

### In This Issue

#### Special Introduction

Introducing the annual **2009 Gay Market Report**, available today. This market report focuses on all aspects of the GLBT community and how to reach it. New articles include the latest marketing trends including how **blogs** can help your business, how **LinkedIn.com** can help you reach business contacts like never before, how **Facebook.com** can help you target specific niches and industries, and much, much more.

#### How Is Social Media Changing The Face of Marketing

For many years, traditional marketing was in the form of one-way communication. Through public relations and advertising campaigns, companies put forth value propositions to generate market appeal, attract and retain customers, and drive sales by talking "to" their potential customers. ....



#### Spotlight on Feast of Fools

One of the most popular talk shows on the Internet today, as well as one of the originals in the gay market, Feast of Fools, alternately know as Gay Fun Show or simply FoF, is a mix of celebrity interviews, news commentary, author chats, cocktail recipes, grooming advice, political forum, new artist musical interludes, gift opening, and letter reading....

### Other Highlights

**Bella As You Are**

**AA Rainbow News**

**New: Bulletin Board and Events from Ning.com Site**

**Banner Advertising Plus**

**GLBT Online Business Resources**

### Business Event Highlights

**Pink Banana Media GLBT Web 2.0 Seminars**

Sept 2, 4 and 5, 2008: Ft. Lauderdale, Miami and Key West, FL

**Out & Equal Conference**

September 10 - 13, 2008: Austin, TX  
[www.OutAndEqual.org](http://www.OutAndEqual.org)

**IGLCC Summit**

September 19-21, 2008: London, UK  
[www.IGLCC.org](http://www.IGLCC.org)

**Community Marketing Conference**

October 5 - 8, 2008: Vancouver, BC  
[www.CommunityMarketing.com](http://www.CommunityMarketing.com)

**NGLCC-NY: Bright Lights, Big Business**

October 16, 2008: New York, NY  
[www.nglccny.org](http://www.nglccny.org)

**Reaching Out MBA Conference**

October 30 - November 2, 2008: Washington, DC  
[www.reachingoutmba.org/dc08/conference-info/](http://www.reachingoutmba.org/dc08/conference-info/)

**NGLCC Dinner**

November 7, 2008: Washington, DC  
[www.NGLCC.org](http://www.NGLCC.org)

**Gay & Lesbian Leadership Conference**

December 4 - 7, 2008: Washington, DC  
[www.glli.org/files/conference2008/](http://www.glli.org/files/conference2008/)

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**Gay and Lesbian**  
...: **Social Networking** ...:  
...|...  
...: **Marketing** ...:  
...|...  
...: **Advertising** ...:  
...|...  
...: **Community** ...:

... including the site **PinkBananaWorld.com**

- **#1 GLBT Content News Source** (Aggregating from hundreds of sources)
- **Profile Integration** with MySpace, Facebook, Youtube and more.
- **Profile sharing with friends**, including personal GLBT Facebook-style feed

## GLBT Marketing Services

**Specialized Web 2.0 Marketing:** Our company specializes in the more unique aspects of online marketing in 2008. Working closely with your product or service, we can help promote your company to the online GLBT community utilizing such services as **Facebook Pages**, **IgoUgo.com** and **TripAdvisor.com Marketing**, **MySpace Pages**, **Blog Creation**, **YouTube Video** and **Flickr Photos**, just to name a few.



**Traditional Online Advertising:** In addition, we can offer you the more traditional **Banner Advertising** and **E-Mail Marketing** opportunities to help promote your business to the online GLBT community. Working with our own web sites, as well as other web sites targeting the GLBT community, we can help **Match** your product or service to the online GLBT community that is right for you, targeting by **regions of the world** as well as **themes including travel, sports and more**.

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### About The Editor:

Matthew Skallerud, President of Pink Banana Media and author of the Gay Market Guide, began his career in the gay & lesbian marketplace when he founded GayWired.com in May of 1995. He successfully led GayWired.com into one of the premiere and dominant gay websites worldwide, translating that success to LesbianNation.com and QTMagazine.com (gay travel site). In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented websites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of web-sites, which included GayMonkey.com, GaySports.com, Navigaytion.com, PrideParenting.com and GayBusinessWorld.com, just to name a few.

Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.  
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# Welcome

**Who is this report 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 report promoted?** Our company is doing a nationwide tour of GLBT New Media business receptions, promoting this guide along the way. We are also promoting this guide to as many GLBT business events this year as we can, including the IGLTA Convention in Toronto, the NGLCC event in Seattle and the IGLCC Convention in Copenhagen.

