BlueBallPhilly.org)  
 Philadelphia Gay & Lesbian Film Festival:  
[www.PhillyFests.com](http://www.PhillyFests.com)  
 Philly Pride: [www.PhillyPride.org](http://www.PhillyPride.org)

**BUSINESS ASSOCIATIONS**

[www.gppn.org](http://www.gppn.org)

**ORGANIZATIONS**

William Way Community Center:  
[www.WayGay.org](http://www.WayGay.org)  
 Philadelphia Gay Men's Chorus: [www.PGMC.org](http://www.PGMC.org)  
 Giovanni's Room: [www.GiovannisRoom.com](http://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](http://www.SanDiegoGayNews.com)  
 Gay & Lesbian Times: [www.GayLesbianTimes.com](http://www.GayLesbianTimes.com)  
 San Diego Buzz: [www.SDBuzz.com](http://www.SDBuzz.com)

**EVENTS**

San Diego Pride: [www.SDPride.com](http://www.SDPride.com)

**BUSINESS ASSOCIATIONS**

[www.gsdba.com](http://www.gsdba.com)

**ORGANIZATIONS**

San Diego Gay & Lesbian Center: [www.thecentersd.org](http://www.thecentersd.org)  
 Obelisk Books

**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**

Magazine Ninety-Nine: [www.magazine99.com](http://www.magazine99.com)  
 Seattle Gay News: [www.SeattleGayNews.org](http://www.SeattleGayNews.org)  
 GLBT Yellow Pages: [www.glbtyp.com](http://www.glbtyp.com)

**EVENTS**

Seattle Pride: [www.SeattlePride.org](http://www.SeattlePride.org)

**BUSINESS ASSOCIATIONS**

[www.theGSBA.org](http://www.theGSBA.org)

**ORGANIZATIONS**

Seattle LGBT Community Center: [www.SeattleLGBT.org](http://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](http://www.washblade.com)  
 Metro Weekly: [www.metroweekly.com](http://www.metroweekly.com)  
 Other Pages: [www.aviancemarketing.com](http://www.aviancemarketing.com)

**INTERNET**

[www.GayDC.net](http://www.GayDC.net)  
[www.GayWDC.com](http://www.GayWDC.com)  
[www.GayWDC.com](http://www.GayWDC.com)

**EVENTS**

Reel Affirmations: [www.ReelAffirmations.org](http://www.ReelAffirmations.org)  
 DC Black Pride: [www.dcbblackpride.org](http://www.dcbblackpride.org)  
 DC Pride: [www.CapitalPride.org](http://www.CapitalPride.org)  
 Cherry Fund: [www.CherryFund.org](http://www.CherryFund.org)

**BUSINESS ASSOCIATIONS**

[www.PenDC.org](http://www.PenDC.org)

# Palm Springs – America's Great Gay Oasis

By Jill L. Pentrack

Located less than 100 miles from favorite California destinations Los Angeles and San Diego, Palm Springs is nestled in the Southern California Desert on the Western end of the Coachella Valley. The Valley is surrounded by the glorious Little San Bernardino Mountains to the North, the Santa Rosa Mountains to the South and the San Jacinto Mountains to the West. It is these mountain ranges that give the Coachella Valley its near perfect year-round weather with winter averages of 70 degrees and less than 6 inches of rain annually. With over 350 spectacular sunny days a year, there really isn't a "bad time" to visit.

The first inhabitants of Palm Springs were the Agua Caliente Band of Cahuilla Indians whose presence, both spiritually and physically, is still felt today. In the mid-1900's, the government transferred about 3,000 sections of land to the Agua Caliente Band of Cahuilla Indians some of which are used today to house Vegas-Style Casinos – **The Spa Casino and Resort** and the **Aqua Caliente Casino**; and the **Agua Caliente Cultural Museum** whose mission is to "inspire people to learn about the Agua Caliente Band of Cahuilla Indians and other Native cultures." It has been said that Palm Springs is "where God spends the Winter," which is consistent with the name given it by the Indians - "la palma de la mano de Dios", which means the palm of God's Hand. The Cahuilla Indians inhabited the area know as the Indian Canyons where today visitors to the Desert can hike, horseback ride or just stroll among the waterfalls and lush vegetation the area offers.

From as early as the 1920's, Palm Springs was a favorite among Hollywood's brightest stars who came in droves to enjoy the incredible weather and a respite from the flashing cameras and paparazzi. Dubbed "The Playground to the Stars" and "Hollywood's Backyard" by many, Palm Springs played host to film legends like Rudolph Valentino, Theda Bara, Clark Gable, Marilyn Monroe, Frank Sinatra, Bob Hope, Rock Hudson, Marlene Dietrich and Howard Hughes; it is also a favorite among many past Presidents and political dignitaries. Bob Hope's decades-long romance with the desert is widely known and indeed he is responsible in part for the areas tremendous popularity among Hollywood's elite. In 1970, Elvis and Priscilla came to town, and purchased a 5,000 square foot home Elvis owed until his death in 1977. The home is located in the Old Tuscany area of Palm Springs and remains a favorite stop-off for visitors to the Desert.

In recent years Palm Springs has become known as much as a Gay Oasis as a Hollywood playground. Technological advances allowing folks to work from wherever they are and the easy access to an airport (The Palm

Springs International Airport) have contributed to the influx of Gay residents to Palm Springs and surrounding areas. Local estimates are that the Gay and Lesbian population approaches 50%.

Gay visitors to Palm Springs have over 40 gay and lesbian resorts to choose from for their stay; many are clothing optional for those folks who despise tan lines. This wealth of Gay business continues to attract the Gay and Lesbian traveler. By 2001, Palm Springs had rocketed to the top of the must-visit Gay destinations list and received top honors from **Out & About**, a respected travel resource.

While Palm Springs maintains its' small community charm, it plays host to many world class restaurants and exciting gay clubs. The choices are endless ranging from small, intimate venues to the larger, more prominent establishments found in many larger cities throughout the world. As a gay traveler, you will be comfortable enjoying an intimate evening with your lover without feeling uncomfortable anywhere in town.

Although the resorts, restaurants and clubs are attractions of their own, there are plenty of things to occupy you besides the gorgeous sun. Stroll the Village on Palm Canyon Drive and

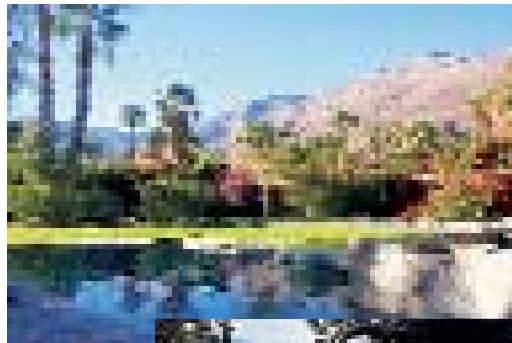
discover a variety of antique shops, galleries, clothing and souvenir shops, and cafés. Visit VillageFest every Thursday evening on Palm Canyon Drive; a street fair with vendors ranging from tasty food displays to arts and crafts, house wares, jewelry and much more.

For your inner-shopper, there are many shopping opportunities available in the Desert. El Paseo Drive in Palm Desert is the Desert's answer to Rodeo Drive in Beverly Hills with fashionable boutique shops and outdoor cafes lining both sides of the drive. Another very popular stop is the outlet malls located in Cabazon (a short 15 minute drive from Palm Springs). If you can't find what you're shopping for at Cabazon, it probably doesn't exist!

Long to soar to new heights? Take a ride on The **Palm Springs Aerial Tramway** which offers spectacular views as you climb 8,400 feet in 20 minutes on the largest vertical cable in the United States. You can also dine at the **Top of the Tram Restaurant** and combination "Ride and Dine" tickets are available after 2:30pm.

Cultural sophisticates will enjoy the **Palm Springs Desert Museum**: which features special exhibitions and permanent exhibitions of art, sculpture and natural science.

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# Gay Resort Markets

## Fire Island, NY

### INTERNET

[www.cherrygrove.com](http://www.cherrygrove.com)  
[www.asthegroveturns.net](http://www.asthegroveturns.net)

## Hawaii

### PRINT

DaKine Magazine: [www.dakinemagazine.com](http://www.dakinemagazine.com)  
 Odyssey Magazine Hawaii: [www.odysseyhawaii.com](http://www.odysseyhawaii.com)

### INTERNET

[www.gayhawaii.com](http://www.gayhawaii.com)  
[www.outspokenhawaii.com](http://www.outspokenhawaii.com)  
[www.outinhawaii.com](http://www.outinhawaii.com)  
[www.hawaii pridemagazine.com](http://www.hawaii pridemagazine.com)

### EVENTS

Maui Gay Pride: [www.mauipride.com](http://www.mauipride.com)  
 Volcano Party: [www.volcanoparty.com](http://www.volcanoparty.com)

### ORGANIZATIONS

The Center Hawaii: [www.thecenterhawaii.org](http://www.thecenterhawaii.org)  
 Maui AIDS Foundation: [www.mauiids.org](http://www.mauiids.org)

## Key West, FL

### PRINT

Celebrate Newspaper: [www.celebratekeywest.com](http://www.celebratekeywest.com)

### INTERNET

[www.gaykeywestfl.com](http://www.gaykeywestfl.com)  
[www.floridakeys.com/gay](http://www.floridakeys.com/gay)  
[www.pistolandenema.com](http://www.pistolandenema.com)

### EVENTS

PrideFest: [www.pridefestkeywest.com](http://www.pridefestkeywest.com)  
 Women Fest: [www.womenfest.net](http://www.womenfest.net)  
 Fantasy Fest: [www.fantasyfest.net](http://www.fantasyfest.net)

### ORGANIZATIONS

Key West Business Guild: [www.gaykeywestfl.com/business.htm](http://www.gaykeywestfl.com/business.htm)  
 Gay & Lesbian Community Center: [www.glcckeywest.org](http://www.glcckeywest.org)

## Ogunquit, ME

### INTERNET

[www.gayogunquit.com](http://www.gayogunquit.com)

## Provincetown, MA

### INTERNET

[www.provincetownfavorites.com](http://www.provincetownfavorites.com)  
[www.edgeptown.com](http://www.edgeptown.com)

### EVENTS

Provincetown Tea Dance: [www.glresorts.com/boatslip](http://www.glresorts.com/boatslip)  
 Provincetown Intl Film Festival: [www.ptownfilmfest.org](http://www.ptownfilmfest.org)

## BUSINESS ASSOCIATIONS

[www.ptown.com](http://www.ptown.com)  
[www.ptownchamber.com](http://www.ptownchamber.com)

## Rehoboth Beach, DE

### PRINT

Exp Magazine: [www.expmagazine.com/midatlantic](http://www.expmagazine.com/midatlantic)

### INTERNET

[www.gaydelaware.com](http://www.gaydelaware.com)

## 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](http://www.discoveryvallarta.com)  
[www.donpato.com/vallarta.html](http://www.donpato.com/vallarta.html)  
[www.doinitright.com](http://www.doinitright.com)  
[www.gayguidevallarta.com](http://www.gayguidevallarta.com)  
[www.gaypuertovallarta.info](http://www.gaypuertovallarta.info)

### EVENTS

Puerto Vallarta Film Festival: [www.puertovallartafilm.com](http://www.puertovallartafilm.com)  
 Beef Dip: [www.beefdip.com](http://www.beefdip.com)

### BUSINESS ASSOCIATIONS

[www.pvgiba.org](http://www.pvgiba.org)

**The McCallum Theater for the Performing Arts** hosts world-class concerts and plays. The Theatre is the Desert's premiere resource for the performing arts, culture and arts education. Performers and performances scheduled for the 2006 season include **Oklahoma!**; **Mozart and Beethoven: Passion and Pathos**; **Dana Carvey, Foreigner** and many more.

For the more adventurous traveler, I suggest a visit to the **Joshua Tree National Park** where you can hike and rock climb to your hearts content. For the novice, they offer classes in rock climbing at the Joshua Tree Rock Climbing School with a certified staff of instructors.

Established in 1970, **The Living Desert** is a non-profit education and conservation center, and one of the most successful zoological parks in the country. Plan an afternoon visiting 1,200 acres where you will find nearly 400 desert animals representing over 150 species including coyotes, bighorn sheep, oryx, zebras, cheetahs and meerkats. The lush botanical gardens represent 10 different desert ecosystems. Be sure to include as part of your visit to the **Living Desert** a stop at **Eagle Canyon**. With its streams, mountain lions, bobcats, Mexican wolves and golden eagles it will likely be a favorite.

The beauty of a visit to Palm Springs is that you can do everything (hike, bike, golf, shop) or nothing at all. So grab that novel you've been meaning to finish and park yourself poolside to enjoy what Palm Springs is the

most famous for – it's awe-inspiring views and delicious California sunshine. Palm Springs is a magical place to visit and a very difficult place to leave.

#### PRINT

Bottom Line: [www.psbottomline.com](http://www.psbottomline.com)  
Desert Daily Guide: [www.desertdailyguide.com](http://www.desertdailyguide.com)  
Palm Springs Pulp: [www.pspulp.com](http://www.pspulp.com)  
Megascene Palm Springs: [www.megasceneps.com](http://www.megasceneps.com)

#### INTERNET

[www.GayPS.com](http://www.GayPS.com)  
[www.PalmSpringsGay.com](http://www.PalmSpringsGay.com)  
[www.GayTravelPalmSprings.com](http://www.GayTravelPalmSprings.com)  
[www.palmSprings.com/gay/](http://www.palmSprings.com/gay/)  
[www.PalmSpringsPreferredGayHotels.com](http://www.PalmSpringsPreferredGayHotels.com)

#### EVENTS

Palm Springs Pride: [www.pspride.org](http://www.pspride.org)  
White Party: [www.jeffreysanker.com](http://www.jeffreysanker.com)  
Dinah Shore Weekend: [www.clubskirts.com](http://www.clubskirts.com)

#### BUSINESS ASSOCIATIONS

[www.dba-ps.com](http://www.dba-ps.com)  
[www.dgtg.org](http://www.dgtg.org)

#### ORGANIZATIONS

Desert Pride Center: [www.desertpridecenter.or](http://www.desertpridecenter.or)

## Featured Organizations:

### GayMediaExpress.com

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**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](http://www.GayMediaExpress.com)*

#### Currently Representing....

- 706,804,321 Banner Impressions
- 9,957,666 Internet Visitors
- 75,896,767 Page Views
- 1,418,125 Targeted E-Mails
- 1,957,625 Print Circulation

#### Demographics....

- 32: Average Age

## Community Marketing's Gay Market Research + Development Lab<sup>SM</sup>

**Community Marketing's Gay Market Research + Development Lab<sup>SM</sup>** 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 Lab<sup>SM</sup>** 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](http://www.CommunityMarketingInc.com)*

# Secondary Markets

## Albany, NY

### PRINT

CommUnity: [www.cdglcc.org](http://www.cdglcc.org)

## Albuquerque and Santa Fe, NM

### EVENTS

Albuquerque Pride: [www.abqpride.com](http://www.abqpride.com)

### BUSINESS ASSOCIATIONS

[www.algcc.org](http://www.algcc.org)

### ORGANIZATIONS

Rainbow Vision Properties: [www.rainbowvisionprop.com](http://www.rainbowvisionprop.com)

### PRINT

New Mexico Voice: [www.newmexicovoice.com](http://www.newmexicovoice.com)

### INTERNET

[www.albuQueerque.com](http://www.albuQueerque.com)

## Asheville, NC

### PRINT

Mixx Magazine: [mixxmagazine.8m.com](http://mixxmagazine.8m.com)

## Austin, TX

### PRINT

Shout Magazine: [www.shouttexas.com](http://www.shouttexas.com)

TXT News Magazine: [www.TXTNewsMagazine.com](http://www.TXTNewsMagazine.com)

### INTERNET

[www.cliqaustin.com](http://www.cliqaustin.com)

### EVENTS

Austin Gay & Lesbian Film Festival: [www.AGLIFF.org](http://www.AGLIFF.org)

Austin Pride Parade: [www.AustinPrideParade.org](http://www.AustinPrideParade.org)

Austin Party Page: [www.partyaustin.com](http://www.partyaustin.com)

### BUSINESS ASSOCIATIONS

[www.aglcc.org](http://www.aglcc.org)

## Baltimore, MD

### PRINT

Gay Life: [www.bgp.org](http://www.bgp.org)

Baltimore Outloud: [www.baltimoreoutloud.com](http://www.baltimoreoutloud.com)

Charm City Pages: [www.aviancemarketing.com](http://www.aviancemarketing.com)

## Boise, ID

### INTERNET

[www.StonewallNews.net](http://www.StonewallNews.net)

### PRINT

Diversity News Magazine: [www.gayidaho.com/diversity](http://www.gayidaho.com/diversity)

## Buffalo, NY

### PRINT

[www.aboutmag.com](http://www.aboutmag.com)

### INTERNET

[www.outcomebuffalo.com](http://www.outcomebuffalo.com)

## Burlington, VT

### PRINT

Out in the Mountains: [www.mountainpridemedia.org](http://www.mountainpridemedia.org)

## Calgary, AB

### PRINT

Gay Calgary Magazine: [www.GayCalgary.com](http://www.GayCalgary.com)

## Charlotte, NC (incl. Raleigh)

### PRINT

QNotes: [www.q-notes.com](http://www.q-notes.com)

### INTERNET

[www.GayCharlotte.com](http://www.GayCharlotte.com)

[www.Rainbow-News.com](http://www.Rainbow-News.com)

[www.OutTriangle.com](http://www.OutTriangle.com)

### EVENTS

Charlotte Pride: [www.charlottepride.org](http://www.charlottepride.org)

PrideFest: [www.ncpride.org](http://www.ncpride.org)

### BUSINESS ASSOCIATIONS

[www.charlottebusinessguild.com](http://www.charlottebusinessguild.com)

[www.tbpg.org](http://www.tbpg.org)

## Charlston, WV

### INTERNET

[www.wvasqueernews.com](http://www.wvasqueernews.com)

## Cincinnati, OH

### PRINT

GLBT News of Greater Cincinnati: [www.greatercincinnatiigbtnews.com](http://www.greatercincinnatiigbtnews.com)

### INTERNET

[www.GayCincinnati.com](http://www.GayCincinnati.com)

### EVENTS

Cincy Pride: [www.cincypride.com](http://www.cincypride.com)

### ORGANIZATIONS

Stonewall Cincinnati: [www.stonewallcincinnati.org](http://www.stonewallcincinnati.org)

GLBT Center Cincinnati: [www.glbtcincincinnati.org](http://www.glbtcincincinnati.org)

## Cleveland, OH

### PRINT

Gay People's Chronicle: [www.gaypeopleschronicle.com](http://www.gaypeopleschronicle.com)

### EVENTS

Cleveland Pride: [www.clevelandpride.org](http://www.clevelandpride.org)

### BUSINESS ASSOCIATIONS

[www.NetworkMetroCleveland.com](http://www.NetworkMetroCleveland.com)

### ORGANIZATIONS

Cleveland Lesbian/Gay Community Center: [www.LGCSC.org](http://www.LGCSC.org)

## Columbia, SC

### EVENT

SC Gay & Lesbian Pride: [www.scglpm.org](http://www.scglpm.org)

## Columbus, OH

### PRINT

Outlook News: [www.OutlookNews.com](http://www.OutlookNews.com)

### BUSINESS ASSOCIATIONS

[www.NetworkColumbus.com](http://www.NetworkColumbus.com)

### ORGANIZATIONS

Stonewall Columbus: [www.stonewall-columbus.org](http://www.stonewall-columbus.org)

## Dayton, OH

### INTERNET

[www.gaydayton.org](http://www.gaydayton.org)

**Denver, CO****PRINT**

Ink Magazine: [www.denvergay.com](http://www.denvergay.com)  
 Outfront Colorado: [www.outfrontcolorado.com](http://www.outfrontcolorado.com)

**INTERNET**

[www.GayDenver.com](http://www.GayDenver.com)  
[www.GayColorado.com](http://www.GayColorado.com)  
[www.ColoradoOutspoken.org](http://www.ColoradoOutspoken.org)  
[www.FortPride.org](http://www.FortPride.org)