To **order** this guide, go to [www.PinkBananaMedia.com/MarketReport/](http://www.PinkBananaMedia.com/MarketReport/) - it is available as both a PDF download and in print. Both the PDF download and the version available for print will be updated monthly.

To **advertise** or have a **Media Spotlight** feature on your company, please e-mail us at [matt@PinkBananaMedia.com](mailto:matt@PinkBananaMedia.com).

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# Introduction

Welcome to the 2009 Gay Market Report, 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 report 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 100,000 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 2009

In addition to the continued rise of **niche-oriented Internet marketing**, via standard banner and e-mail advertising, the world of blogs and social networking opportunities are the hot new growth areas of today. Some of the GLBT blogs like Towleroad.com and OhLaLaMag.com give established GLBT community websites a run for their money, outperforming them on unique visitors, page views and repeat visits



time and time again. Social networking in all of its forms, from MySpace to Facebook to niche sites such as Glee.com and DList.com are also becoming online destinations which continually keep their visitors entertained, sometimes for hours.

**Gay television networks** are the business leaders of the GLBT market today. here! TV and Logo have both independently acquired a variety of print and Internet media properties including the Advocate and Out Magazines



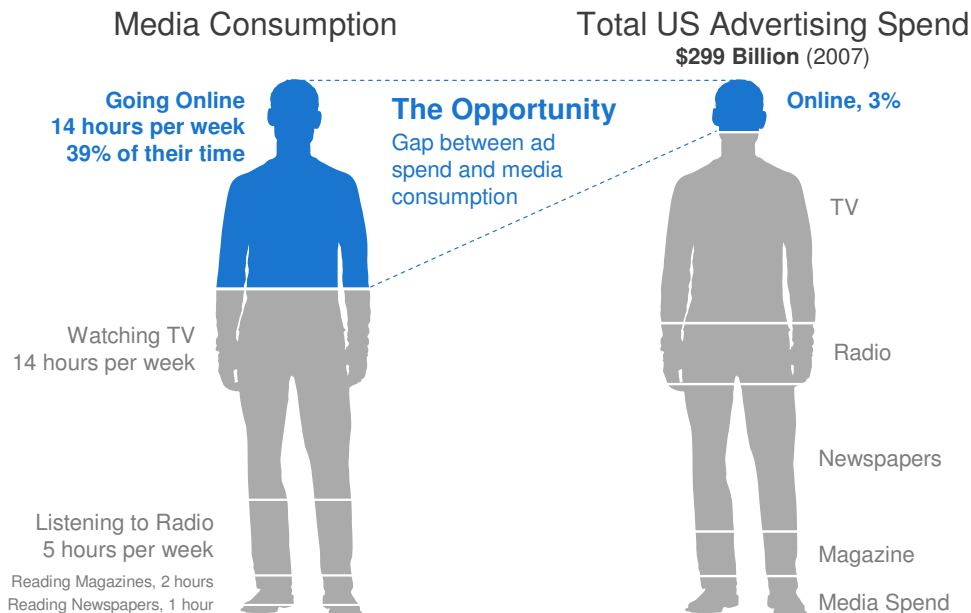
and GayWired.com for here! TV and 365Gay.com, AfterEllen.com and Downelink.com for Logo. A few years back it was PlanetOut Partners doing the acquisitions, but times have changed, and between niche cable and satellite TV, along with social networking and blogs, the eyeballs and advertising dollars are taking a distinct shift as companies learn to move from "advertising to" consumers to "speaking with" consumers, a fundamental shift which will continue on for years to come.

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	2007 Population	Buying Power 1990	Buying Power 2000	Buying Power 2007
African American	39 Million	\$318 Billion	\$590 Billion	\$845 Billion
Gay American	15+ Million			\$690 Billion
Hispanic American	45 Million	\$212 Billion	\$489 Billion	\$862 Billion
Asian American	14 Million	\$117 Billion	\$269 Billion	\$459 Billion

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.

## Mind The Gap



Source: "US Entertainment and Media Consumer Survey Report 2005" Jupiter Research (September 2005)  
 Total Ad Spend: eMarketer, October 2006; "Entertainment and Media Consumer Survey"  
 Jupiter Research (September 2005); "Advertising Expenditures Report," Universal McCann (December 2005); MPAA

# Online Marketing to the GLBT Community in 2009

by Matthew Skallerud

Each year, one of the highlights of my life is to update this document to reflect the changes that have taken place in the world of online marketing to the GLBT community, both in the US and worldwide. Some aspects of online marketing have really matured and come of age at this time, while others have leapt seemingly out of nowhere to become major players this year.