**EVENTS**

Boulder Pride: [www.BoulderPride.org](http://www.BoulderPride.org)

**BUSINESS ASSOCIATIONS**

[www.coloradobusinesscouncil.com](http://www.coloradobusinesscouncil.com)

**ORGANIZATIONS**

Colorado Gay & Lesbian Center: [www.coloradoglb.org](http://www.coloradoglb.org)  
 Relatively Wilde: [www.relativelywilde.com](http://www.relativelywilde.com)

**Detroit, MI****PRINT**

Metra Magazine: [www.metramagazine.com](http://www.metramagazine.com)  
 Cruise Magazine: [www.cruisemagazineonline.com](http://www.cruisemagazineonline.com)  
 Between The Lines: [www.pridesource.com](http://www.pridesource.com)

**INTERNET**

[www.pridesource.com](http://www.pridesource.com)

**EVENTS**

Motor City Pride: [www.motorcitypride.com](http://www.motorcitypride.com)  
 Hotter Than JulyBlack Pride: [www.hotterthanjuly.com](http://www.hotterthanjuly.com)

**Edmonton, AB****PRINT**

Times 10 Magazine: [www.times10.org](http://www.times10.org)  
 Fresh Magazine: [www.freshmagazine.ca](http://www.freshmagazine.ca)

**ORGANIZATIONS**

Pride Centre: [www.pridecentreofedmonton.org](http://www.pridecentreofedmonton.org)

**Hartford, CT****PRINT**

Metroline: [www.metroline-online.com](http://www.metroline-online.com)

**Houston, TX****PRINT**

Houston Voice: [www.HoustonVoice.com](http://www.HoustonVoice.com)  
 TXT News Magazine: [www.TXTNewsMagazine.com](http://www.TXTNewsMagazine.com)  
 OutSmart Magazine: [www.outsmartmagazine.com](http://www.outsmartmagazine.com)  
 H.E.R.S. Houston: [www.hershouston.com](http://www.hershouston.com)

**INTERNET**

[www.GayHouston.net](http://www.GayHouston.net)  
[www.HoustonGayGuide.com](http://www.HoustonGayGuide.com)  
[www.hershouston.com](http://www.hershouston.com)

**EVENTS**

Houston Pride: [www.pridehouston.org](http://www.pridehouston.org)  
 Houston Gay & Lesbian Film Festival: [www.hglff.org](http://www.hglff.org)

**BUSINESS ASSOCIATIONS**

[www.ghglcc.org](http://www.ghglcc.org)

**Indianapolis, IN****PRINT**

Outlines: [www.indygaynews.com](http://www.indygaynews.com)  
 The Word: [www.the-word-online.com](http://www.the-word-online.com)

**INTERNET**

[www.GayIndy.org](http://www.GayIndy.org)  
[www.pridelafayette.org](http://www.pridelafayette.org)

**EVENTS**

Indy Pride: [www.indyprideinc.com](http://www.indyprideinc.com)

**Jacksonville, FL****PRINT**

Out In The City Newspaper: [www.oitcnewspaper.com](http://www.oitcnewspaper.com)  
 The Weekly News: [www.TWNOnline.org](http://www.TWNOnline.org)

**INTERNET**

[www.GayJax.com](http://www.GayJax.com)

**EVENTS**

First Coast Pride: [www.firstcoastpride.com](http://www.firstcoastpride.com)

**Kansas City, MO and KS****PRINT**

Liberty Press: [www.libertypress.net](http://www.libertypress.net)  
 Midwest Times: [www.midwesttimes.com](http://www.midwesttimes.com)  
 Verge Magazine: [www.jpmediagroup.com](http://www.jpmediagroup.com)  
 Camp KC: [www.CampKC.com](http://www.CampKC.com)

**INTERNET**

[www.GayKansas.com](http://www.GayKansas.com)

**EVENTS**

Kansas City Pride: [www.kansascitygaypride.com](http://www.kansascitygaypride.com)  
 Kansas City Gay & Lesbian Film Festival: [www.kcgayfilmfest.org](http://www.kcgayfilmfest.org)

**ORGANIZATIONS**

Lesbian & Gay Community Center: [www.lgcc-kc.org](http://www.lgcc-kc.org)

**Las Cruces, NM****PRINT**

Normal Heart: [www.zianet.com/tnh/](http://www.zianet.com/tnh/)

**Las Vegas, NV****PRINT**

QVegas Magazine: [www.QVegas.com](http://www.QVegas.com)  
 Out Las Vegas: [www.OutLasVegas.com](http://www.OutLasVegas.com)  
 Vegas Gay Yellow Pages: [www.VegasGayYellowPages.com](http://www.VegasGayYellowPages.com)  
 Las Vegas Night Beat

**INTERNET**

[www.GayLasVegas.com](http://www.GayLasVegas.com)  
[www.VegasOneSource.com](http://www.VegasOneSource.com)

**EVENTS**

Las Vegas Pride: [www.lasvegaspride.org](http://www.lasvegaspride.org)

**BUSINESS ASSOCIATIONS**

[www.lambdalv.com](http://www.lambdalv.com)

**ORGANIZATIONS**

Gay & Lesbian Community Center: [www.thecenter-lasvegas.com](http://www.thecenter-lasvegas.com)  
 Pride Factory: [www.PrideFactory.com](http://www.PrideFactory.com)

**Louisville, KY****PRINT**

The Letter: [www.gaykentuckiana.com](http://www.gaykentuckiana.com)

**INTERNET**

[www.gaylouisville.com](http://www.gaylouisville.com)

**Madison, WI****EVENTS**

Madison Pride: [www.madisonpride.org](http://www.madisonpride.org)

**ORGANIZATIONS**

Outreach Gay & Lesbian Center: [www.outreachinc.com](http://www.outreachinc.com)

**Milwaukee, WI****PRINT**

Outbound Wisconsin: [www.outboundwi.com](http://www.outboundwi.com)

Quest: [www.quest-online.com](http://www.quest-online.com)  
 Queer Life News: [www.queerlifeneeds.com](http://www.queerlifeneeds.com)

**INTERNET**

[www.instepnews.com](http://www.instepnews.com)

**EVENTS**

Milwaukee Pridefest Milwaukee: [www.pridefest.com](http://www.pridefest.com)

**ORGANIZATIONS**

Milwaukee LGBT Community Center: [www.mkelgbt.org](http://www.mkelgbt.org)

Milwaukee GAMMA: [www.milwaukeegamma.com](http://www.milwaukeegamma.com)

**Minneapolis, MN****PRINT**

Lavender Magazine: [www.lavendermagazine.com](http://www.lavendermagazine.com)

**INTERNET**

[www.gaympls.com](http://www.gaympls.com)

[www.glbtc.com](http://www.glbtc.com)

[www.glbtcminneapolis.org](http://www.glbtcminneapolis.org)

[www.qminnesota.com](http://www.qminnesota.com)

**EVENTS**

Twin Cities Pride: [www.tcpride.org](http://www.tcpride.org)

**BUSINESS ASSOCIATIONS**

[www.twincitiesquorum.com](http://www.twincitiesquorum.com)

**ORGANIZATIONS**

Outfront Minnesota: [www.outfront.org](http://www.outfront.org)

District 202: [www.dist202.org](http://www.dist202.org)

**Nashville, TN****PRINT**

Out and About Newspaper: [www.outandabouthnashville.com](http://www.outandabouthnashville.com)

Church St. Freedom Press: [www.churchstreetfreedompress.com](http://www.churchstreetfreedompress.com)

Xenogeny: [www.xenogeny.com](http://www.xenogeny.com)

**INTERNET**

[www.gaychattanooga.com](http://www.gaychattanooga.com)

**EVENTS**

Nashville Pride: [www.nashvillepride.org](http://www.nashvillepride.org)

**BUSINESS ASSOCIATIONS**

[www.nashpros.org](http://www.nashpros.org)

**ORGANIZATIONS**

Rainbow Community Center: [www.rainbowcommunitycenter.org](http://www.rainbowcommunitycenter.org)

Equality Knoxville: [www.equalityknoxville.com](http://www.equalityknoxville.com)

**New Jersey****PRINT**

Out In Jersey: [www.outinjersey.net](http://www.outinjersey.net)

**INTERNET**

[www.njgaylife.com](http://www.njgaylife.com)

[www.gayasburypark.com](http://www.gayasburypark.com)

**EVENTS**

Jersey Pride: [www.jerseypride.org](http://www.jerseypride.org)

**ORGANIZATIONS**

New Jersey Lesbian & Gay Coalition: [www.njlgc.org](http://www.njlgc.org)

Pride Center of NJ: [www.pridecenter.org](http://www.pridecenter.org)

Different Light Books: [www.adlbooks.com](http://www.adlbooks.com)

**Orlando, FL****PRINT**

Watermark News Magazine: [www.WatermarkOnline.com](http://www.WatermarkOnline.com)

**INTERNET**

[www.GayOrlando.com](http://www.GayOrlando.com)

**EVENTS**

Gay Days Orlando: [www.GayDays.com](http://www.GayDays.com)

**ORGANIZATIONS**

GLBT Community Center: [www.glbcc.org](http://www.glbcc.org)

**Phoenix, AZ (incl. Tucson)****PRINT**

Echo Magazine: [www.echomag.com](http://www.echomag.com)

Ionaz Magazine: [www.ionaz.com](http://www.ionaz.com)

'N Touch: [www.ionaz.com](http://www.ionaz.com)

Outlook AZ: [www.outlookaz.com](http://www.outlookaz.com)

Tucson Observer: [www.tucsonobserver.com](http://www.tucsonobserver.com)

Heatstroke News

X Factor: [www.xfactor.com](http://www.xfactor.com)

**INTERNET**

[www.gayphoenix.com](http://www.gayphoenix.com)

[www.azgays.com](http://www.azgays.com)

[www.cochise-pride.net](http://www.cochise-pride.net)

**EVENTS**

Phoenix Gay Pride: [www.azpride.org](http://www.azpride.org)

Tucson Pride: [www.tucsonpride.com](http://www.tucsonpride.com)

**BUSINESS ASSOCIATIONS**

[www.gpglcc.org](http://www.gpglcc.org)

[www.cbatuson.org](http://www.cbatuson.org)

**ORGANIZATIONS**

Wingspan Gay & Lesbian Community Center: [www.wingspan.org](http://www.wingspan.org)

1n10: [www.1n10.org](http://www.1n10.org)

**Pittsburgh, PA****PRINT**

Out Pub: [www.outpub.com](http://www.outpub.com)

**EVENTS**

Pittsburgh Gay & Lesbian Film Festival: [www.pilgff.org](http://www.pilgff.org)

**ORGANIZATIONS**

Gay & Lesbian Community Center: [www.glccpgh.org](http://www.glccpgh.org)

**Portland, OR****PRINT**

Just Out: [www.justout.com](http://www.justout.com)

Portland Gay Yellow Pages: [www.PDXGayYellowPages.com](http://www.PDXGayYellowPages.com)

**INTERNET**

[www.gayportland.com](http://www.gayportland.com)

[www.gaypdx.com](http://www.gaypdx.com)

[www.gayfuninportlandmaine.com](http://www.gayfuninportlandmaine.com)

**EVENTS**

Pride Northwest: [www.pridenw.org](http://www.pridenw.org)

**BUSINESS ASSOCIATIONS**

[www.paba.com](http://www.paba.com)

**Providence, RI****INTERNET**

[www.edgeprovidence.com](http://www.edgeprovidence.com)

**ORGANIZATIONS**

Rhode Island Pride: [www.prideri.com](http://www.prideri.com)

**Reno, NV****PRINT**

Outlands Magazine: [www.OutlandsMagazine.com](http://www.OutlandsMagazine.com)

Sierra Voice: [www.sierravoice.com](http://www.sierravoice.com)

**EVENTS**

Lake Tahoe Winterfest: [www.LakeTahoeWinterfest.com](http://www.LakeTahoeWinterfest.com)

**Organizations**

A Rainbow Place: [www.arainbowplace.org](http://www.arainbowplace.org)

**Richmond, VA****PRINT**

Out and About

**INTERNET**

[www.GayRichmond.com](http://www.GayRichmond.com)  
[www.shoutmag.com](http://www.shoutmag.com)

**Rochester, NY****PRINT**

QNortheast Magazine: [www.qnortheast.com](http://www.qnortheast.com)  
 About Magazine: [www.aboutmag.com](http://www.aboutmag.com)

**Sacramento, CA****PRINT**

Valley Rainbow Pages: [www.valleyrainbowpages.com](http://www.valleyrainbowpages.com)  
 Mom Guess What Newspaper: [www.mgwnews.com](http://www.mgwnews.com)  
 Outword Magazine: [www.outwordmagazine.com](http://www.outwordmagazine.com)

**INTERNET**

[www.outsacramento.com](http://www.outsacramento.com)  
[www.gaysac.com](http://www.gaysac.com)  
[www.qsac.net](http://www.qsac.net)  
[www.q-ragg.com](http://www.q-ragg.com)

**EVENTS**

Rainbow Festival Street Fair: [www.rainbowfestival.com](http://www.rainbowfestival.com)  
 Lambda Freedom Fair: [www.lambdasac.org/fair/](http://www.lambdasac.org/fair/)

**ORGANIZATIONS**

Lambda Community Center: [www.lambdasac.org](http://www.lambdasac.org)  
 Lavender Library: [www.lavenderlibrary.org](http://www.lavenderlibrary.org)

**Salt Lake City, UT****PRINT**

Salt Lake Metro: [www.slmetro.com](http://www.slmetro.com)  
 The Pillar: [www.the-pillar.com](http://www.the-pillar.com)

**EVENTS**

Utah Pride: [www.utahpride.org](http://www.utahpride.org)

**San Antonio, TX****PRINT**

Spots Magazine: [www.spotsmagazine.com](http://www.spotsmagazine.com)

**Savannah, GA****INTERNET**

[www.gaysavannah.com](http://www.gaysavannah.com)

**St. Louis, MO****PRINT**

Vital Voice: [www.thevitalvoice.com](http://www.thevitalvoice.com)  
 Exp Magazine: [www.expmagazine.com](http://www.expmagazine.com)  
 Twist Magazine: [www.stltwist.com](http://www.stltwist.com)

**INTERNET**

[www.stlouisgayguide.com](http://www.stlouisgayguide.com)  
[www.gaysaintlouis.com](http://www.gaysaintlouis.com)

**EVENTS**

Pride St. Louis: [www.pridestl.org](http://www.pridestl.org)

**ORGANIZATIONS**

Growing American Youth: [www.growingamericanyouth.org](http://www.growingamericanyouth.org)

**Tampa and St. Petersburg, FL****PRINT**

Watermark News Magazine: [www.WatermarkOnline.com](http://www.WatermarkOnline.com)  
 Alternative Yellow Pages: [www.AlternativeYellowPages.com](http://www.AlternativeYellowPages.com)

**INTERNET**

[www.queertampa.com](http://www.queertampa.com)  
[www.gaytampa.com](http://www.gaytampa.com)  
[www.gaynaples.net](http://www.gaynaples.net)

**EVENTS**

Pride Film Fest: [www.pridefilmfest.com](http://www.pridefilmfest.com)  
 Gainesville Pride: [www.gainesvillepride.org](http://www.gainesvillepride.org)  
 Sarasota Pride: [www.sarasotapride.com](http://www.sarasotapride.com)

**BUSINESS ASSOCIATIONS**

[www.tbbg.org](http://www.tbbg.org)  
[www.swfbg.org](http://www.swfbg.org)

**Toledo, OH****INTERNET**

[www.gayintoledo.com](http://www.gayintoledo.com)

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

Gayly Oklahoman: [www.gayly.com](http://www.gayly.com)  
 Ozark Star: [www.ozarksstar.com](http://www.ozarksstar.com)

**INTERNET**

[www.gayokc.com](http://www.gayokc.com)

**EVENTS**

Albuquerque Pride: [www.abqpride.com](http://www.abqpride.com)

**BUSINESS ASSOCIATIONS**

[www.turborainbow.com](http://www.turborainbow.com)

**ORGANIZATIONS**

Tulsa Oklahomans for Human Rights: [www.tohr.org](http://www.tohr.org)

**Vancouver, BC****PRINT**

Outlooks Magazine: [www.outlooks.ca](http://www.outlooks.ca)  
 XTRA!: [www.xtra.ca](http://www.xtra.ca)

**INTERNET**

[www.gayvan.com](http://www.gayvan.com)  
[www.gayvancouver.net](http://www.gayvancouver.net)  
[www.queerbc.com](http://www.queerbc.com)

**EVENTS**

Vancouver Pride: [www.vanpride.bc.ca](http://www.vanpride.bc.ca)  
 Out On Screen Queer Film Festival: [www.outonscreen.com](http://www.outonscreen.com)  
 Out On The Slopes: [www.outontheslopes.com](http://www.outontheslopes.com)

**BUSINESS ASSOCIATIONS**

[www.glba.org](http://www.glba.org)

**Winnipeg, MB****PRINT**

Swerve Magazine: [www.swervemedia.org](http://www.swervemedia.org)



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# The UK Gay Market

The **United Kingdom (UK)** encompasses many vibrant gay-friendly cities including **London, Manchester, Brighton, Glasgow** and **Edinburgh**, as well as other centres such as Liverpool, Blackpool and Birmingham. The UK has historically been one of the most progressive and welcoming regions worldwide for the gay & lesbian community. In fact, as of December 5th, 2005, same-sex couples began registering **Civil Partnerships**, and the first ceremonies took place on December 20th, ensuring that the UK continues as a forward-thinking and welcoming nation, and one of Europe's most important gay markets.

European gay marketing agency Out Now Consulting predict that the number of gay honeymoons taking place in coming years may top 274,000 UK gay couples and involve total spending in excess of USD\$1 billion.

Of all of the cities in the UK, **London** has the largest gay and lesbian population. From the bars, restaurants and clubs in Soho, considered the heart of gay London, to the various neighborhoods all throughout the city, gay life in London is easy to find.

**Manchester** is one of England's most popular gay and lesbian cities, with the gay village on Canal Street sporting quite a number of gay pubs, restaurants and clubs.

In the south of England, just one hour by train from London, **Brighton** is the perfect escape for those seeking fresh sea air combined with a lively gay and lesbian scene. Known as "London-by-the-sea", Brighton is not only Britain's 2nd largest gay community, but was also the first city to launch a 'pink wedding waiting list', and will become one of Britain's flagship cities for same-sex weddings. The city also offers specialist shopping in 'The Lanes' featuring chic fashion boutiques, vintage clothing and record stores, and a popular beach, pier and seafront.

## Current corporate marketing activity in the GLBT marketplace.

Here are just a few of the many brands that target gay customers in the UK in 2006:

**VisitBritain, VisitLondon** and **Marketing Manchester** tourist boards have been marketing their respective destinations to the GLBT community for several years now. Their campaigns have been quite extensive, including print, Internet, event and outdoor billboard advertising. Manchester played host to the 2003 IGLTA Symposium, and coupled with EuroPride being held here as well, helped place Manchester on the short list of top gay & lesbian destinations worldwide, side by side with London, one of the early GLBT destination top contenders! London hosts the 2006 EuroPride event again bringing focus back onto the UK's importance as a gay market centre.

**Barclays Bank** is holding a series of seminars in cities where there is a significant gay population to explain the financial implications of civil partnerships to existing and potential gay and lesbian customers. Barclays has paid for 300,000 copies of Get hitched!, a guide to 'gay weddings' to help explain the rights and responsibilities involved. Gives funds to gay rights group Stonewall and has floats at Pride, the big gay festivals.

**Hilton Hotels** is wooing gay couples to hold civil partnership celebration parties at its 70 branches across the UK; some are licensed to hold the registration ceremony itself.

**L'Oréal** is advertising its Hydra Energetic Daily Anti-Fatigue Lotion for men in publications such as FHM and Loaded with a man beside the words 'You think you look the business. She thinks you look over-worked'. In publications such as Attitude and Gay Times, the 'she' has become 'he'.

In addition, the music industry has done a variety of UK promotions and advertising lately, including Warner Music and EMI.

## Statistics

**6%** of the population, or about **3.0 million adult Britons**, are either gay or lesbian, the UK government's first attempt to quantify the homosexual population has concluded.

Whitehall officials have answered the much-debated question 'how many of us are gay?' by declaring that the true number is one in 16.66. Previous answers have ranged from one in five to as few as one in a hundred, and many people have believed the figure to be one in ten.

\***Gaydar.co.uk** has over 3 million members. According to Hitwise, the leading online competitive intelligence service, Gaydar.co.uk is the UK's largest Dating and Gay and Lesbian website by share of visits (October 2005). In that month, Gaydar.co.uk received 13.95% of all visits made to dating websites, ahead of heterosexual focused websites such as DatingDirect.com (7.99% share of visits), udate.com (4.89% share of visits) and Match.com (3.47% share of visits). Visitors spent just over 39 minutes on Gaydar.co.uk in October 2005, 22 minutes longer than the average time spent on a dating website in the month.

Treasury actuaries came up with the estimate when analyzing the financial implications of the new Civil Partnerships Act, which came into force in December 2005 and allows same-sex partners to marry and gives them similar rights to married couples in areas such as taxes, pensions and inheritance.

There are an estimated 1.5 to 2 million gay men, lesbians and bisexuals in the 30 million-strong workforce, according to the Department of Trade and Industry. Given the UK population is just under 60 million, this means that the gay community has between **3 and 4 million members**.

A **Diva** and **Gay Times Reader Study**, conducted by **Out Now Consulting**, revealed that gay and lesbian people have greater disposable income than heterosexuals. Among the 1,000 gays who took part, men

had spent on average £626 and women £519 on holidays and mini-breaks. Gay men also spent more than lesbians on clothing, £374 compared with £249, as well as furniture and fittings, where they typically spent £300 to women's £263.

The study also found that the typical gay man working full-time earns an average **£34,168**, compared to £24,783 for a lesbian. Both figures, though, are much higher than the salaries earned by the average male and female British worker of **£24,236** and £18,531 respectively.

In terms of the recent **Civil Partnership Act** which became law in December 2005, the Out Now study also reveals that there will be an explosion of happy couples registering their partnership, marrying and even celebrating their union with honeymoons. 70% of *Diva* readers are currently in a relationship and 29% are single. 48% of the *Gay Times* sample were single, 50% were in a relationship. Of the female couples 43% preferred the option of registering their Civil Partnership to full marriage (38%), whereas with *Gay Times* 51% preferred Civil Partnership to full marriage (29%). 54% of the *Diva* sample intend to register their partnership from December 2005 onwards, compared to 39% of the *Gay Times* sample. 71% of the lesbian couples intend to take a honeymoon afterwards, compared to 57% for gay male couples.

A similar Readers Survey conducted by **Out Now Consulting** with **Bent Magazine** readers in 2004 found the following:

- The education level of their readers was very high, with **49.9%** holding a university degree.
- **51.7%** purchased goods online during the past 12 months, with an average spend of **£342**.
- **1 in 6** respondents intend to purchase a new car
- **1 in 4** respondents intend to purchase a digital camera

Extrapolating the data results to calculate the total value of the UK gay and lesbian market yields the following results:

**Total income** = 60 billion pounds per annum (note B for billion)

Total spend on the following categories (all figures are per annum, in British pounds sterling):

**CDs:** 820 million  
**DVDs:** 635 million  
**Books:** 650 million  
**Magazines:** 605 million  
**Leisure travel:** 3.5 billion  
**Cologne/toiletries:** 850 million  
**Mobile phone bills:** 1.2 billion  
**Home phone bills:** 1 billion  
**Internet access:** 540 million  
**Clothing:** 1.9 billion

**\*Source notes:**

- i) Whitehall government data. Total numbers of UK gays and lesbians = 3 million. December 2005.
- ii) Primary data from Bent, Diva and Gay Times magazines
- iii) Extrapolated data from Out Now Consulting calculations. If data is reprinted at any time sources must be acknowledged, and include <http://www.OutNowConsulting.com>

Statistical Information and other support provided by **Out Now Consulting**. **Out Now Consulting** are Europe's leading specialists in gay and lesbian marketing, with more than 15 years experience in advising diverse client brands including IBM, Toyota, Barclays Bank, German National Tourist Office, South African Tourism, Lufthansa and Citibank. Services include advertising, public relations, market research, strategy development and implementation and staff training. Out Now can bring more than 20 million new consumers to your brand, contact them to learn more [info@OutNowConsulting.com](mailto:info@OutNowConsulting.com) / [www.OutNowConsulting.com](http://www.OutNowConsulting.com)

*If any data listed above is re-published it must be referenced to both Out Now Consulting citing [www.OutNowConsulting.com](http://www.OutNowConsulting.com) as well as the source publications.*

**INTERNET**

[www.RainbowNetwork.com](http://www.RainbowNetwork.com)  
[www.BritanniaMan.co.uk](http://www.BritanniaMan.co.uk)  
[www.Gaydar.co.uk](http://www.Gaydar.co.uk)\*  
[www.GaydarGirls.com](http://www.GaydarGirls.com)  
[www.GayLondon.co.uk](http://www.GayLondon.co.uk)  
[www.VisitGayBritain.com](http://www.VisitGayBritain.com)  
[uk.Gay.com](http://uk.Gay.com)  
[www.OutUK.com](http://www.OutUK.com)  
[www.GayGuide.co.uk](http://www.GayGuide.co.uk)  
[www.GayYouthUK.org.uk](http://www.GayYouthUK.org.uk)  
[www.London.GayData.co.uk](http://www.London.GayData.co.uk)  
[www.GayBrighton.com](http://www.GayBrighton.com)  
[www.PinkNews.co.uk](http://www.PinkNews.co.uk)

**EVENTS**

London Gay & Lesbian Film Festival:  
[www.lgff.org.uk](http://www.lgff.org.uk)  
 Oxford Pride: [www.OxfordPride.org.uk](http://www.OxfordPride.org.uk)  
 Bear Pride: [www.BearPride.co.uk](http://www.BearPride.co.uk)  
 Brighton Pride: [www.BrightonPride.org](http://www.BrightonPride.org)  
 Pride London: [www.PrideLondon.org](http://www.PrideLondon.org)  
 EuroPride London 2006:  
[www.EuroPride.org](http://www.EuroPride.org)  
 Big Gay Out: [www.BigGayOut.com](http://www.BigGayOut.com)  
 Glasgow Pride: [www.glasgay.co.uk](http://www.glasgay.co.uk)  
 Mr. Gay UK: <http://www.MrGayUK.co.uk>

**RADIO**

[www.GaydarRadio.com](http://www.GaydarRadio.com)

**BUSINESS ASSOCIATIONS**

[www.gba.org.uk](http://www.gba.org.uk)  
[www.circa-club.com](http://www.circa-club.com)  
[www.jaketm.org](http://www.jaketm.org)

**ORGANIZATIONS**

Prowler: [www.ProwlerDirect.co.uk](http://www.ProwlerDirect.co.uk)

**MARKETING SPECIALIST AGENCY**

Out Now: [www.OutNowConsulting.com](http://www.OutNowConsulting.com)

**BUSINESS DIRECTORY LINKS:**

<http://www.gaybusinessworld.com/regions/london-england-uk.cfm>  
<http://london.gaymonkey.com/lambda/>

**Resources (London, Brighton and National UK)**

**PRINT (National)**

Gay Times UK: [www.GayTimes.co.uk](http://www.GayTimes.co.uk)  
 Diva Magazine: [www.DivaMag.co.uk](http://www.DivaMag.co.uk)  
 Bent Magazine: [www.bent.com](http://www.bent.com)  
 Refresh Magazine: [www.RefreshMag.co.uk](http://www.RefreshMag.co.uk)  
 AXM Magazine: [www.AXM-Mag.com](http://www.AXM-Mag.com)  
 Attitude Magazine: [www.Attitude.co.uk](http://www.Attitude.co.uk)  
 G3: [www.g3mag.co.uk](http://www.g3mag.co.uk)  
 Wide Open: [www.wide-open.co.uk](http://www.wide-open.co.uk)  
 Gay-to-Z Directory: [www.GayToZ.com](http://www.GayToZ.com)  
 Pink Paper: [www.PinkPaper.com](http://www.PinkPaper.com)  
 Positive Nation: [www.PositiveNation.co.uk](http://www.PositiveNation.co.uk)  
 Hot Magazine: [www.Hot-Magazine.co.uk](http://www.Hot-Magazine.co.uk)

**PRINT (Local)**

QX Magazine: [www.QXMagazine.com](http://www.QXMagazine.com) (London)  
 Free!: [www.FreeMag.net](http://www.FreeMag.net) (Ireland)  
 Gscene: [www.GScene.com](http://www.GScene.com) (Brighton)  
 3Sixty: [www.3SixtyMag.co.uk](http://www.3SixtyMag.co.uk) (Brighton)  
 Boyz : [www.boyz.co.uk](http://www.boyz.co.uk) (London)

**Resources (Manchester)**

**PRINT**

Manzone Magazine: [www.ManzoneMag.co.uk](http://www.ManzoneMag.co.uk)  
 Midland Zone: [www.ZoneMag.com](http://www.ZoneMag.com) (Birmingham)  
 Out Northwest: [www.lgf.org.uk](http://www.lgf.org.uk)

**INTERNET**

[www.VisitGayManchester.com](http://www.VisitGayManchester.com)  
[www.GayManchester.co.uk](http://www.GayManchester.co.uk)  
[www.QueerQuarter.com](http://www.QueerQuarter.com)

**EVENTS**

Manchester Pride: [www.ManchesterMardiGras.com](http://www.ManchesterMardiGras.com)  
 Birmingham Pride: [www.BirminghamGayPride.co.uk](http://www.BirminghamGayPride.co.uk)

**ORGANIZATIONS**

Lesbian & Gay Foundation: [www.lgf.org.uk](http://www.lgf.org.uk)  
 Essential: [www.EssentialManchester.com](http://www.EssentialManchester.com)  
 Queer Manchester: [www.Queer-Manchester.com](http://www.Queer-Manchester.com)

**BUSINESS DIRECTORY LINKS:**

<http://www.gaybusinessworld.com/regions/manchester-england-uk.cfm>  
<http://manchester.gaymonkey.com/lambda/>

# Asian Gay Market

Globalization, the Internet and an increasing acceptance of gays & lesbians worldwide has had a dramatic and irreversible impact on even the most conservative of Asian countries. As newly visible and more organized gay communities develop and flourish throughout the region, so too do the marketing and economic opportunities for American and other foreign investors looking to capitalize on this relatively untapped yet highly coveted demographic.

The immense success of gay-specific advertising campaigns in North America, like those of such prominent companies as Aetna, American Airlines, American Express, Avis, General Motors, IBM, Ikea, Johnson & Johnson, Macy's, Merck, Neiman Marcus, Orbitz, Subaru and Virgin Megastores, among others, has unleashed an international corporate quest to court this historically lucrative market and its rising growth potential throughout the region.

Thanks to skyrocketing Internet usage in Asia in recent years, the Compound Annual Growth Rate (CAGR) between 1999 and 2004 registered at an impressive 40%, with an estimated 95 million users in 2004, up from 21 million in 1999. Combined with a booming eCommerce market worth an estimated US \$87.5 billion in 2004, up from just US \$2.2 billion in 2002 (145% CAGR), aggregate online advertising in Asian countries has grown at a staggering CAGR of 426%, resulting in revenues of US \$1.5 billion in 2001.

*(All statistics in the above paragraph are based on those provided in IDC (Internet Commerce Market Model(tm)), Goldman Sachs Asian Internet Report (1999), and Morgan Stanley Dean Witter's Asian Internet Primer (2001).*

With most gay households exceeding the national median income average of US \$55,670, according to the 2003 Census. Gays & lesbians have become an extremely valuable target customer base thanks to generally higher levels of disposal income. When studies suggesting that 65% of gays & lesbians use the Internet more than once a day are factored in, along with estimates that 71% of them make purchases online, it becomes clear which group is responsible for much of the reported 45% growth in Asian Internet spending between 1997 and 2003.

In the United States, almost 21% of gays & lesbians in the 35-44 year-old range frequently visit financial websites, while 24% manage or track finances, stocks and bank accounts online. 60% also believe that theirs is an unrecognized market that's long overdue to be tapped, while 89% of gays & lesbians polled revealed that they'd be more likely to buy products whose advertising is geared specifically towards them.

As for individual markets, many of Asia's major cities are experiencing radical changes in their respective gay & lesbian landscapes, with some emerging from obscurity while others are expanding exponentially.

**Singapore** may still technically outlaw homosexuality, but its growing tolerance and escalating visibility of gays & lesbians are unmistakable. Notoriously conservative and strict customs are slowly giving way to Western influences, which in turn is attracting many gay visitors who are looking to experience both Singapore's traditional heritage and its newly thriving nightlife scene.

Long synonymous with gay culture in the U.S. and Europe, nightlife is fast becoming an integral industry and major tourist draw in such urban metropolises as **Tokyo** and **Bangkok**. Advertisements for Madonna's latest album, along with those for other Western entertainers, are now

ubiquitous in Asia's major cities, providing a clear sign of American society's cultural influence on the region and related economic potential.

While it is uncertain how cultural and religious attitudes towards Asia's gay community will ultimately play out, the viability of its economic power and the vast opportunities it affords are clearly evident. So it is in this spirit that we present the following resource guide to help you navigate Asia's rapidly growing gay & lesbian media marketplaces while introducing your company and its products or services to this remarkably fertile customer base.

## GAY MEDIA IN THE PHILIPPINES

The Philippines is rapidly becoming one of Asia's most popular gay destinations. Centrally located in Southeast Asia, the country is known for its tropical climate, exquisite beaches and friendly people. Filipinos, including gays and lesbians, are quickly getting wired for internet access. According to Filipino search portal YEHEH!, the number of internet users in the Philippines will grow to 7 million people by the end of 2005. For advertisers looking to grow their visibility in the lucrative Filipino GLBT marketplace, internet advertising is a cost-effective way to drive new business. Companies that are looking to make an impact in print can also consider advertising in the Philippines gay magazines. Traditionally, print advertising promotes brand awareness in your target market of choice. The region is also host to a number of large-scale events that draw gays & lesbians from all over the world, and that provide unique and flexible sponsorship opportunities.

### Icon Magazine

<http://www.iconmag.com.ph/>  
ICON is marketed as "the first modest magazine for the new Filipino with an alternative lifestyle" that includes gays, lesbians, bisexuals, trans-genders and metrosexuals. It is a quarterly magazine that addresses "relevant issues of its direct market," while also providing the rest of society an adequate level of awareness about this community. Features include news, editorial commentary, fashion, travel, health & fitness and entertainment.



### Generation Pink

<http://gp.circuitasia.com/index.asp>  
Generation Pink is a glossy publication for the forward-thinking Filipino GLBT community. The magazine features a number of recurring items in its publication, including periodic essays about pink and pride issues, interviews, beauty & grooming, sex & relationships and editorial pieces about political issues.



### Fabuloush

<http://www.fabuloush.com>  
Fabuloush markets itself as a "community site" that is designed for the diverse community of gays, lesbians, bisexuals, and trans-genders. With its forums and match-making personals, the site provides

people with the opportunity to express themselves and establish new friendships. People need to sign up for a free membership to take advantage of all the features the site offers. Once they are a member they can also use the site to send private messages, which guarantees a high percentage of return traffic and loyal readership. Articles and news stories keep the members updated about events, trends and issues.

#### YEHEY!

<http://www.yehey.com>

YEHEY! Considers itself the first local search engine in the Philippines that has been the number one search portal in the country for five straight years. The site boasts its search engine, entertainment tidbits, lifestyle features and “up to the minute” financial information as some of its core features. Since its inception in 1997, the site now reports that it has one million unique users per month and 650,000 daily page daily views. The site does not feature any specific gay content, but with its massive reach businesses looking to reach the Filipino gay community should consider YEHEY! in their media mix.

#### CircuitAsia

<http://www.circuitasia.com>

To quote their own manifesto “CircuitAsia jettisons Manila’s party scene into stratospheric heights by pioneering circuit parties with awesome production numbers, state-of-the-art sound and lighting systems, and top dance DJs from all over the world. “

Guided by its credo “Live, Give, and Celebrate,” CircuitAsia constantly pushes the limits of partying, maintaining social conscience at the same time. Gift Foundation, a non-profit charity involved in public health, education assistance, and work sponsorship, is the main beneficiary of CircuitAsia’s various events.

Circuit Asia is a newly founded Philippines-based event organization that puts together dance events targeted exclusively at gays & lesbians. Events include White Party Philippines, Paradiso Nights and the organization’s main annual event, A Taste Of Boracay.



#### Kokun Events

<http://kokunevents.com/>

Kokun Events is a large event organizer based in Manila. The company has built a reputation for its lavish shows and the line-up of international entertainers and DJs that visit the Philippines for their parties. Many of Kokun’s events are held at Government, a club that is widely considered one of Manila’s most happening hotspots. Parties include Breathless Beats, People Power Fridays, Meat-Packing Saturdays and Pump & Boots.

### GAY MEDIA IN SINGAPORE

Over the last few decades, the Republic of Singapore has become one of Asia’s leading business and travel hubs. With its affluent, multi-cultural population and rich heritage, Singapore has long been considered a gem. But the island-country situated on the southern tip of the Malay Peninsula is not known for its tolerance of gays & lesbians, and despite its modern society, still technically criminalizes the lifestyle. Nonetheless, Singapore’s LGBT community is thriving, albeit discreetly, and now enjoys a multitude of social activities and a robust nightlife scene. The country’s popularity among Western expatriates has also helped foster a more liberating and independent atmosphere where

gays & lesbians don’t feel quite as threatened or restricted by Singapore’s traditionally rigid and conservative mores.

#### Fridae

<http://www.fridae.com>

Based in Singapore, Fridae covers the entire Asian gay and lesbian community. With its slogan “Empowering Asia,” Fridae is a fully-featured gay portal with up-to-date news headlines, entertainment reviews, dating & personals and list of events. Its impressive membership count of 200,000 confirms Fridae’s leadership in the Asian online marketplace. The site also features a translation of its articles in native Asian languages, which provides advertisers the opportunity to reach even more potential consumers. Fridae’s internet traffic is confirmed by independent firm Nielsen/NetRatings. The portal offers different packages of internet advertising but also email and SMS promotions.



#### SG Boy

<http://www.sgboy.com>

SG Boy is proud to call itself a “leading gay portal in Southeast Asia.” The site was established in 1999 to cater exclusively to Singapore’s gay community. SG Boy boasts an impressive body of native content and in-depth local news, and has successfully jockeyed itself to become Singapore’s self-proclaimed “specialist in the trends and pulse” of its gay consumers and marketplace. Over the last few years, however, the site has experienced tremendous growth and now reaches gays & lesbians all throughout Asia, including Malaysia, Thailand, Indonesia, Philippines and Vietnam. A virtual one-stop shop, this comprehensive site also features regional dating sections with personal ads, photo galleries, chat rooms, message boards, entertainment features and local news for many of Asia’s major cities.

#### HerStory

<http://www.herstory.ws/>

HerStory is one of only a few professional Internet portals in Singapore that caters exclusively to lesbians. Recognizing a growing need locally for gay-specific, quality information, the site offers the basics like news and photo galleries along with chat rooms and message boards in an effort to help unite and inform Singapore’s lesbian community. As HerStory continues to expand, its regional marketing and targeting potential will become even more attractive to advertisers looking to reach this specific and growing niche in Singapore.



### GAY JAPAN

Surrounded by the Pacific Ocean and five different seas, Japan is one of the most influential economies and societies in the world. The country’s forward-looking spirit and traditional roots make it an ideal breeding ground for new trends and innovative product offerings. It should come as no surprise that Japan has a large gay population, especially in cities like Tokyo, Kobe, Yokohama and Osaka. Generally, Japanese gays and lesbians live in tolerance without being stigmatized.

**TokyoQ**

<http://club.nokia.co.jp/tokyoq/>

Sponsored by Nokia, TokyoQ has an extensive listing of what's hot and happening in the Japanese metropolis. It has put together an eclectic collection of links to some of the "qooolest" hangouts in Tokyo for shopping, arts, dining, architecture and film. TokyoQ also provides in-depth commentary about different sights and sounds of the city to prepare tourists and give others a taste of Tokyo's distinct authenticity. The website's news section is available on mobile phone via i-mode.