What I'll do here is start with the basics and work our way up to some of the new and exciting, more guerilla-style marketing techniques one can employ when trying to reach gays & lesbians on the Internet. Some of these suggestions may only apply to a smaller business, such as online directory advertising, but for most businesses large and small, the majority of the opportunities are quite consistent for each.

## Natural Search

I believe this is the first and foremost area any business, large and small, should focus on first. You want to maximize your opportunities for Natural (translated as FREE) Search results, putting your attention specifically at key word phrases an online user should and would use when finding businesses similar to yours. Whether it's free or paid search, don't go too wide and too liberal here or you'll be frustrated, and with paid search, you'll waste money on click-throughs that mean nothing to your business.

If you're a gay hotel in Miami, you'll want to show up in the top 10 results when someone types in "gay hotel Miami". One way to accomplish this is to ensure that your web designer has programmed your Title Tag <title> with the relevant information about your property. A typical title should be "Your Hotel Name - Gay Hotel Miami" or "Your Hotel Name - Miami Gay Hotel". Search engines use this title tag as a key part of their information they use to index your site. Second come your meta tags, one for your site's keywords and the other for your site's description. Your web designer should have access to this information, but in case he does not, the information is widely available online for your web designer to be maximizing your natural search results.

Remember, natural search placement takes some time. Google uses their own internal algorithm for determining who shows up first, second and third, and this algorithm changes on a regular basis and is kept proprietary (mostly so that website owners don't try to trick their algorithms). In general, the more links your site has from other sites Google has deemed important and given a higher Google Page Rank value to, the better. Google has a page rank for all pages of a website, ranging from 1-10. A good site in Google's eyes is a site with a page rank over 5. Also, how long your site has been online will factor in to your placement in natural search.

There are other, more modern methods one can use to optimize natural search placement, as outlined later in this article under **Advanced Online Advertising**.

## Paid Search

Of course, not all of us can or want to wait patiently to start getting visitors to come to our site when they type in "gay hotel Miami" and thus Google has their Paid Search option. With paid search, a business can create a text-based ad for their gay hotel in Miami, and select a variety of

key word combinations one might use to find their hotel. "gay hotel Miami", "Miami gay hotel", "gay resort Miami", etc. are combinations of search terms one could select for this property. Don't purchase "gay hotel" and don't purchase "gay Miami". Both of these terms will cost you more money and the online visitors to your site will be frustrated as your site's offerings will likely not match what they're looking for online.

The paid search option is completely based on "pay for performance" and you only pay when someone actually clicks on your ad. With Google, you get to set how much you're willing to pay per click, which usually ranges from \$0.25 to \$1.00 per click. You can also set your daily maximum budget amount you're willing to spend, so that you don't go overboard and spend more than you can afford. If you tell Google you're willing to go as high as \$1.00 per click on a series of key word combinations you'd like to try out, the beauty of this system is that Google will tell you for each key word combination where your ad would likely show up at \$1.00 per click. For popular terms, you'll then know if you're going to be Ad #1, Ad #2, etc. right away. For less popular terms, you'll more than likely be #1 or #2 and pay much less than the \$1.00 per click maximum you said you would pay, as the less popular terms simply have less competition paying for those key word combinations. Thus, the term "gay travel" would command a much higher rate than "gay travel Miami" would.

Once you get started with Google Paid Search, you're then able to see every detail of your campaign in action, including how many people viewed your ad, clicked on your ad and where your ad appeared in context to other ads on that same page. You can then use this information to continually fine-tune your campaign.

## Online Directory Advertising

From our example above, the most important thing you want to do right after focusing on your Search Results is to examine which websites do come up on the search term key phrases you are doing research on. Thus, if you are a gay hotel in Miami, you would be researching how well you're doing for such search terms as "gay hotel Miami", "gay Miami", etc. and you would be coming up with a set of other search results for other key websites appearing in the Top 10 and Top 20 search results for these key phrases. So make outreach to those sites! They may offer a wide range of advertising options, including e-mail campaigns and banner ads, as highlighted below. What you will find is that a few of these websites are online directories... basically Internet Yellow Pages serving the online GLBT community. These directories, if properly laid out, will have free listings and paid listings, with the paid listings appearing above and beyond the free listings in the search results, often with more descriptive text about the businesses they are advertising, and including a photo or two and a web link to the business website.