**Cyberjapan**

<http://www.cyberjapan.tv/homeE.html>

Cyberjapan is written and maintained by Japanese DJ Tokoto Mitomi and his assistant. Together, they created 3,000 pages full of party information that is not exclusively for gays. Mitomi writes on the site that Cyberjapan is "enjoying a massive 1.5 million page views which make Cyberjapan the biggest club culture media in Asia for sure." The site features big city club guides, that lists all major raves and other party events in Tokyo and Osaka. In addition, Cyberjapan hosts short video compilations and interviews with Japanese models, DJs and television personalities.

**JguyUSguy**

<http://www.jguyusguy.org/>

JguyUSguy positions itself as "the site for Japanese and non-Japanese men seeking fun, friendship and maybe more." The site has been established for Japanese guys and others to meet other gays in Japan or abroad. Main attractions on JguyUSguy include chat rooms, event listings, a marketplace and an extensive message board where people can give tips about where to meet, shop, dance and work out. The web site also has galleries with photos of its members.

**Tokyo Journal**

<http://www.tokyo.to/>

Celebrating its 25th anniversary in 2006, Tokyo Journal is a periodic print publication that serves as a guide to Tokyo's museums, restaurants, nightlife and more. The magazine's online portal has an extensive listing of restaurants, bars and clubs alphabetically organized with a brief description of each of them. Most of these listings are added by readers, which gives Tokyo Journal some valuable street cred.

**JapanBoyz**

<http://www.japanboyz.com/>

JapanBoyz is an XXX-rated celebration of Japanese male beauty. The site offers galleries, streaming videos and "exclusive prints." The producers of the web site state that their mission is to entertain and brings readers "fresh updates every week." They boast their "streaming movie theatre" where visitors get free access to full length features from "the best Japanese gay porn companies," such as Gay Boy Japan and Exotic Pro. JapanBoyz also feature erotic fiction and anime.

**Gay Media in Thailand**

One of the most liberal and culturally progressive nations in Southeast Asia, Thailand is home to several of the region's most popular gay destinations. >From its bustling capital Bangkok to the pristine beaches of Phuket Island, a vibrant gay & lesbian scene has flourished throughout what Thailand.com calls "one of the most tolerant cultures in the world towards homosexuals." A bevy of world-class resort areas and a prolific

nightlife scene have solidified Thailand's appeal among the gay & lesbian community.

Companies looking to capitalize on Thailand's growing gay consumer base have many attractive outlets available to them. While print media is still considered a viable advertising option, Asia's economic powerhouses are following the Western world's lead by focusing substantial attention on the ever-increasing opportunities in the online marketplace. With an estimated 12.8% population penetration in Thailand, Internet usage has skyrocketed 266.1% from 2000 to 2005, according to InternetWorldStats.com, with an estimated 8,420,000 users nationwide.

The following websites stand out as optimal venues for reaching the widest audience of prospective customers in Thailand and throughout Asia.

**Utopia Asia**

<http://www.utopia-asia.com>

As its name suggests, this is the ideal website for accessing a broad range of "Asian Gay & Lesbian Resources." Boasting 3 million page views each month, Bangkok-based Utopia Asia is celebrating its 11th year of "creating positive social alternatives for gays and lesbians in the Asian region." Touting itself as the "first portal providing up-to-date pan-Asian information in a non-pornographic format" and "the Internet's most popular and comprehensive English language resource for the multi-faceted homosexual subcultures of Asia," the site includes sections on HIV/AIDS, safer sex, travel tips, women's issues, tours and accommodations, galleries and more. It also offers archived newsletters dating back to 1996. Utopia Asia is the founding sponsor of the first Bangkok Gay Festival in 1999, the Annual Utopia Awards in 2000 and the first Pattaya Gay Festival in 2001, and provides other cross-promotional opportunities through its affiliation with Thailand Alternative Travel Association, Phuket's Gay Festival and Bangkok Pride. The site also introduced the Utopia Guides in 2005, beginning with China, Cambodia, Laos, Myanmar and Vietnam, with other regions slated to follow.

**Gay Patong**

<http://www.gaypatong.com>

Of the 17 beaches on Phuket Island, Patong is not only the most famous, but also the only one with an active gay scene. While the year-round tropical climate keeps this resort area consistently packed with gay men and women, its main draw is the annual Phuket Gay Pride Festival which takes place the first weekend in February each year. Gay Patong contains more than 500 pages, most falling under the headings of General Info, Maps, Entertainment, Photo Gallery, Food & Drinks, Shopping and Travel & Transportation. Multi-lingual links, along with other resource info, like the extensive "Facts about Thailand," "Upcoming Activities" calendar and "Buddhism & Sexuality," round out the site. A "valued member of Google's network of partner sites," all advertising appears to be handled through Google's AdWords subsidiary site.

**Pink Ink**

<http://www.khsnet.net/pinkink>

Based in Bangkok, this cleverly named site is also known as Thailand's Gay & Lesbian Monthly. Another Google advertising partner, Pink Ink leads off with a Queer Resources section which features reference information on AIDS, books, cyberspace, organizations, salons, numerous bar and club listings for Bangkok as well as Chiang Mai and Pattaya. The Personals area features a simple layout and sparse design, but appears to be fairly active with regular postings. Additional News Highlights, Photo Galleries, City Guides, Calendar and Personals can be accessed through links to its sister site, DreadedNed.com.

**Sticky Rice**

<http://www.stickyrice.ws>

Despite its unfortunate name, this comprehensive site also features a companion print magazine that is published ten times a year and distributed throughout Thailand. Sticky Rice provides news, features and travel articles for the local gay community and visitors alike. City-specific links make navigation easy, while the General Interests section provides a hefty amount of editorial content.

**Dragon Castle**

<http://dragoncastle.net>

Centered on its free gay dating service and personal ads, DragonCastle.net also provides photo galleries, travel and tour information, live chat and message boards, gay guides, HIV resources, event updates, reviews and numerous links. With more than 1 million hits a month, this award-winning site offers click-thru boxes, banners and whole-page sponsorship advertising packages.

**Additional Asian Links:**

- [www.axcest.com](http://www.axcest.com) (Malaysia)

- [www.gayhk.com](http://www.gayhk.com) (Hong Kong)

Written by Matt Kalkhoff, Kristy Lam, William Michael Fernandes

Contact: [michael@pinnaclepromotion.com](mailto:michael@pinnaclepromotion.com)

## About Fridae

Based in Hong Kong, **Fridae** is Asia's leading diversified media and services company implementing an integrated strategy that covers the Internet, Broadcasting, Publishing and Events. Founded with a mission to "Empower Gay Asia", Fridae provides a platform that bridges cultures, transcends borders, and unites the diverse groups to form Asia's largest gay and lesbian community. As the gay media leader in Asia, Fridae provides unparalleled reach to the valuable, yet diverse and hard to reach gay and lesbian communities in the region.

Fridae's innovative and industry-leading online portal ([www.fridae.com](http://www.fridae.com)) leverages the distribution power and reach of the Internet to provide a potent mix of Content, Community and Commerce to more than **250,000** consumers each month. Fridae currently has more than 200,000 registered members spanning over **10 different nationalities**. Fridae is a trusted opinion leader for the most current gay and lesbian happenings around the region. The site is highly interactive, a fluid conduit for its members to engage in discourse and camaraderie, uniting in a global gay village that is proud to embrace its diverse roots in the celebration of an Asian gay community.

Fridae Events include parties such as **Squirt**, **Nation** (named one of the Top 10 Gay Events in the World by *DNA Magazine*) and **Snowball**, offering companies invaluable offline exposure and marketing opportunities.

Fridae uses its expertise to offer forward-looking companies online advertising and branding as well as offline strategies and direct marketing programs. Past and present advertisers on Fridae include international brands such as Fortune 100 global communications leader **Motorola**, carmaker **Subaru** and hotel chain **Intercontinental** among many others.

Fridae brought Asia to the attention of the world circuit scene with the advent of its signature party **Nation** in 2001. Dubbed a "festival of international proportions" by *Time Magazine*, Nation is held in the month of October on island paradise Phuket. Featuring internationally renowned DJs and top of the class laser and pyrotechnics, Nation attracts and unites thousands of party revellers from the region and beyond.

Fridae is also a keen supporter of the arts scene and has been the official media sponsor for key film festivals and arts productions around the region. These include the **Hong Kong Lesbian and Gay Film Festival** and the recently concluded **Pink Film Festival** in the Philippines. Fridae believes in lending a voice to the arts scene for enhanced exposure and connecting like-minded individuals all over Asia.

"Fridae" is inspired by the charismatic character "Friday" from Daniel Defoe's novel *Robinson Crusoe*.

**GAY ASIA**  
**The Next Frontier**

With over 2 billion people and more advanced economies than ever, Asia is becoming the most dynamic and fastest growing market in the world. It's time to take the next step in your business strategy and reach the next frontier. Fridae is the leading online platform for the Asian gay and lesbian community, offering unparalleled reach to the valuable, yet diverse and hard to reach gay and lesbian communities in the region.

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"Fridae" is inspired by the charismatic character "Friday" from Daniel Defoe's novel *Robinson Crusoe*.

**fridae**  
empowering gay asia  
[www.fridae.com](http://www.fridae.com)

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# International Markets

## Amsterdam, Netherlands

### PRINT

Gay News Magazine: [www.gay-news.com](http://www.gay-news.com)

### INTERNET

[www.GayAmsterdam.com](http://www.GayAmsterdam.com)

[www.GayAmsterdam.net](http://www.GayAmsterdam.net)

[www.Dan-Rollo.com](http://www.Dan-Rollo.com)

### EVENTS

Amsterdam Pride: [www.amsterdampride.nl](http://www.amsterdampride.nl)

Queens Day Amsterdam: [www.gayeventseurope.com](http://www.gayeventseurope.com)

Amsterdam Gay Circuit Events: [www.gayevents.nl](http://www.gayevents.nl)

## Barcelona, Spain (incl. Sitges)

### INTERNET

[www.GayBarcelona.net](http://www.GayBarcelona.net)

[www.GoGayBCN.com](http://www.GoGayBCN.com)

[www.barcelonagay.com](http://www.barcelonagay.com)

[www.pinksitges.com](http://www.pinksitges.com)

[www.costagay.com](http://www.costagay.com)

### EVENTS

Gay Barcelona Film Festival: [www.gaybarcelona.net/ficglb/](http://www.gaybarcelona.net/ficglb/)

Gay Day Barcelona: [www.gaydaybcn.com](http://www.gaydaybcn.com)

## Berlin, Germany (and other cities)

### PRINT

Out In Berlin Guide: [www.out-in-berlin.com](http://www.out-in-berlin.com)

Siegessaeule Magazine: [www.siegessaeule.de](http://www.siegessaeule.de)

L Mag: [www.l-mag.de](http://www.l-mag.de)

Du & Ich Magazine: [www.du-und-ich.net](http://www.du-und-ich.net)

Sergej: [www.sergej-berlin.de](http://www.sergej-berlin.de)

Sergej Munich: [www.sergej-magazin.de](http://www.sergej-magazin.de)

Mate Magazine: [www.mate-magazin.de](http://www.mate-magazin.de)

Maenner Aktuel: [www.brunogmuender.de](http://www.brunogmuender.de)

Gab Magazine: [www.gab-magazin.de](http://www.gab-magazin.de) (Rhein-Main)

Rik Magazine: [www.rikmagazin.de](http://www.rikmagazin.de) (Rhein-Ruhr)

Hinnerk Magazine: [www.hinnerk.de](http://www.hinnerk.de) (Norden)

Exit Magazine: [www.exitmagazin.de](http://www.exitmagazin.de) (Ruhrgebiet)

City Gay News: [www2.cgn-media.com](http://www2.cgn-media.com) (Cologne)

Box Online: [www.box-online.de](http://www.box-online.de) (Cologne)

Uptown Magazine: [www.up-town.de](http://www.up-town.de) (Cologne)

Our Munich: [www.ourmunich.de/om](http://www.ourmunich.de/om) (Munich)

Schwult: [schwulst.de](http://schwulst.de) (Munich)

### INTERNET

[www.GayRomeo.com](http://www.GayRomeo.com)

[www.GayBerlin.com](http://www.GayBerlin.com)

[www.gayforum.com](http://www.gayforum.com) and [www.gayforum.de](http://www.gayforum.de)

[berlin.gay-web.de](http://berlin.gay-web.de)

[www.berlin-gay.de](http://www.berlin-gay.de)

[www.intl-de.gay.com](http://www.intl-de.gay.com)

[www.tomontour.de](http://www.tomontour.de)

[www.pride.de](http://www.pride.de)

[www.du-und-ich.net](http://www.du-und-ich.net)

[www.flirtstation.com](http://www.flirtstation.com)

[www.gay.de](http://www.gay.de)

[www.gaywebradio.de](http://www.gaywebradio.de)

[www.gay-industries.com](http://www.gay-industries.com)

[www.queer.de](http://www.queer.de)

[www.gayroyal.com](http://www.gayroyal.com)

### EVENTS

Lesbian Film Festival Berlin: [www.lesbenfilmfestival.de](http://www.lesbenfilmfestival.de)

Verzaubert Intl Queer Film Festival: [www.verzaubertfilmfest.com](http://www.verzaubertfilmfest.com)

Christopher Street Day Berlin: [www.csd-berlin.de](http://www.csd-berlin.de)

### BUSINESS ASSOCIATIONS

[www.gaybiz.de](http://www.gaybiz.de)

### ORGANIZATIONS

Mann-O-Meter: [www.mann-o-meter.de](http://www.mann-o-meter.de)

Schulenberatung Berlin: [www.schulenberatungberlin.de](http://www.schulenberatungberlin.de)

## Budapest, Hungary

### INTERNET

[www.budapestgayvisitor.hu](http://www.budapestgayvisitor.hu)

[www.budapestgaycity.net](http://www.budapestgaycity.net)

[budapest.gayguide.net](http://budapest.gayguide.net)

## Buenos Aires, Argentina

### PRINT

The Ronda: [www.theronda.com.ar](http://www.theronda.com.ar)

### INTERNET

[www.thegayguide.com.ar](http://www.thegayguide.com.ar)

[ar.gay.com](http://ar.gay.com)

[www.buegay.com.ar](http://www.buegay.com.ar)

[www.SentidoG.com](http://www.SentidoG.com)

## Copenhagen, Denmark

### INTERNET

[www.copenhagen-gay-life.dk](http://www.copenhagen-gay-life.dk)

[www.visitcopenhagen.dk/gay](http://www.visitcopenhagen.dk/gay)

### EVENTS

St. Hans Midsummer Bonfire: [www.lbl.dk](http://www.lbl.dk)

Mr. Gay DK: [www.mrgay.dk](http://www.mrgay.dk)

## Madrid, Spain

### PRINT

Zero Magazine: [www.zeromagazine.com](http://www.zeromagazine.com)

### INTERNET

[es.gay.com](http://es.gay.com)

[www.gayinspain.com](http://www.gayinspain.com)

[www.naciongay.com](http://www.naciongay.com)

[www.gayibiza.net](http://www.gayibiza.net)

### EVENTS

Les Gay Cine Madrid: [www.lesgaicinemad.com](http://www.lesgaicinemad.com)

## Melbourne, Australia

### PRINT

B News: [www.bnews.net.au](http://www.bnews.net.au)

Melbourne Community Voice: [www.mcv.net.au](http://www.mcv.net.au)

Lesbiana: [www.lesbiana.com.au](http://www.lesbiana.com.au)

Identity Magazine: [www.identity.net.au](http://www.identity.net.au)

### INTERNET

[www.visitmelbourne.com/gaytravel](http://www.visitmelbourne.com/gaytravel)

### RADIO

Joy Melbourne: [www.joy.org.au](http://www.joy.org.au)

### EVENTS

Midsumma Festival: [www.midsumma.org.au](http://www.midsumma.org.au)

Melbourne Queer Film: [www.melbournequeerfilm.com.au](http://www.melbournequeerfilm.com.au)

Chill Out Festival: [www.chilloutfestival.com](http://www.chilloutfestival.com)

Pride March Melbourne: [www.pridemarch.com.au](http://www.pridemarch.com.au)

**BUSINESS ASSOCIATIONS**

[www.gaybusiness.com.au/globe/](http://www.gaybusiness.com.au/globe/)

**ORGANIZATIONS**

Gay & Lesbian Tourism Australia: [www.galta.com.au](http://www.galta.com.au)

**Milan, Italy****PRINT**

Pride Magazine: [www.prideonline.it](http://www.prideonline.it)  
Clubbing Magazine: [www.gayclubbing.it](http://www.gayclubbing.it)  
Towanda: [www.towanda.it](http://www.towanda.it)  
Babilonia: [www.babiloniamagazine.it](http://www.babiloniamagazine.it)

**INTERNET**

[www.gay.it](http://www.gay.it)  
[www.gay.tv](http://www.gay.tv)  
[www.arcoturismo.it](http://www.arcoturismo.it)  
[www.gaynews.it](http://www.gaynews.it)  
[www.culturagay.it](http://www.culturagay.it)

**EVENTS**

Queer Travel Mart: [www.qtm-expo.com](http://www.qtm-expo.com)  
Festival Int. di Cinema gaylesbico: [www.cinemagaylesbico.it](http://www.cinemagaylesbico.it)  
Pride Milano: [www.pridemilano.org](http://www.pridemilano.org)

**ORGANIZATIONS**

[www.arcigay.it](http://www.arcigay.it)  
[www.arcilesbica.it](http://www.arcilesbica.it)  
[www.omofobia.it](http://www.omofobia.it)  
[www.unpacsavanti.it](http://www.unpacsavanti.it)

**Moscow, Russia****INTERNET**

[www.GayRussia.ru/en](http://www.GayRussia.ru/en)

**New Zealand****PRINT**

UP Magazine: [www.upmagnz.com](http://www.upmagnz.com)  
OUT! New Zealand: [www.outnz.co.nz](http://www.outnz.co.nz)

**INTERNET**

[www.gaynz.com](http://www.gaynz.com)  
[www.gayqueenstown.com](http://www.gayqueenstown.com)  
[gaynz.net.nz](http://gaynz.net.nz)  
[www.gogaynewzealand.com](http://www.gogaynewzealand.com)

**TELEVISION**

Queer Nation: [www.queernation.co.nz](http://www.queernation.co.nz)

**EVENTS**

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

**BUSINESS ASSOCIATIONS**

[www.gap.org.nz](http://www.gap.org.nz)

**ORGANIZATIONS**

Rainbow Youth: [www.rainbowyouth.org.nz](http://www.rainbowyouth.org.nz)  
New Zealand AIDS Foundation: [www.nzaf.org.nz](http://www.nzaf.org.nz)  
New Zealand Gay & Lesbian Tourism: [nzglta.org.nz](http://nzglta.org.nz)

**Paris, France****PRINT**

Tetu Magazine: [www.tetu.com](http://www.tetu.com)

**INTERNET**

[www.GayTravelFrance.com](http://www.GayTravelFrance.com)  
[www.LeGayParis.com](http://www.LeGayParis.com)  
[www.CiteGay.com](http://www.CiteGay.com)  
[www.GayFrance.fr](http://www.GayFrance.fr)  
[www.parisforgay.com](http://www.parisforgay.com)

[fr.Gay.com](http://fr.Gay.com)  
[www.GayVox.fr](http://www.GayVox.fr)  
[www.Paris-Gay.com](http://www.Paris-Gay.com)  
[www.Gay-Paris.com](http://www.Gay-Paris.com)  
[www.ItSoGay.com](http://www.ItSoGay.com)  
[www.GayStHouse.com](http://www.GayStHouse.com)  
[www.Media-G.net](http://www.Media-G.net)  
[www.gay-paris.net](http://www.gay-paris.net)  
[www.parisgaysservices.com](http://www.parisgaysservices.com)

**TELEVISION**

Pink TV: [www.pinktv.fr](http://www.pinktv.fr)

**EVENTS**

Gay Pride Paris: [www.gaypride.fr](http://www.gaypride.fr)  
Vues d'en Face Gay Film Festival: [vuesdenface.free.fr](http://vuesdenface.free.fr)

**ORGANIZATIONS**

CGL Paris: [www.cgiparis.org](http://www.cgiparis.org)

**Puerto Rico****INTERNET**

[www.orgulloboricua.net](http://www.orgulloboricua.net)

**Peru****INTERNET**

[www.peruesgay.com](http://www.peruesgay.com)

**Prague, Czech Republic****INTERNET**

[www.praguegaycity.com](http://www.praguegaycity.com)  
[www.gayprague2005.wz.cz](http://www.gayprague2005.wz.cz)

**EVENTS**

Gay Film Fest: [www.gayfilmfest.cz](http://www.gayfilmfest.cz)

**ORGANIZATIONS**

Friends Prague: [www.friends-prague.cz](http://www.friends-prague.cz)

**Reykjavik, Iceland****INTERNET**

[www.gayice.is](http://www.gayice.is)  
[www.getawaygay.com](http://www.getawaygay.com)

**EVENTS**

Gay Pride Rejkjavk: [this.is/gaypride/](http://this.is/gaypride/)

**ORGANIZATIONS**

Samtokin 78: [www.samtokin78.is](http://www.samtokin78.is)

**Rome, Italy****EVENTS**

Gay Village Roma: [www.gayvillage.it](http://www.gayvillage.it)

**ORGANIZATIONS**

[www.digayproject.org](http://www.digayproject.org)  
[www.mariomieli.org](http://www.mariomieli.org)  
[www.arcigay.it/roma](http://www.arcigay.it/roma)

**Slovakia****INTERNET**

[www.gay.sk](http://www.gay.sk)

**South Africa****PRINT**

Exit Newspaper: [www.exit.co.za](http://www.exit.co.za)

**INTERNET**

[www.gaysouthafrica.org.za](http://www.gaysouthafrica.org.za)  
[www.q.co.za](http://www.q.co.za)  
[www.gmax.co.za](http://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  
 www.thepinkdirectory.com.au

**EVENTS**

Mardi Gras: www.mardigras.org.au

**BUSINESS ASSOCIATIONS**

www.gaybusiness.com.au/sglba/

**ORGANIZATIONS**

Sydney Pride Centre: www.pridecentre.com.au

**Turkey****INTERNET**

www.lambdaistanbul.org

**Vienna, Austria****INTERNET**

www.gay.at

**Zurich, Switzerland****INTERNET**

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

# Missing out on Internet Revenue?

## Start your Targeted E-mail Campaign today!

[www.himcorp.com/target](http://www.himcorp.com/target)



# 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.

LINKS: [www.gaybusinessworld.com/ba/](http://www.gaybusinessworld.com/ba/) and [www.NGLCC.org](http://www.NGLCC.org)

GLBT networking organizations online have emerged recently and include **Networking Out** in the US and the **Circa Club** in the UK.

LINKS: [www.NetworkingOut.com](http://www.NetworkingOut.com) and [www.Circa-Club.com](http://www.Circa-Club.com)



## 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 (500,000 gay men per month)
- GayMonkey.com/Lambda (400,000 gay men per month)
- GayBusinessWorld.com (95,000 gays and lesbians per month)
- LambdaBusiness.com/LambdaResorts.com (60,000 per month)
- GayMarriageWorld.com (15,000 gays and lesbians per month)
- Navigaytion.com (30,000 gay men per month)
- QTMagazine.com (200,000 gay men per month)
- LesbiaNation.com (150,000 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/](http://www.himcorp.com/special/)



# ARE YOU REACHING THE LGBT BUSINESS MARKET?



**If You're NOT Working with the NGLCC,  
You're NOT Reaching the LGBT Business Community**

The NGLCC is the business voice of the LGBT community in Washington, on Wall Street & down Main Street, USA

## The NGLCC is:

- The largest LGBT business development and economic advocacy organization in the world
- 45 US based affiliate chambers and 8 International
- The direct link between Corporate America and LGBT-owned businesses
- The exclusive certifying body for LGBT vendors
- The provider of benefits to help LGBT businesses and entrepreneurs start, grow and capitalize on their enterprise

To see a list of institutional partners and to learn how you can get involved with America's LGBT Chamber, please visit [www.nglcc.org](http://www.nglcc.org) or call 202.419.6440

## Founding Partners

- IBM
- Wells Fargo
- JP Morgan Chase
- Conduent
- Motorola
- Intel
- Hynham International
- American Airlines
- Lehman Brothers
- Merrill Lynch
- Avic

# Market Research

By Michael Wilke, CommercialCloset.org

**D**ecades 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.**"

In 2004, **36% of Fortune 100 companies have advertised directly to the lesbian and gay market**, and American corporations now spend about **\$207 million annually in gay print media**, according to the Gay Press Report (<http://www.commercialcloset.org/cgi-bin/iowa/www.gaymarket.com/gaypressreport2004.pdf>) from Rivendell Marketing and Prime Access, which tracks 284 U.S. gay press publications. Much more has been spent in sponsorships and online advertising, which the survey does not track.

Another \$7 million is spent in online gay media, and over \$7 million more spent annually on sponsorships in the gay community, per 2005 Commercial Closet reports, **totaling over \$221 million in annual corporate spending in the gay and lesbian community**. A handful of advertisers, such as IBM and American Express, seek the business-to-business market, targeting 800,000 to 1.2 million gay and lesbian-owned businesses, as estimated by the **National Lesbian & Gay Chamber of Commerce** (<http://nglcc.org>).

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 noncommittal 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" are not monolithic – it is more of a confederation of individuals with identities as diverse as the general population. Gay men's buying habits have little to do with gay women's. 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.

Gays and lesbians are also Hispanic, African-American, Asian, American-Indian, Caucasian, Jewish, Hindu, Muslim, Christian, Mormon, war veterans, retired, teenagers, Republican, Democrat, rural, suburban, and many other layers of identities. 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. And remember, "brand loyalty" is earned over time, not overnight.

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**. Confirming this finding, a Yahoo survey of its users found 7.1% of adults over 18 identified as GLBT, totaling 18 million in the U.S.

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.

A 2002 study, "Sexual Behavior and Selected Health Measures," of 12,571 Americans aged 15-44 (by computer interviews conducted by the University of Michigan) for the National Center for Health Statistics found **6% of men and 11% of women had same-sex sexual experiences by age 44**. Among men 18 to 44, 2% identified as bisexual and 4% as "something else" than heterosexual or bisexual. When looking at younger women, aged 18 to 29, 14% reported a sexual experience with a woman at least once.

**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.

Increasingly, American gay marketing firms and major gay rights organizations are finding agreement that about **6%-7% of the overall population identifies as gay, with higher concentration, perhaps 10%, in major cities**. (Marketing firms choose to go with the number who identify as gay as opposed to the actual population incidence, since those who do not think of themselves as gay will not be reached through traditional gay marketing.) The U.S. total population of gay- and lesbian-identified adults is expected to be roughly between **14 million and 16 million**.

In Britain, the government released figures in December 2005 showing that 6% of the British population is gay or lesbian, which translates into 3.6 million people. The Department of Trade based its estimates on the findings of various studies during the past 15 years. Among them are two studies 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. A small, indirect study conducted by Stormbreak in 2000 (a survey at the Gay Life & Style exhibition in July 2000, had 283 exhibition visitors complete a questionnaire, of whom two-thirds were gay men and one third lesbians) extrapolated about 7% of the British population to be gay. In late 2005, England enacted a civil partnerships law. The government estimates that 3.3% of gay men and lesbians over the age of 16 will be in registered civil partnerships, compared with around a third of the straight population who will be married.

In 2001, the census bureau in **Canada**, Statistics Canada

(<http://www.statcan.ca/start.html>), found 1.24 million lesbians and gays, equaling 3.8% 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 tend to 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.

## 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."

Historically in Asia, there is a greater acceptance of male-to-female transgender people. Over the ages, such people were known as eunuchs – men who have been castrated – and were widely revered.

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 (per the 2000 U.S. census, see below) 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.

Perhaps the earliest source of U.S. gay demographics was for The Advocate in 1977, which found that its readership earned about 50% more income than the national average, and 70% were college graduates. Then in 1988, the National Gay Newspaper Guild hired Simmons Market Research, a widely respected market research firm. It mailed to readers of eight gay newspapers, that found average income was \$36,800 compared to \$12,287 for the general population, and that 60% of gays versus 18% of the U.S. population had college degrees.

Another survey 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.

**Simmons Market Research** did a larger survey in **1997** and found 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.) Stormbreak's 2000 data also found salary levels to be much higher than the national average (around £18,000) at £30,000 per annum (gay men £31,000, and lesbians at £26,000). The average amount of monthly disposable income was £663, but far higher

for men, at £743, than for women at £493. Three quarters of gay people said they avoided buying from companies with a reputation for being homophobic. Moreover, four in five gay people made a positive point of buying from companies that have a pro-gay stance.

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. Witeck-Combs/Packaged Facts found that average income for gay and lesbian individuals is \$46,000, and discretionary income is \$40,000 (86% of total).

The differences observed in the gay market affecting income are household structure, number of dependents, whether both partners in same-sex couples work (or not), and whether they live in more urban or suburban areas.

The \$610 billion estimate is an increase from the groups' 2002 gay buying power estimate of \$451 billion, \$485 billion in 2003, and 2004's \$580 billion. The numbers grow annually in tandem with the overall U.S. population and its buying power. Thus, the projection for 2006 is \$641.3 billion, for 2007 is \$674 billion, and 2008 to \$708.5 billion.

Canada's pink market is estimated at \$75-billion-plus by M.D.V. Representations, which manages sponsorships for Canada's Pride events.

**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/](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

According to Statistics Netherlands, one in 100 Dutch couples are gay or lesbian. At the start of 2005, 53,000 same-sex couples (29,000 male and 24,000 female), compared to fewer than 39,000 such couples 10 years earlier. About 12% of same-sex couples were married, while another 10% were in common-law partnerships. About 9% of those couples have one or more children.

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/](http://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](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.

Gays and lesbians are also significant small-business owners. The National Gay & Lesbian Chambers of Commerce conservatively estimates there are 800,000 to 1.4 million in the United States, though the organization thinks the number is larger. That number is based on the US Census and Small Business Administration data giving the total number of small businesses and then comparing it with the statistics based on self-identifying numbers of the LGBT community. The NGLCC is commissioning a Wharton School study to reassess its numbers, to be concluded in early 2006.

## 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 2005 Simmons Market Research Bureau study found that gays were more likely than heterosexuals to subscribe to cable and satellite TV – 91% compared to 80% of the general population. About 42% of gay men and women subscribe to HBO, for instance, compared to 29% of the overall population. And 32% have Showtime. Simmons surveyed 19,000 people over the past year.

According to a MediaLife analysis, results revealed that gay men are most likely to watch, in order, Comedy Central, Discovery, Spike TV, A&E, Bravo, Sci Fi, CNN, Lifetime, Fox News and HGTV. and that lesbians are most likely to watch HBO, A&E, USA, ESPN, Discovery, Lifetime, Showtime, Bravo, TNT and Starz. (MTV Networks' Logo was not included in the Simmons study.)

It found about 41% of gay people have watched Bravo's "Queer Eye for the Straight Guy" in the past month, for example, compared to 7% of the overall population. Among the cable programs gay men and women were more likely to watch than the average person, "South Park" ranked closely behind "Queer Eye." About 25% of gay men and lesbians watched it in the past four weeks, compared to 8% of the total population. Also highly ranked were USA's "Law & Order: SVU," notably among lesbians, Lifetime's "Golden Girls" and Spike TV's "Real TV."

A fall 2005 study by Harris Interactive and Witeck-Combs Communications found that 21% of gay people say they would be motivated by a magazine to buy something – only 16% of heterosexuals say the same. Gay men and lesbians are less likely to fast-forward or mute TV commercials because they are interruptions – 57% compared to 62% of their straight counterparts. And more gay people report that print and television ads give them "information they can use" and do use to buy products.

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.

**Alcohol is the most developed advertising category to the gay market and it's no accident.** Marketers and distributors had indication of the buying power of gays through gay bars, the first place gays were able to come together to meet (including New York's infamous Stonewall Inn in 1969, where the gay civil rights movement began in response to regular police raids), and bars contributed major business nationwide by the 1970s.

While causing health concerns, "sin product" marketers have long been aware of higher-than-average smoking and alcohol consumption rates among lesbians and gays. Gay men and lesbians of all ages report alcohol problems nearly twice as often as heterosexuals, and alcohol consumption rates do not decrease with age, as they do among heterosexuals. In a household-based survey, 41.1% of gay men identified as smokers (compared to 26.6% of men in the general population), and twice as many lesbians smoke than heterosexual women. ("Healthy People 2010" LGBT Health, Gay and Lesbian Medical Association-GLMA, 2001)

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](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, as honeymooners or not. According to **CMI** (<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%).

## Annual Gay Events Attract Hundreds of Thousands

Gay events carry huge economic impact too.

In **1993, an estimated one million people marched on Washington D.C.** to demand equal rights for lesbians and gays. Their presence brought in **\$177 million** to city businesses. In 1994, the 25th anniversary of the Stonewall riots and Gay Games IV brought in hundreds of thousands of visitors to New York City, and an estimated **\$200 million** with them.

Gay Pride events occur in every major city. In 2004, an estimated 15 million people participated in U.S. Pride events alone, according to InterPride.

An economic impact survey calculated that **Sydney Gay & Lesbian Mardi Gras** (over 25 years old) attracts 500,000 spectators and **contributes 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**, **Southern Decadence in New Orleans is \$72 million**, and **Montreal's Black and Blue Ball** generates C\$34 million and attracts about 80,000 people.

**Toronto Pride Parade** is Canada's most attended single-day event, with an estimated crowd of more than a million people, and Pride Week festivities bring about C\$60 million to the city's economy. Montreal Pride Week, called **Divers/Cité**, brings in C\$40 million with about 850,000 attendees, while **Vancouver's Pride** brings in about C\$23 million.

There are a number of major non-Pride related events as well. The still-

unofficial **"Gay Days" at DisneyWorld**, begun in 1991, now attracts 150,000 to events citywide and pumps an estimated \$100 million into the Orlando economy, according to organizers. **Aspen Gay Ski Week**, one of several popular ski events, brings in a reported \$12 million to the resort town.

**The Gay Games** events were founded in 1982 and now attract more athletes than the Olympics, 14,000 every four years. In 1994, it provided an estimated \$300 million to New York City, 125 million Dutch guilders (\$55 million) in Amsterdam in 1998, and Gay Games VI in 2002 generated roughly AU\$100 million (US\$60 million) for Sydney, Australia.

**Across the U.S. are also a number of sporting organizations that have regional and national competitions**, among the largest are the International Gay Rodeo Association with 20 member associations, the International Gay Bowling Association with roughly 20,000 bowlers in 200 leagues, and the North American Gay Amateur Athletic Alliance with 51 chapters of gay and lesbian softball leagues in 35 cities.

The **Folsom Street Fair** in San Francisco attracts 300,000 interested in leather annually.

**The largest national gay women's event of any kind is the Dinah Shore Golf Tournament** (still known as such, though sponsor Nabisco removed her name from the title in 2000). No lesbian attendance figures are available, though some industry analysts estimate 40% of the 80,000 spectators attending the games are lesbian. Other big women's events include the **Michigan Womyn's Music Festival**, **Women's Week** in Provincetown, Mass., and new circuit parties for women, including **Aqua Girl** in Miami Beach, and **Girls in Wonderland**, in Orlando.

Gay & lesbian film festivals also are a major draw in many large and small cities internationally, some that have celebrated a decade or more of existence and attract over 15,000 attendees during the run.

Gay business, entertainment, travel and marriage/wedding expositions are also becoming an option for corporations to reach thousands of consumers and small business owners in New York City and a handful of other major cities.

Additionally, major national GLBT organizations such as the Human Rights Campaign, Gay & Lesbian Alliance Against Defamation, National Gay & Lesbian Task Force, Lambda Legal and major state GLBT rights groups have numerous national and regional events that attract thousands of supporters and top-level sponsors.

## 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](http://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.*



# Automotive Advertising in the Gay Market

While niche markets become more defined and the spending habits of gay consumers more identifiable, within the automotive industry the message of 'inclusiveness' has already begun to be extended to the GLBT community. Of late it has become the new expectation that diversity marketing managers of almost any major automotive maker tap into the more than **\$600 billion** projected spending power of the GLBT market. Beginning with Subaru's campaigns back in the early 90's, it is obvious that automakers have had their eye on this potential market for some time now, and with new research data in hand, are further seeking ways to develop their brand's relationship with the gay consumer. Currently most of the advertising has been geared towards traditional means such as print, and now online, but with the advent of niche cable channels such as **Logo** and **HereTV**, there is likely to be a greater expansion of specifically gay oriented messages. Moreover, it is no longer simply a matter of acknowledging gay consumers, but rather aggressively pursuing them.

As just mentioned, in terms of the types of marketing the automotive industry has used to reach the gay consumer, the emphasis has primarily been on print and online advertisements. Generally, there are two types of approaches, a direct approach with targeted or gay specific content, or a less direct, general marketplace advertisement which has some kind of broad gay appeal. However, according to the latest research put forth by **Harris Interactive**, a worldwide market research and consulting firm, and **Witeck-Combs**, a premier strategic pr and marketing firm specializing in the GLBT consumer market, it is thought that campaigns with gay specific content are likely to be more effective. For instance, in their 2005 national survey they found that 69% of GLB respondents were more likely to consider purchasing products and services from companies who marketed to them over competing brands that did not. Also, 51% of the same respondents said that advertisements including gay and lesbian images were among the highest influencing factors causing them to consider a company's products or services. Clearly, this type of direct marketing is an excellent and favorable approach for developing a brand's relationship with the gay market, however, there are still a few other ways that automakers are successfully reaching out and getting involved in the community.

Aside from the more traditional means of advertising, automakers have also been employing a soft sell approach, positioning their products and companies as gay-friendly, or even more than that, as integral parts of the community. One key tactic now used by almost all automakers has been to establish an affiliation with or make a donation to a charitable or nonprofit GLBT organization. Volvo, Jaguar, and Land Rover currently have very successful campaigns with this type of marketing. Branding efforts have also been made on behalf of the corporation rather than just the individual vehicle brands, such as by extending domestic partner benefits or highlighting gay employees in magazine advertisements. Again, research shows that this attempt to humanize the automotive corporation by integrating it into the daily lives and issues of the gay community has great appeal to this often underrepresented group of consumers. 70% of GLB respondents in the Harris/Witeck study said they favored brands known to provide equal workplace benefits for all employees and over 50% said they were likely to consider purchasing brands that supported GLBT causes. Moreover, most automotive companies

have employed some or all of these tactics, and by looking at some of the key gay advertisers individually it is possible to see the direction the automotive industry is heading towards in the gay market.

## U.S. Automakers: The Big Three

**Ford Motor Company:** Second largest of the **Big Three**, Ford was one of the first to significantly target gay audiences using their luxury brand, **Jaguar**. Based upon the results of a Ford commissioned, Witeck-Combs research report on the gay market, ads for the Jaguar X-Type appeared in 2002 in prominent gay publications such as **Out**, **The Advocate**, and **Metrosource**. The corporation's first foray into gay marketing, however, was their early sponsorship of the **GLAAD Media Awards**. Since then Ford has extended its Jaguar and Land Rover print and online campaigns to include a commitment of donating up to \$1000 to GLAAD for each resulting car purchased in the year 2005. Similarly, their **Volvo** brand also has a campaign in support and sponsorship of the **Human Rights Campaign (HRC)**, the nation's largest and one of the most well respected GLBT civil rights groups. Relatively recently, Volvo went even further in targeting its niche audience by looking to attract gay families. The print ads depicting gay and lesbian couples with their children marked the first-ever new car campaign to be simultaneously introduced in both the gay and mainstream media. In addition, one other unique aspect of Ford's campaign focusing on community commitment has been their emphasis on GLBT recruitment. In a short, though significant campaign, Ford placed a print ad in a 2000/2001 issue of *Diversity Careers in Engineering & Information Technology*, a trade magazine, which celebrated one of their gay employees for having founded the company's first GLBT employee group, **Ford GLOBE**. Potentially a new direction for the company, **IBM** has also launched similar campaigns celebrating employees in its trade of company commitment for brand loyalty.

*Sadly, as a footnote to Ford, the current story unfolding as of the time of this writing is that Ford had decided to pull all gay & lesbian advertising of its Jaguar and Land Rover lines due to pressure by the AFA (American Family Association). In a reversal, they have clarified their position and will resume marketing the Ford brand in general and not just the individual brands of Jaguar, Volvo and Land Rover, but from recently conducted online surveys, the damage may already be done.*

**General Motors Corporation:** With **Saab** advertisements placed in magazines such as **Genre** and **Out** as early as 1994, GM has been well aware of their gay and lesbian market. Not to mention having pulled ad spots on Dr. Laura's radio show after she openly denounced GLBT people, GM has further demonstrated their commitment to the gay community by sponsoring groups such as **PFLAG**, **Parents, Families, & Friends of Lesbians & Gays**. Moreover, in one of their latest and most progressive campaigns to date, there has been a strong online push for the **Cadillac** brand utilizing gay sites such as **Gay.com** and **PlanetOut.com**. Quite recently, as well, GM held a first of its kind automotive program geared specifically at the gay press, called **Out on the Road**, where GM invited members of the gay media to San Francisco to test drive their latest vehicles.

Furthermore, it should be mentioned that their **Yukon Denali XL** has a regularly featured product placement on Bravo's hit show **Queer Eye for the Straight Guy**.

**DaimlerChrysler:** Though the smallest of the three automakers, Chrysler is serious in its efforts to market to the gay consumer. Outside of the traditional print ads, their **Jeep** brand in particular is finding great success in the online gay market. Having worked in association with Gay.com to increase their online presence, Jeep is a regular sponsor of the Gay.com auto section. Chrysler's **Mercedes-Benz**, which is handled by **Osmosis MediaLab**, a premiere communications firm specializing in the GLBT market, as well, has a heavily featured banner rotation on both Gay.com and PlanetOut.com. In addition, Mercedes-Benz has two gay & lesbian print campaigns running, with one focusing on the Mercedes-Benz brand and the second on the new **R-Class Grand Sports Tourer**. Both campaigns are running in all major GLBT national magazines including Advocate, Out, Out Traveler, Genre, Instinct, Metrosource, Passport and Curve. Mercedes-Benz is also focusing some of its marketing dollars on GLBT events including **Outfest Gay & Lesbian Film Festival**, **Lambda Legal Liberty Awards** as well as gay & lesbian television programming including **Showtime's L Word** season 3 in 2006.

#### Foreign Automakers

**Subaru:** Partially owned by **GM**, **Subaru**, the automotive division of Fuji Heavy Industries Ltd., is known best for its early debut in the gay marketplace. Lead by **John Nash**, a pioneer and expert in the field of automotive advertising within the gay market, Subaru took special care to understand its gay consumers by conducting their own market research. Upon realizing that their primary customers were lesbians, Subaru, in conjunction with **Moon City Productions**, crafted a campaign specifically oriented towards lesbians. Venturing even so far as to have had national TV spots featuring out lesbian tennis pro **Martina Navratilova**, the brand has, as a result, sustained an extremely loyal and largely lesbian consumer base.

**Toyota Motor Company:** In a 2005 media study, the **Gay/Lesbian Consumer Online Census**, conducted by **Scarborough Research** in conjunction with **OpusComm Group** and **Syracuse University**, **Toyota** was ranked as the top auto manufacturer to be considered by gays and lesbians for future car purchases. This comes at the same time they are involved in heavy online and print ads directed at gay consumers. Particularly the **Scion** brand can be seen in three page pull-out print ads in gay magazines such as **Instinct**, and online they are the primary sponsors of the **Annual PlanetOut Short Movie Awards**. Toyota's luxury end vehicle brand, **Lexus**, is also receiving heavy gay online exposure.

**Volkswagen:** The top European automaker, **Volkswagen**, began its relationship with the gay market perhaps accidentally when in 1997 it aired the infamous "Da, Da, Da" commercial, featuring two men driving about town as they pick up a discarded couch they find together. **Michael Wilke** of the **Commercial Closet**, an extensive online website devoted to advertisements with GLBT messages, termed the ad "**gay vague**," for its dubious context, and since then the Volkswagen company has been very much aware of its need to court the gay consumer. In 2001 the company announced it would devote more of its budget to gay consumer marketing and its primary focus still remains in print.

**BMW:** Another top, foreign, independent automaker, **BMW**, has also jumped into the gay and lesbian market. With their 2004 US print



campaign they created slightly vague ads depicting what appeared to be gay couples. Captions read, "Being out has never been so in." However, despite their weaker presence in comparison to many of the other automakers, due to the latest research on luxury brands and gay spending habits, they too will most likely be spending more to get more from the gay and lesbian consumer.

Gay media serving this market is few and far between. GLBT websites and publications often include an automotive section, and a few key GLBT freelance writers have begun to specialize in reviewing the latest cars and SUVs for this market. One website in particular, however, is **www.GayWheels.com**. Including reviews on a wide variety of the latest new car releases, this site also focuses on the gay-friendly aspect of the car companies themselves, focusing primarily on the offering of domestic partner benefits to employees.

General online statistics related to automotive industry advertising are as follows:

#### Top Automotive Online Advertisers

Company	Impressions (000)	Share of Impressions
GM	565,877	54.8%
Toyota	114,545	11.1%
DaimlerChrysler	106,344	10.3%
Ford	62,733	6.1%
Mazda	26,361	2.6%
Hyundai	21,569	2.1%
Volkswagen	19,224	1.9%
Honda	12,257	1.2%
Nissan	8,210	0.8%

\*Source: Nielsen//NetRatings AdRelevance

Finally, in assessing the state of the automotive industry's responsiveness to the gay consumer, it is also important to consider that times have changed significantly. Great cultural shifts and growing acceptance of the gay community, as have happened with almost any minority group before them, have allowed them to be seen as inclusive and identifiable consumers within the U.S. marketplace. In accordance, more and more extensive research is being done on them and the results are producing increased niche advertising budgets. Some of the latest research, for example, in regards to gay consumer spending habits suggests that gays and lesbians are much more favorable to import and luxury automotive brands, as well as the environmentally conscious hybrids. In fact, 51% of GLBT consumers stated they are significantly more interested in purchasing a hybrid electric vehicle compared to 34% for their non-gay counterparts, and feel that they are worth paying more money for.

A recent online automotive survey from the **HIM Corp.** network of gay & lesbian web sites (including **GayWired.com**, **LesbianNation.com**, and **GayMonkey.com**) showed that 30% of GLBT respondents plan on purchasing a new car within the next year. Of those purchasing a new car within the next year, 30% plan on purchasing a luxury vehicle. Factors most important when purchasing a new vehicle were price (54.56%), performance (43.32%), brand (23.85%), airbags (28.84%) and gas mileage (49.06%). When asked if the current cost of gas was a factor when purchasing a new car, 63.05% said yes.

The types of cars currently owned by this survey group were 4-door sedans (39.91%), SUVs (22.37%), 2-door coupes (13.45%) and convertibles (4.24%). If a 2nd car was owned, it was a truck (21.43% of all 2nd cars owned).

When asked if they consider an automaker brand's gay & lesbian marketing when making a purchasing decision, 56% said yes. When asked if they consider an automaker brand's financial incentives when making a purchasing decision, 89% said they do.

The **AutoGLBT** study done by Harris Interactive in 2005 also importantly discovered that automakers' shifting focus from print to online is well in step with the media consumption habits of GLBT consumers. Relying heavily on the internet to make purchasing decisions, it was shown that 62% of GLBT respondents consulted online resources prior to making their vehicle purchases. In conjunction to this evidence, and as stated before, prior research has also shown that in comparison to their heterosexual counterparts, GLBT consumers are much more likely to remain loyal to brands that advertise directly to them, as they are also more likely to be conscious of particular brands. With this in mind it is a matter of automakers finding what turns gay consumers on, where and how they live their lives, and how they can become a natural part of it. Furthermore, just as Subaru found its niche within the gay market, so too are other automakers seeking out this less-and-less elusive group and finding increased success.

*This article provided to us by Paul Perales*

## Travel Industry in the Gay Market

As the GLBT market has grown and developed over the past 30 years, it's been the travel industry which has embraced and been at the forefront in marketing to the gay & lesbian community. 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 (B2B) 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](http://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](http://www.CommunityMarketingInc.com)*

The size of the GLBT travel market, in terms of buying power, is what attracts advertisers the most. Based on the Travel Institute of America's estimation of the US travel market at \$1.3 trillion, the GLBT portion, at a low 5% population estimate, comes to **\$65 billion**. Based upon Community Marketing's annual "Gay & Lesbian Community Survey" of over 24,000 respondents, some gay & lesbian travel trends which stand out are:

- 98% of respondents indicated that a destination's gay-friendly reputation influenced their decision to visit there.
- 59% said gay welcoming hotels were very important.
- Gay and lesbian travelers took an average of six overnight trips in the last 12 months, including an average of three short (three or fewer nights) and two long (four or more nights) trips for leisure, and one trip for business.
- 96% of respondents took at least one short leisure trip in the last year, compared to 56% of mainstream travelers.
- 33% took five or more short trips.
- 87% took at least one long leisure trip; 16% took five or more long trips.
- 55% of respondents took three or more overnight trips in the last 12 months where they traveled to the destination by air.
- 33% took five or more.
- October, September, and February (in that order) were the top vacation months chosen by survey participants, demonstrating the non-peak seasonal preferences of gays and lesbians.
- 15 is the median number of hotel nights. Five was the median for car rentals in the last year.
- 51% of respondents had taken a cruise vacation. 31% had cruised in the last two years.
- 28% extended a business trip for leisure; 25% traveled for a pride

festival; 22% took a casino vacation.

- Top US destinations: 30% visited New York; Las Vegas 25%; San Francisco 24%; Los Angeles/West Hollywood 24%.
- 36% had visited Canada in the last year. 33% had visited Latin America or the Caribbean.
- The most visited other North American destinations: Toronto 9%, Puerto Rico 9%, Puerto Vallarta 9%, Montréal 8%, Vancouver 8% US Virgin Islands 7% and Cancun 7%.
- 29% visited Europe in the last 12 months.
- Top European destinations: United Kingdom 12%, France 9%, Italy 8%, Germany 7%, Netherlands 7% and Spain 6%.

#### Demographics...

- Median household income of US respondents is \$87,500; 2000 US Census indicates a \$41,994 household income.
- Median age of US respondents is 44 years. Median age of Americans (from the 2000 US Census) is 35.
- 84% of US respondents hold a valid passport, as of CMI's 2003 report (national average is 23%).
- 73% belong to a frequent flyer program, up from 67% in 2003. National average is about 27%.
- 53% spent \$5,000 or more per person on vacations in the past year.
- 72% are college/university graduates (national average is 29%); 34% continued on to achieve post-graduate degrees.
- 24% of the population had obtained a bachelors or higher degree, according to 2000 US Census.
- 76% of those who took the 2005 survey are gay men, 20% are lesbian.
- 62% are in a committed relationship; 6% have children at home; lesbians are almost three times as likely as gay men to have children at home. 33% of all US households have children under 18, according to the 2000 US Census.

According to the recent **Simmons Gay & Lesbian Consumer Study** report, gay & lesbian travelers are:

- Less likely to prefer travel in the US versus traveling to foreign countries
- More likely to only want to relax when on vacation
- More likely to go somewhere different for vacation every time
- More likely to love the idea of traveling abroad
- From the Simmons Study regarding foreign travel, One-third (33%) of GLBT adults and 38% of adults in the gay and lesbian group have a valid passport. More than two of five (45%) GLBT adults have traveled abroad in the last three years. Of those, 31% traveled abroad two or more times. Nearly one-half (47%) traveled for vacation or personal reasons.

Among foreign travelers in the gay and lesbian group, seven of ten (71%) stayed in a paid accommodation compared with 55% of foreign travelers in the total population. One-third (33%) of GLBT adults and 43% of adults in the gay and lesbian group spent \$1500 or more on the average foreign trip taken in the last three years. Nearly one of five (18%) GLBT adults and those in the gay and lesbian group spent \$3000 or more on the average foreign trip taken in the last three years.

Of adults who traveled abroad in the last three years, there are a number of differences between males and females in the gay and lesbian group and their nongay counterparts. While they were similarly likely (42%) to have traveled abroad in the last three years, gay males were less likely to travel to Mexico or the Caribbean, and more likely than their non-gay male counterparts to travel to Europe and other countries such as the Middle East, India, China, Japan, Australia/New Zealand, Africa, and Canada (Table 1). While females in the gay and lesbian group were much

less likely than their non-gay counterparts to have traveled to Europe, they were just as likely to have traveled to Mexico or the Caribbean. Both males and females in the gay and lesbian group were more likely than their non-gay counterparts to have stayed in paid accommodations.

When it comes to US Domestic Travel, nearly seven of ten (69%) GLBT adults traveled within the U.S. in the last 12 months. Of those, two in five (43%) traveled three or more times. Only a small proportion (12%) of these travels were for business. The vast majority (64%) traveled for vacation or personal reasons. One-half (49%) of GLBT travelers stayed in an all inclusive resort or a hotel, motel or similar paid accommodations during their domestic travel compared with 64% among domestic travelers in the total population. Two of five (42%) GLBT adults and 50% of adults in the gay and lesbian group spent \$500 or more on the average domestic trip in the last 12 months. One of five (22%) gay and lesbian adults who traveled in the last 12 months spent over \$1000 compared to 15% of travelers in the total population.

While gay males were less likely than non-gay males to have engaged in domestic travel in the last 12 months, they were more likely to use their travel for vacation or personal reasons. Gay males were much less likely than non-gay men to stay in a paid accommodation while away and more likely to stay with friends or relatives. Males and females in the gay and lesbian group were more likely than their non-gay counterparts to spend \$1000 or more on the average trip.

The vast majority of adults in the GLBT group (72%) as well as those in the total population (76%) traveled by car. Adults in the gay and lesbian group were somewhat more likely (55%) than adults in the GLBT group (40%) and those in the total population (40%) to use a plane for their domestic travel

Overall, only a small proportion of domestic or foreign travelers used the services of a travel agent in the last 12 months: 18% of total adult travelers, 16% of GLBT, and 13% of travelers in the gay/lesbian group. A notable proportion of GLBT travelers (35%) and those in the gay and lesbian group (46%) visited online travel websites, such as Expedia, Orbitz, Travelocity, or Travelzoo, or used their time online to obtain information or make travel reservations. Among travelers in the total population three of ten (30%) used online services for their travel information or reservations.

Some of the corporate travel-related companies which stand out in marketing to the GLBT consumer include **American Airlines** and **Air Canada** in the airline industry; **W Hotels**, **Hyatt Resorts** and **Kimpton Hotels** in the hotel industry; **Avis** in the car rental industry; and **Philadelphia**, **Dallas**, **Montreal**, **London**, **Manchester**, **Palm Springs** and **Key West** in the destination/CVB side of the industry.

Smaller companies serving the GLBT travel community abound, including gay travel agencies, gay tour operators, gay hotels and resorts and so much more.

*For GLBT consumer media, see P. 36.*

# Canadian Gay Market Statistics

Roughly speaking, the Canadian market is considered to be about 10% of the overall US market in terms of size and buying power. The biggest cities are Vancouver, Toronto and Montreal, with a sizeable GLBT population in Calgary, Edmonton and Winnipeg.

In 2001, the census bureau in Canada, **Statistics Canada**, found 1.24 million lesbians and gays, equaling 3.8% of the population. It also found 0.5% of couples (34,200) were same-sex partners. A more recent survey 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 tend to not identify as gay despite having same-gender sexual relations. Quebec reported the highest percentage of gays, 2.3%, 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.

While not a lot of gay market research has been done on the Canadian market, **Pink Triangle Press**, publishers of Xtra (considered the largest and most widely read GLBT newspapers in Canada), has completed a survey which is considered one of the most significant studies ever done on a group of gay and lesbian consumers in Canada. Of particular importance is that the results reflect their readers and not the general GLBT population in Canada. The study was conducted in the spring of 2004 by Ipsos-Reid as a follow up to the original reader survey conducted by Pink Triangle Press in 1998.

Some highlights of their survey are as follows:

- **84%** of survey respondents are without children
- Average personal income was **\$48,000** vs. the Canadian average of \$39,000
- Average household income was **\$72,800** - \$25,200 higher than the average Canadian household
- Average age of reader: **44** (same as Canadian average)
- **55%** of survey respondents have a degree or graduate degree vs. the Canadian average of 30%
- **46%** consider themselves as trendsetting
- **36%** state that they are usually one of the first people to buy a new product

## At Home

### Demonstrated Spending Power

Home Renovation and Remodeling: \$421M

Home Décor: \$234M

Furnishing and Appliances: \$124M

Home Electronics: \$61M

### Market Potential

49% own their own home

16% plan to purchase a home this coming year

42% plan to renovate their homes

56% plan to make home décor purchases

## Finance

### Demonstrated Spending Power

Financing or refinancing a loan: \$325M (\$453 in the Ipsos Industry specific sheet)

Financing or refinancing a mortgage: \$3.4B

89% have at least one credit card

### Market Potential

12% are interested in hiring an investment advisor

9% want to change financial institutions

15% will acquire a new credit card

80% will invest in at least one financial product or service

## Automotive

### Demonstrated Spending Power

New Vehicle Purchase: \$350M

Used Vehicle Purchase: \$116M

### Market Potential

11% intend to buy a new vehicle

8% plan to buy a used vehicle

## Technology

### Demonstrated Spending Power

Computer Hardware and Software: \$83M

Cell Phone and/or Pager Users: 107,055 people

Spends 18.3 hours per week on the Internet vs. the Canadian average of 11.6 hours

### Market Potential

20% plan to purchase or lease a new cell phone or pager

22% plan to arrange for a home Internet connection

15% plan to change Internet provider

13% plan to purchase digital cable or satellite television services

## Travel

Take trips for pleasure: 684,450 trips (averages to 3.9 trips per year)

Take trips for business: 508,950 trips (averages to 2.9 trips per year)

Attend at least one Pride Event: 149,175 people

Travel to the US: 368,550 trips (averages to 2.1 trips per year)

Travel outside of North America: 228,150 trips (averages to 1.3 trips per year)

## Entertainment

Go to a gay and lesbian film festival: 100,035 people (57%)

Attend a mainstream film festival: 64,935 people (37%)

Attend the theatre: 228,150 tickets in the next 3 months

Rent: 491,400 DVDs and Videos (averages to 2.8 per person per month)

Watch: 298,350 movies in a theatre (per month)

### Nightlife (per month)

Drink: 1.5M bottles of beer

Have: 1.12M mixed drinks or shots

Enjoy: 982,800 meals at a sit-down restaurant

Purchase: 630,000 bottles of wine

Socialize: during 702,000 bar visits (averages to 3 times per month)

## Looking Good

66% will purchase clothing and shoes

56% will buy hair care products and services

## Feeling Good

37% expect to purchase fitness memberships

34% will take part in outdoor recreation activities

19% plan to buy sports and fitness equipment

54% plan to buy vitamins and other health & wellness products

For more information on this research, please go to:

[www.xtra.ca/gayresearch](http://www.xtra.ca/gayresearch)

### \*Definitions:

Demonstrated Spending Power = spent in the last 12 mos

Market Potential = intend to spend in the next 12 mos.

# Technology in the Gay Market

In regards to technology and consumer electronics recent studies suggest that GLBT consumers are amongst the highest indicators of a new technology's success. Simply put, gays and lesbians are thought of as "early adopters," and as such, they are typically the ones your friends would say to check with before purchasing the latest digital camera or cell phone. For example, according to a study issued by the **Center on Urban and Metropolitan Policy of the Brookings Institution**, it was found that "the leading indicator of a metropolitan area's high-technology success is a large gay population." Other statistics show that GLBT consumers are not only more likely to have the latest electronic equipment, but that also more than one in five of them feel that their friends trust their advice when shopping for electronic equipment. Therefore, marketers are becoming increasingly aware of the power GLBT consumers have in influencing the average consumer, whereby sparking trends and assuaging fears of new technology. Moreover, the focus of this article is to look at some of these key technologies experiencing high demand and to observe the methods advertisers are using to target early adopting gay consumers.

Perhaps one of the fastest growing and profitable technologies of late is the cell phone. Now with multiple capabilities beyond that of just talking, such as internet, email, texting, and video, the business models and means of revenue for this device are ever increasing. It is also among the most intimate and daily used of our digital devices, functional and necessary to business and personal interactions, while also reflecting a sense of personal style and taste. Within the gay community cell phones have even achieved a level of importance comparable to that of apparel. This is why as the cellular market approaches saturation advertisers are turning their attention toward the gay market in an effort to build upon brand loyalty. An example of one such company is **Motorola**. In multiple studies such as those conducted by **Harris Interactive** and **Socratic Technologies**, Motorola, alongside **Nokia**, was ranked among the highest desired brands by GLBT consumers. As a corporation, to date, Motorola has a perfect score of 100 on the **HRC Corporate Equality Index**, indicating their dedication to gay employee benefits and respect for their gay customers. Also, they have taken advantage of the high percentage of gay internet users by running summer promotions aimed specifically at gay consumers via a subsection of the Motorola website. **Motopride**, as it was called, was a summer campaign targeting gays and lesbians in New York and California through promotions at gay pride festivals and online sweepstakes. Marketing their new Motorola V70 phone for its style, which research shows is the leading criteria for the gay consumer, proved to be quite successful. In its short run the site received more than 7,000 visitors and nearly 1,700 sweepstakes registrants. Furthermore, in light of results such as this Motorola has extended their campaign in the online gay market and is now seeking even more specific subgroups of the gay community such as late adopters.

Another area of technology highly dominated by gay consumers is that of personal computers. According to Socratic's research most gay people are likely to already own a desktop PC, and data from **Scarborough Research's** 2005 survey of best gay brands suggests that **Dell** is it. However, of the most recognizable brands contributing to the gay community and aggressively pursuing the gay consumer is without a doubt **IBM**. Strong in both its print and online campaigns, IBM has created ads based upon extensive research that speak directly to and about the gay community. In one of its most notable print campaigns members of their corporate GLBT sales team are shown standing with the caption "Chelsea, Provincetown, The Castro, Armonk" above them. A reference to famous gay destinations, the quote includes Armonk, New York, home of

IBM's headquarters, in attempt to reach out to gay business leaders and gay-owned businesses. Like Motorola, their campaigns have become specifically focused on subsections of the gay community, and their online ads are reflecting this as well with an acknowledgment of gay partnerships where couples share their computers. Moreover, complimented by their outspoken support of multiple gay organizations and backing by the HRC, IBM's ad campaigns have successfully created brand awareness within their targeted gay business community.

Not surprisingly, in addition to the explosive growth of computer technologies, GLBT members are amongst the first to adopt the Internet. The **Simmons Gay and Lesbian Consumer Study** found that more than three out of four GLBT adults use online services. Also, almost 90% of the gay and lesbian respondents used the Internet from home and at least 50% accessed it through broadband, cable modem, or a DSL line. All studies, moreover, point to prolonged Internet usage and an increased sense of comfort when using online services such as reservation sites, news and information sites, and online banking, as compared to the general population. **Harris Interactive** and **Witeck-Combs** report a 9% margin of GLB adults who are more likely to visit mainstream online channels than their non-gay counterparts and 27% of GLB adults versus 18% of heterosexual adults who seek out blogger websites. All this evidence thus goes to suggest that the Internet is one of the fastest growing places to advertise to the gay consumer. Numerous companies have found success advertising on gay niche sites such as **Gay.com**, **PlanetOut.com**, and **GayWired.com**. And, as awareness of the technology increases more and more gays and lesbians are seeking out **blogs**, frequently updated and personally maintained web journals, and **podcasts**, subscriber based forms of information usually used to download radio and music broadcasts, as their primary sources of information. Utilizing these Internet resources, therefore, can provide advertisers with an opportunity to contact even more specific segments of the gay community at the forefront of the technology.

The next form of electronic technology heavily used by the GLBT community is cable and satellite TV. The **Simmons National Consumer Study (NCS)** found that nine out of ten gay and lesbian adults subscribe to cable or satellite TV as compared to 80% of the general population. Not surprisingly more GLBT adults are also likely to receive selected premium movie channels, of which **HBO** seems to be the leader. Answering only to subscribers, HBO has been able to push the boundaries of their content, whereby embracing gay themes and subject matter. Also, despite their refusal to engage in product placement, they have found great success with their **On Demand** content, a technology provided by particular cable companies allowing viewers to watch an HBO series or program whenever they wish to for a particular fee. Like On Demand, gays and lesbians have also been early adopters of **PVR** devices, **personal video recorders**, such as **Tivo**. **Forrester Research** found, for instance, that gay men are more than two times likelier to own a PVR device than heterosexuals. Perhaps such findings both reflect and encourage the insurgence of gay visibility in mainstream and cable network programming. Furthermore, in light of the likelihood that gays and lesbians will seek out specific programming and record it, it seems that gay themed networks such as **LOGO** and **Here TV** may eventually be prime locations for advertisers and product placements.

Another consumer electronic device surely to be at the top of any gay person's wish list is a digital camera. The allure is obvious; it is a high-end toy with constant upgrades and is the perfect accompaniment to the upscale, adventuresome, gay traveler. Despite many different makers, however, two prominent companies stand out in their efforts to attract gay customers, **Kodak** and **Casio**. For their EasyShare camera line and printer docking devices, Kodak has recently designed gay specific ads for **LPI publications**, which include magazines such as **Out** and the **Advocate**. The ads, created by **Ogilvy & Mather**, depict two men in a romantic embrace, with taglines such as "Digital. Simple. Fabulous." Greg Walker, Kodak's director-VP for brand and market development and

multicultural marketing, says that the campaigns are the results of research suggesting that the gay market is not only more developed in digital photography, but that they are online more and travel more. This kind of research is also what drove Casio, in a similar fashion, to court the gay market while many of their other competitors had yet not. Yuko Ishikawa, Casio's strategic marketing manager, said that since they could not invest the marketing money compared to that of their major competitors, they decided to target users instead. Casio thus directed its attention to gay consumers for their early adopter status, and, enlisting the help of **Osmosis MediaLab** in gay market segmentation, sought to appeal to their taste for high-tech fashionable products. Research done by Socratic Technologies, for example, suggests that when shopping for a camera picture resolution and style rank among the most important factors taken into consideration. Casio also chose online media, running ads on Gay.com and PlanetOut.com, because of the high gay viewership and lower rates. Moreover, their success with the campaigns has led them to further explore the "pink pound" with gays in England.

Similar to that of digital cameras, Socratic Technologies ranked plasma TVs as the other most popular product likely to be bought by GLBT consumers in the next 12 months. Again, this product, though worth mentioning as an up and coming consumer technology still has not seen any major directed advertising. Shows, however, like **Queer Eye for the Straight Guy**, have featured plasma screen TV's in the past as part of their make-over/product placement renovations. Again, this seems like a potential arena for future gay advertising.

Now, much like the cell phone, it is almost becoming difficult to think of a world without mp3s and ipods. Just about everyone seems to have one, and amongst the gay community many owners are even starting to utilize more advanced features of the technology by seeking out radio and video podcasts. So, despite the lack of any major direct gay advertising of mp3 players and ipods, and since their appeal seems to be so ubiquitous, it is perhaps more relevant to discuss how the gay community is using them. Much like the appeal of TiVo, Video On Demand, and blogs, this new technology has provided a way for gay consumers to integrate their mp3 players with their savvy knowledge of the Internet in order to find content specifically of interest to them. For example, gay television channel Here! TV has begun its own podcasts featuring original

interviews and content, while Bravo's weekly **Queer Eye for the Straight Guy** podcast is one of the most popular downloads on iTunes. Similar to blogs, as well, a crop of independent gay radio shows have begun to rise up due to the simplicity with which a podcast can be made. Moreover, though there is a slight skew towards a younger generation of gay users, there is no doubt that this new mp3 and podcast technology will eventually change the way gay consumers receive and seek out entertainment.

Finally, a small and often overlooked consumer electronics category with increasing appeal to the gay community is that of gaming. Often mainstream videogame commercials logged and critiqued by those such as **CommercialCloset.com** and other gay media watchdog organizations receive fairly poor ratings for their portrayals of gays and lesbians. Despite the large number of gay videogame enthusiasts there seems to be a pervasive homophobic attitude surrounding much of the gaming industry. Rare exceptions, however, might include the videogame **The Sims**, which aired the first gay-friendly ad on national television back in 2001 and spurred a number of gay websites devoted to the game. Still, other options for gay gamers can be found on sites like **Gaymer.org**, a place specifically designed for gay videogame enthusiasts to share their passion and interact with one another. Here the latest XBOX games are reviewed and news about the gaming industry from a gay perspective is given a voice. With the relatively few places for gay gamers to go this is another example of how the Internet and the GLBT community's understanding of it is bridging the consumer/product gap and creating a niche for advertisers to more easily target and meet their gay customers' needs.

In review of all these new consumer technologies and their relationship to the gay community it is important to note the recurring themes of early adoption and integration. For not only are GLBT consumers picking up on the latest and trendiest electronic gadgets sooner than the general population, but they are also finding ways to integrate the uses of these products to fit their particular lifestyle and preexisting habits. Whether it is utilizing DVR boxes to record programming specifically aimed at them or downloading gay themed podcasts to their ipods from the internet, GLBT consumers are using their tech-savvy skills to make electronic products work for them. What is more is that their quick mastery of these devices then makes them credible and likely resources for inquiry by the average consumer. In the end it is their ability to spot and spark trends that is of great interest to advertisers, and those willing to invest in brand loyalty amongst gay consumers will likely be the winners in this race to meet a very lucrative burgeoning market.

*This article provided to us by Paul Perales*

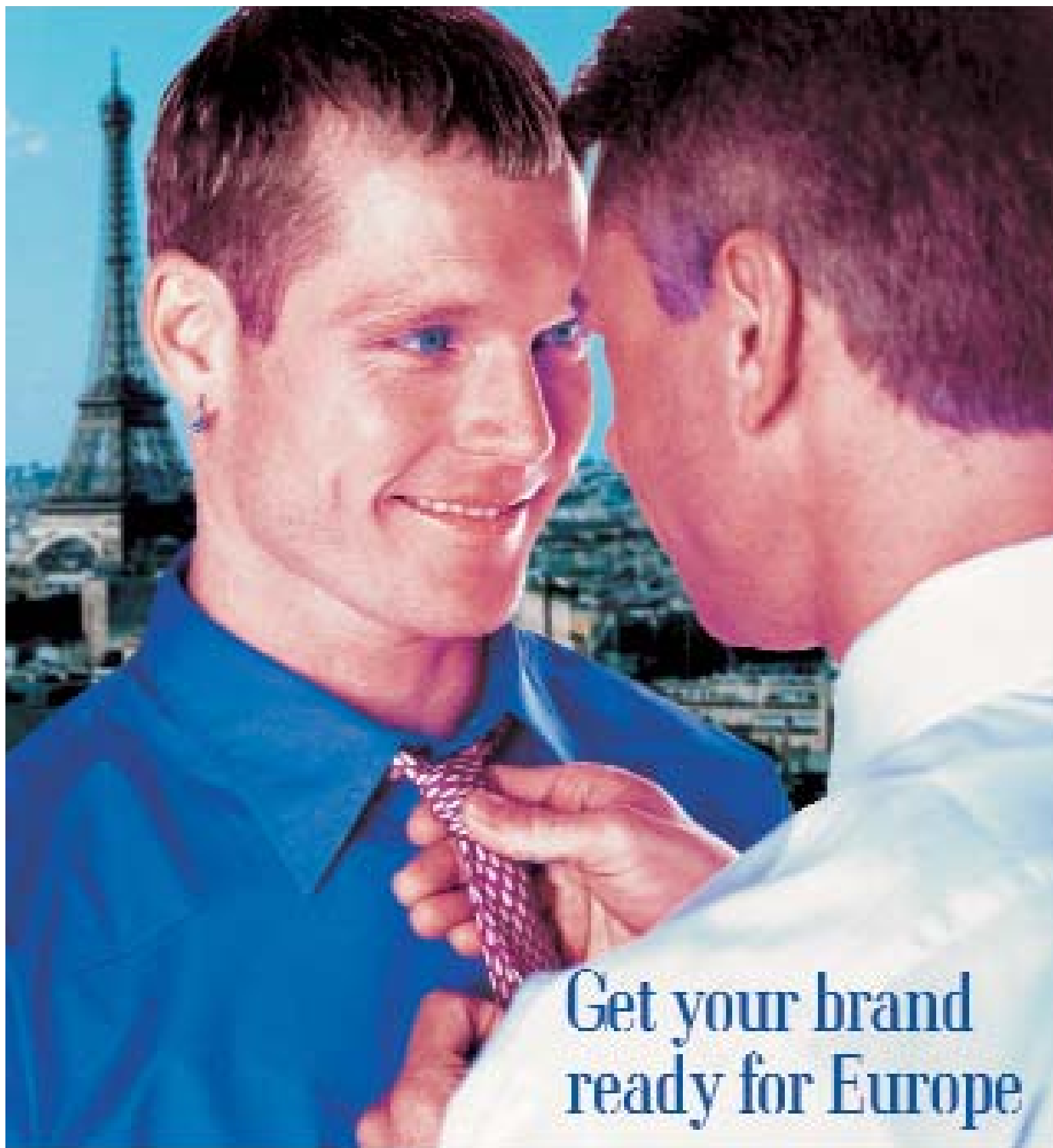
## Featured Organization: Witeck-Combs Communications

**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](http://www.witeckcombs.com)

Is your company making an impact  
on the gay & lesbian market?

Don't be left out.  
E-mail us at [info@himcorp.com](mailto:info@himcorp.com)  
to let us know who you are.



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# Case Study: Gay Tourism Pays Off for Philadelphia and Its Countryside

*For Every \$1 Invested in Gay Marketing, \$153 Was Returned In Direct Visitor Spending*

In November 2003, the **Greater Philadelphia Tourism Marketing Corp. (GPTMC)** joined a very short list of cities around the world to officially "come out" as a gay-friendly destination. In an effort to capture its share of the \$64.1 billion gay travel market, Philadelphia introduced a \$1,000,000 tourism campaign, **Philadelphia. Get Your History Straight and Your Nightlife Gay®**, in November 2003.

Less than a year later, in June 2004, the **Greater Philadelphia Tourism Marketing Corporation (GPTMC)**, the **Altus Group** and the **Philadelphia Gay Tourism Caucus** made history when Philadelphia became the first destination to air a television commercial promoting the destination as gay-friendly. In 2006, Philadelphia again set out to blaze new trails by paying special attention to the lesbian traveler through an adapted advertising and media relations strategy, expanded content about lesbian-friendly Philadelphia on [www.gophila.com/gay](http://www.gophila.com/gay) and guerrilla marketing at special events for lesbians.

## STRATEGY

GPTMC sought to integrate the gay campaign into the overall Philadelphia branding to create a synergy between the mainstream, multicultural and gay campaigns, which were running simultaneously. Philadelphia's icons, the Liberty Bell and Independence Hall have universal appeal and GPTMC had worked for years to extend icon status to its restaurants and arts/cultural experiences. The challenge was to demonstrate Philadelphia's gay appeal and its genuine intentions to welcoming gay and lesbian travelers to visit and spend money.

GPTMC was instrumental in the founding of the Philadelphia Gay Tourism Caucus, whose members (gay and straight) work in the hospitality industry and beyond. The Caucus helped GPTMC to create the Philadelphia Freedom Hotel Package, a new gay and lesbian trip planner, and added content to special section of the Web site, [gophila.com/gay](http://gophila.com/gay).

Television is traditionally a part of GPTMC's tourism campaigns; however, television was not originally planned for the gay tourism marketing campaign, primarily because television is rarely used in gay marketing. It was important to utilize television advertising for the gay market because of its immediate return, high visibility and significance to the gay community. Through the cooperative efforts of GPTMC, the Altus Group and the Philadelphia Gay Tourism Caucus, the opportunity to make history became a reality. By the time the commercial was shot in early April, more than \$100,000 of donated professional goods and services were secured to complete the commercial.

## RESEARCH

Before embarking on its own campaign, GPTMC commissioned the first-ever primary research study on gay travel specific to a U.S. destination in the summer of 2003. GPTMC's goals were to establish: a demographic profile for Philadelphia's potential gay visitor, geographic "feeder" markets, motivations for travel/length of trip and statistical benchmarks. GPTMC used the data to frame the issue as "a good business decision" rather than a social or political statement.

In 2005, GPTMC conducted a benchmark study with **Community Marketing** to further measure the impact of the campaign.

## RESULTS

Results can be summarized in two words: extraordinary and unprecedented. Just 18 months after the launch of the **Philadelphia and Its Countryside™** gay-friendly tourism marketing campaign, gay travelers are spending 30% more than they did before the effort debuted, up from \$179 per day in 2003 to \$233 a day in 2004. **Gay Tourism 2005**, a 30-page research study also revealed that for every \$1 GPTMC invests in gay tourism marketing, \$153 is returned in direct visitor spending.

*Gay Tourism 2005* also contains a groundbreaking section dedicated solely to lesbian visitors. This first-of-its-kind study revealed that compared to gay men, lesbian travelers to Philadelphia:

- Spend the same per day
- Are more likely to be younger
- Tend to travel with partners rather than with friends
- Are less likely to recall gay advertising

In addition, gay men are staying longer in Philadelphia (on average 2.4 nights), while lesbians are staying for a shorter period of time (just 1.8 nights).

*Gay Tourism 2005* goes on to prove that gay marketing campaigns are effective. Respondents reported that GPTMC's \$1 million marketing campaign, **Philadelphia - Get Your History Straight and Your Nightlife Gay®**, has been successful in building the region's image as a gay-friendly destination, with 87% of the respondents saying that the campaign improved their image of the city and region. The data also confirms that gay tourism has improved the bottom line for regional businesses, attractions and hotels. Those respondents who saw GPTMC's gay-friendly advertising said they spent more money, \$607 compared to \$445, and stayed longer, on average 2.4 nights compared to 2.1 nights, than those gay travelers who did not see the advertising.

Publicity coverage alone is valued at \$9.8 million in advertising equivalency with more than 182,815,593 impressions. Philadelphia's campaign has been covered in news stories seen around the globe through the power of cable television news networks, news wire services and the Internet. Multiple stories have appeared in *The New York Times*, *USA Today*, *Boston Globe* and the *LA Times*. Many newspapers published their first-ever gay travel stories in their regular travel sections. Philadelphia's campaign is also a pop culture phenomenon. The campaign has been on the "Hollywood Squares," *the Late Show with Jon Stewart* (HSMAl Gold Award winner) and featured in multiple VHI entertainment programs, including "Totally Gay 2," "Best Week Ever" and VH1's upcoming program, "Big Gay 40."

In the year before the launch in 2003, [gophila.com/gay](http://gophila.com/gay) logged just 900 unique visits per month. In 2004, the site had 58,000 unique visitors. Subscribers to an electronic newsletter, *Gay Tripper*, went from 447 people in 2003 to 1,343 today. In total more than 50,000 gay brochures were downloaded from the site and another 38,000 have been distributed to gay conventions and at gay expos. The gay television commercial has been downloaded more than 22,000 times by consumers.

*Article by Jeff Guaracino, Greater Philadelphia Tourism Marketing Corp.*

# 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.

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.

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.

# Resources

## Marketing, Advertising & PR

Resource List compiled by Michael Wilke,  
Commercial Closet. [www.CommercialCloset.org](http://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](http://www.agendainc.com)  
415-252-8925

### Altus Group

Dave Jefferys  
[www.altus-group.com](http://www.altus-group.com)  
215-977-9900

### Blink Media

Frank Cefalo  
[www.blinkmedia.net](http://www.blinkmedia.net)  
646-334-4387

### Communication Services

Libby Post  
[OutMarketing.biz](http://OutMarketing.biz)  
518-438-2826

### Community Marketing, Inc.

Thomas Roth  
[www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com)  
415-437-3800

### CP Promotions (on site materials/events)

Jim Nellis  
[www.cppromotions.com](http://www.cppromotions.com)  
212-683-4226

### DMD Market Research (qualitative/quantitative)

Dennis Doherty  
[www.dmdresearch.com](http://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](http://www.pangeapartners.com)

### Expressive Arts, Inc.

Steven C. Lindsey  
Strategy. Design. Distribution. Results.  
(214) 468-9229 (ext 302)  
[www.expressiveartsinc.com](http://www.expressiveartsinc.com)

### FH Out Front (PR, unit of Fleishman-Hillard)

Ben Finzel  
202-828-8809  
[www.fleishman.com](http://www.fleishman.com)

### Frankel (KY, Tylenol PM, Nivea for Men)

Jim Joseph  
[www.frankel.com](http://www.frankel.com)  
203-862-6464

### Gay Media Center

(gay & lesbian contextual ad placement)  
323 512-2922  
[www.gaymediacenter.com](http://www.gaymediacenter.com)

### Gay Media Bids

(online media auction purchasing)  
323-512-2922  
[www.gaymediabids.com](http://www.gaymediabids.com)

### Gay Media Express (online media purchasing)

Matt Skallerud  
323-512-2922  
[www.gaymediaexpress.com](http://www.gaymediaexpress.com)

### Gay Consultants, Inc.

Serge Gojkovich  
[www.gayconsultants.com](http://www.gayconsultants.com)  
617-953-1701

### Gay Market Research + Development Lab<sup>(SM)</sup>

Thomas Roth  
[www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com)  
415-437-3800

### House of Market Research

Leann Lamb  
[www.HMR-Research.com](http://www.HMR-Research.com)  
626-486-1400

### Legan Promotions

Tom Legan  
908-322-2362  
[www.leganpromotions.net](http://www.leganpromotions.net)

### Levine & Partners

(health care marketing consulting)  
Harold Levine  
212-688-6671

### Howard Bragman (media relations, crisis communication)

[www.fifteenminutes.com](http://www.fifteenminutes.com)  
323-650-5591

### Impax Marketing Group

Jay Arnold  
[www.impax.com](http://www.impax.com)  
215-546-9666

### Karpel Group

Marc Mannino  
[www.thekarpelgroup.com](http://www.thekarpelgroup.com)  
212-505-2900

### M80 Interactive Services

Gary Pappani  
[www.M80im.com](http://www.M80im.com)  
323-644-7813

### Marketing Etc.

Elizabeth Weisiger  
[www.marketingetc.com](http://www.marketingetc.com)  
303-460-8900

### MergeMedia

Dawn Meifert  
[www.mergemediagroup.com](http://www.mergemediagroup.com)  
214-523-9505

### Metamorphics Media

Jon Pogact  
[www.metamorphicsmedia.com](http://www.metamorphicsmedia.com)  
845-278-1267

### Moon City Productions (Subaru)

John Nash  
[www.mooncityprod.com](http://www.mooncityprod.com)  
212-532-7443

### Multi Market Media

W. Everett Hauck  
[www.multimarketmedia.com](http://www.multimarketmedia.com)  
888-658-7220 x707

### Multicultural Marketing Resources

Lisa Skriloff  
[www.multicultural.com](http://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

**Pinnacle Promotion and Marketing**

William Michael Fernandes  
www.pinnaclepromotion.com  
508-747-3356

**Prime Access** (gay and diversity)

Howard Buford  
www.primeaccessinc.com  
212-594-6300

**Poux Company**

Paul Poux  
www.pouxcompany.com  
212-217-1951

**Qtopia Media** (radio, outdoor, events PR)

David Morganlander  
www.qtopiamedia.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](http://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](http://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](http://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](http://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](http://www.glcensus.org)  
Jeffrey Garber  
315-637-2018

**GayDemographics.org****Greenfield Online**

[www.greenfieldonline.com](http://www.greenfieldonline.com)  
Gay & Lesbian Market Study Info (paid)

**Harris Interactive**

[www.harrisinteractive.com](http://www.harrisinteractive.com) (47 related polls, found under search)  
Gay & Lesbian Pulse surveys

**Mariposa Group LGBT research**

Fred Bové  
[www.mariposa-group.com](http://www.mariposa-group.com)  
415-864-4814

**New American Dimensions**

David Morse  
[www.newamericandimensions.com](http://www.newamericandimensions.com)  
310-670-7889

**Packaged Facts/Kalorama**

[www.marketresearch.com](http://www.marketresearch.com)

**Simmons Market Research Bureau**

[www.smr.com](http://www.smr.com)

**Yankelovich Partners**

[www.yankelovich.com](http://www.yankelovich.com)

## 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

## Contact info

**Phone**  
212-995-0147

**Address**  
Commercial Closet Assoc.  
29 Avenue B, #3H  
New York, NY 10009

**Contact**  
Michael Wilke

**Email**  
mike.wilke@commercialcloset.org

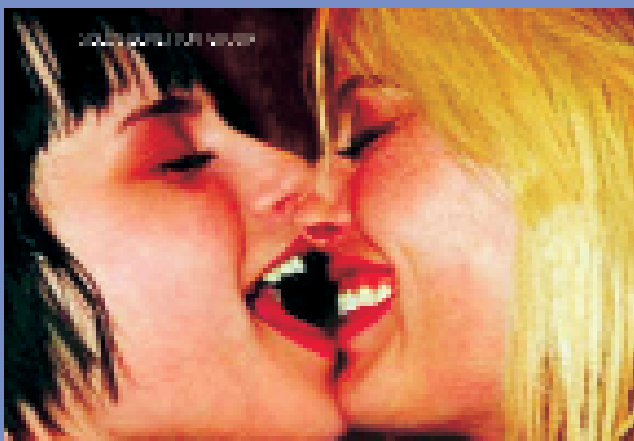
**Website**  
www.commercialcloset.org



Cliché.



Cliché.



Cliché.

# The Commercial Closet

Bringing GLBT Sensitivity  
to Corporate Advertising  
[CommercialCloset.org](http://CommercialCloset.org)

## CANADA

### BeeCause

Nina Penteadó  
416-944-3977  
www.beecause.com

### 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

### 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.homoeconomics.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/jebra3.htm>

*Resource List compiled by Michael Wilke, Commercial Closet*  
[www.CommercialCloset.org](http://www.CommercialCloset.org)  
*Some additions and modifications done by HIM Corp.*

## 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](http://www.CommercialCloset.org)*



## Rapid Response Poll Deliverables

### Standard Fees Include:

- A flat data file delivered via email in one format (reportable into MS Excel)
- A corrected list of data by relevant polling points, delivered as MS Excel
- Open-ended Text Allocation (unranked sum total, add up to 100%, distribute 10 items, etc. with cross message for "wrong count") will be delivered as "verbatim" output in MS Word unless the optional coding service is used.

### Cost Structure (U.S. Dollars)

number of questions	4-5	6	7	8	9	10	11	12	14	16	18
Initial Cost	\$2,450	\$2,700	\$2,950	\$3,200	\$3,450	\$3,700	\$3,950	\$4,200	\$4,450	\$4,700	\$4,950

### How to count questions

Because responses to some questions can be handled in different ways, the following chart translates various response types to a standard number of questions for purposes of estimating your [Rapid Response Poll](#) budget.

Response type	Standard Number of Questions
1. Single Choice (Radio button)	1Q
2. Group Choice ("Choose one or more responses for a list of up to 15 items")	1Q
3. Single Text (radio-button-ended question)	1Q
4. Group Text (radio-button-ended list of items)	Each text item = 1Q
5. Single Numeric (Numeric only)	1Q
6. Group Numeric (Type in a number for several items)	Every 5 items = 1Q
7. Single Scale (Rating or score choice)	1 Question
8. Group Scale (Rating a number of items on same scale)	Every 5 items = 1Q
9. Matrix choice ("Choose One/Several/Not up to 100%," "Choose 1/2/many," "rank from highest to "lowest" level")	Every 5 items = 1Q
10. Ranking (Rank all listed items)	Every 5 items = 1Q
11. Statement (If there's place to do so, use an example statement as a representative to help include a poll question)	1Q

The following services are offered for an additional fee:

Additional Services <sup>1</sup>	Additional Cost
Custom layout, icons, or additional weighted by column	\$400 per request
Editing of open-ended questions	\$100 per question
Coding of "Other/question" checkboxes	\$100 per question
Questions to include on Open-ended Plus & Thru-rolls All Group Types / "Choose 1 or more"	\$50 per request
Location translations or open-ended verb. translations of Double-Click questions for groups	\$0.25 per word
WYSIWYG Editable	\$750
Prova/Online Support	\$1,800

An order for a [Rapid Response Poll](#) can be placed by contacting [sales@wopoll.com](mailto:sales@wopoll.com).

<sup>1</sup>Visible online costs may add up to more depending on specific details for various procedures.

# GET PLUGGED IN

AND LET YOUR BUSINESS TAKE THE LEAD

## Hosting, Collocation and Managed Services

Small to Large sized business with IT departments that need our experience in broadband infrastructure - Network, Messaging, E-commerce, Application Development, VPN, Asset Security. Call us with your questions.

### SERVICES FOR ALL YOUR DIGITAL NEEDS

Consulting  
Collocation  
Hosting  
Messaging  
Application Development  
Network Security  
VoIP Voice Over IP - IP Telephony  
PoE - Power Over Ethernet  
Wireless  
Streaming  
Optical Fiber Management  
System Integration  
Data Security  
Internet  
Voice and Data Calling

# 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.

*LINK: [www.CommercialCloset.org](http://www.CommercialCloset.org)*

### Equality Forum

A national nonprofit and 501(c)(3) GLBT organization headquartered in Philadelphia. Equality Forum undertakes high impact initiatives, produces documentary films, highlights GLBT history and presents annually the largest national and international GLBT civil rights forum.

*LINK: [ww.EqualityForum.com](http://ww.EqualityForum.com)*

### 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](http://www.FamilyPride.org)*

*GUIDE REFERENCE: Niche - Parenting and Families*

### Funders for Lesbian and Gay Issues

Formed in 1982 as the Working Group on Funding Lesbian and Gay Issues in response to the lack of visibility and funding for lesbian, gay, bisexual and transgender (LGBT) issues in the philanthropic community. They are the only national organization whose mission is to advocate for increased support of LGBT issues within organized philanthropy.

*LINK: [www.LGBTFunders.org](http://www.LGBTFunders.org)*

### 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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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.LGBHealth.net](http://www.LGBHealth.net)*

**National Gay & Lesbian Chamber of Commerce (NLGCC)**

NLGJA is an organization committed to expanding economic opportunities of LGBT-owned and friendly businesses. Through advocacy, workshops, certification, and networking, they invest in the community and future of LGBT business causes.

*LINK: [www.NLGCC.org](http://www.NLGCC.org)*

**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](http://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](http://www.NGLTF.org)*

**The National Center for Lesbian Rights (NCLR)**

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](http://www.NCLRights.org)*

**Parents, Families and Friends of Lesbians and Gays (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](http://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](http://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](http://www.victoryfund.org)*

# Equality Forum™

The Global GLBT Event  
May 1 – 7, 2006, in Philadelphia  
[www.equalityforum.com](http://www.equalityforum.com)



# 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 leads 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](http://www.10percent.com)
2. A Different Light Books: [www.adlbooks.com](http://www.adlbooks.com)
3. BeProud.com: [www.beproud.com](http://www.beproud.com)
4. Buy Gay: [www.buygay.com](http://www.buygay.com) (adult)
5. Kleptomaniac: [www.Kleptomaniac.com](http://www.Kleptomaniac.com)
6. Lambda Rising Books: [www.lambdarising.com](http://www.lambdarising.com) (book store)
7. LambdaShopping.com: [www.LambdaShopping.com](http://www.LambdaShopping.com)
8. Movie Mountain: [www.moviemountain.com](http://www.moviemountain.com) (adult)
9. Oscar Wilde Books: [www.OscarWildeBooks.com](http://www.OscarWildeBooks.com)
10. OutWrite Books: [www.outwritebooks.com](http://www.outwritebooks.com) (book store)
11. OverTheRainbowShop.com: [www.overtherainbowshop.com](http://www.overtherainbowshop.com)
12. Perfect Beat: [www.perfectbeat.com](http://www.perfectbeat.com) (music CDs)
13. Priape: [www.priape.com](http://www.priape.com)
14. Pride Factory: [www.pridefactory.com](http://www.pridefactory.com) (gay retailer)
15. QueerShop.net: [www.queershop.net](http://www.queershop.net)
16. RAD Video: [www.radvideo.com](http://www.radvideo.com) (adult)
17. Relatively Wilde: [www.relativelywilde.com](http://www.relativelywilde.com) (book store)
18. TLA Video: [www.tlavideo.com](http://www.tlavideo.com) (videos)
19. Wolfe Video: [www.wolfevideo.com](http://www.wolfevideo.com) (videos)
20. Xodus USA: [www.xodus-usa.com](http://www.xodus-usa.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](http://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](http://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](http://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

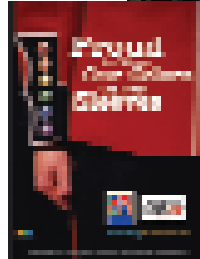
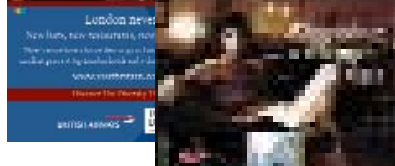
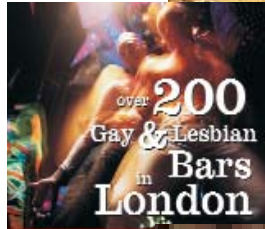
In order to create enough impressions for potential customers to contact your company, they need to recognize that they have seen your display ad in the paper in the past. This does not mean that you must place the same art every week. However, the overall appearance of the ad, logo, and general style 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.

*ad samples above provided by Gay Consultants Inc.*

# Stock Photography Sites



[www.QueerStock.com](http://www.QueerStock.com)



[www.SXC.hu](http://www.SXC.hu)  
*not gay, but good resource*

# 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.

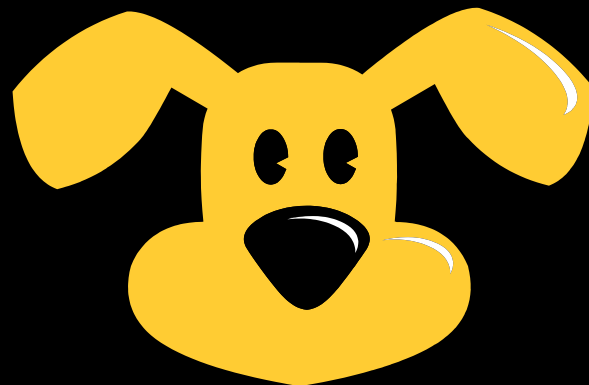


Recently launched **SmartBrief** takes over where **FenceBerry** left off, offering a twice-weekly e-mail newsletter pooling thousands of news articles, research and media reports. SmartBrief combines proprietary technology with human intelligence, offering digestible knowledge to keep decision makers abreast of their issue areas and industries.

LINK: [www.smartbrief.com/lgb/](http://www.smartbrief.com/lgb/)

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.

Additional Resources: [www.PrideWire.net](http://www.PrideWire.net)



gay, furry and **very** friendly  
when you rub our underside...  
that's our style.

Website Hosting | Graphic  
Design | Print Design

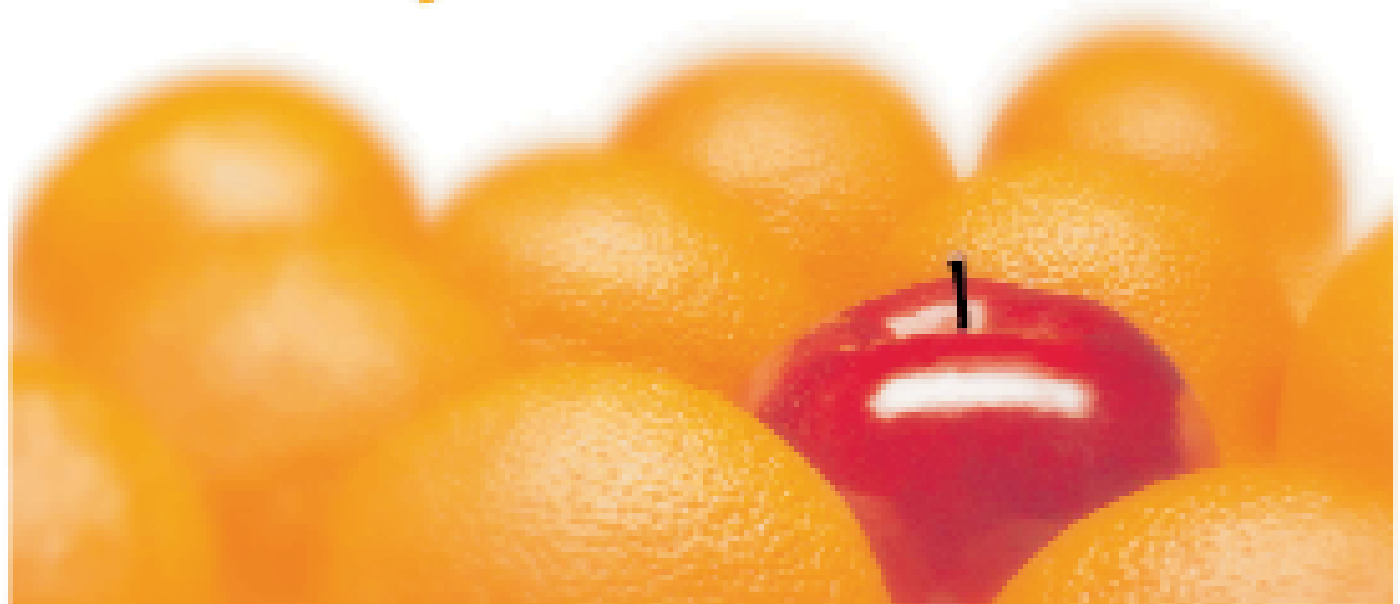
Yellow  
puppy  
designs



323-559-4357  
[info@yellowpuppy.com](mailto:info@yellowpuppy.com)  
[www.yellowpuppy.com](http://www.yellowpuppy.com)



# WHEN IS AN APPLE NOT JUST AN APPLE?



## WHEN IT'S AN APPLE THAT BREAKS THE MOLD.

With a buying power estimated at \$410 billion, smart companies increasingly seek gay and lesbian consumers. The most successful marketers will be those willing to think outside the box.

For more than a decade, Wittek-Combs Communications has been doing just that – helping clients design and implement comprehensive marketing plans in the gay market. Grounded in research and leveraged by our in-depth knowledge of the community, we connect marketers to the gay consumer by being innovative, strategic and results-driven. Otherwise, you're just another apple in the bushel.

To learn more about what we can do for your brand,  
visit [www.wittekcombs.com](http://www.wittekcombs.com) or call 301.883.1900 x14.



*Providing services to/Out & Equal since 2004.*

# HIM Corp. Guide to the Gay Market 2006

Designed to both educate and guide you through the many opportunities available in the gay & lesbian marketplace today, this guide includes information and resources on the following topics:

- 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

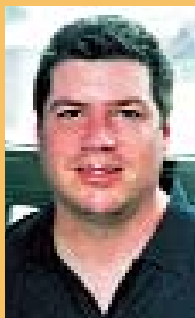
In addition, we have information about media and marketing opportunities within specific gay & lesbian niches you may wish to learn more about, including:

- 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

New in this edition is more detailed coverage on the following industries and regions:

- Automotive, Travel and Technology
- Dallas, Los Angeles, San Francisco, Toronto
- Canadian Market, UK Market

When online, find more information at [www.himcorp.com/guide/](http://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](http://www.gaywired.com)) in May of 1995. He successfully led Gay Wired into one of the premiere and dominant gay websites worldwide, translating that success to [LesbianNation.com](http://LesbianNation.com) and [QTMagazine.com](http://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.

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