There are online directories for almost every niche in the GLBT marketplace, including LambdaResorts.com and PurpleRoofs.com for hotels and resorts, and GayRealEstateAgents.com for the real estate market. For almost every business niche ranging from travel to real estate to mortgage brokers, there is an online directory serving this niche in the GLBT online community, and the advertising options they offer are often quite reasonably priced and can be very effective in your online marketing outreach.

Online directories that cater to a broader audience include LambdaBusiness.com, GayFriendlyBiz.com, GayBusiness.com, GayYellowPages.com, and GLYP.com. Larger GLBT websites with a strong online directory component include GayBusinessWorld.com, zoom.gay.com and PinkBananaWorld.com/business/.

### Banner Advertising

This is still the most traditional form of online advertising today, and I believe will continue to be so for years to come, although I believe you'll also see more "leveraged" banner ad campaigns undertaken, as described below as "**Banner Advertising Plus!**" in the **Advanced Online Advertising** section.

Banner ads still come in various sizes, but the current standards and most common banner ad units used today are the 728x90 leaderboard (measured in pixels), the 300x250 square ad, the 468x60 banner ad and the 160x600 skyscraper ad.

Banner ads are typically sold on a CPM basis (cost per thousand banner ad impressions delivered). The rates vary based on the ad placement you are making. If you are a realtor in Minneapolis, and you are advertising on only web pages dedicated to real estate in Minneapolis, you won't find a lot of banner ad impressions to buy, but the quality of the click-throughs coming over to your site will be high. Typically these types of focused banner ad buys are the most expensive, while banner ads purchased as "run of site" on a general GLBT website would be the least expensive. Rates typically range from \$5 to 15 CPM, and some sites do have minimum ad buys of \$500 to \$1000 on the low end and \$10,000 on the high end of that minimum.

There are various methods from which you can purchase banner advertising. You can go direct to the website of your choice and request a proposal. This will often be the most effective and best customized campaign your company can buy, as you have a direct relationship with the publisher. You can also utilize an online media placement firm to do the buying for you, or you can place with any one of a number of advertising networks. In the gay media placement space, there is **Pink Banana Media** and **Rivendell Online** handling strategic online ad placement, and in the gay network space, there is the **Gay Ad Network** as well as a gay division in **BlogAds.com**. These companies can place your banner ads on a wide variety of websites and blogs within their network, and at times can even target based on geography (geotargeting), gender and more. They can also implement frequency caps so that your ad only appears a set number of times for the individual consumer viewing your advertisement.

During, and at the end of the campaign, the measurements you will receive from your ad campaign will be banner ad impressions delivered by each site, and the click-through rate measuring how many individuals clicked on the banner ad and went to your site. Typical banner ad click-through rates are 0.5 - 1.0%. Further measurement and analysis would typically be done on your end using your own website analytics. There are a variety of high-quality website analytics programs out there, including one by Google. These analytics programs can then tell you where the user clicked over to, how long they stayed on your site, and with some programs, if they actually made a purchase.

### E-Mail Advertising

E-Mail advertising is the modern day direct marketing of choice. There is nothing to print and nothing to physically mail out. Everything is sent via e-mail, and thus the trick is to work with an e-mail list that is best suited for your product or service.

To start, the best e-mail lists for you to market to will be your own. You can capture e-mail addresses directly from your own website, utilizing var-

ious enhancements to boost e-mail capture such as online sweepstakes, contests, quizzes and more. Offering such compelling features such as a "vote for your hottest male celebrity of the week" can really boost membership to your site and thus your e-mail lists, as you can require anyone wishing to vote to be a registered member of your site. Single opt-in e-mail addresses means that you accepted everyone at face value who has submitted their e-mail address to you. Double opt-in means that you confirmed via e-mail with the recipient that he/she wishes to be on your list. Double opt-in is considered an industry standard nowadays to ensure that the recipients of your e-mail advertisements and newsletters won't consider your e-mail as spam.

If you currently have a campaign utilizing your own internal e-mail lists, it's now time to consider looking outside for other lists you can send your message to. The first step is to identify those sites which are best aligned with your message, i.e., if your product or service is travel related, then focusing on e-mail lists from travel websites only would be a good start. If your product or service is about "adventure travel", finding a list that specific might not be easy to do and if found, the numbers might be too low, so consider widening your reach, especially when targeting the GLBT community (targeting gay travel is really targeting a "niche within a niche!")

Once those sites are identified, you can then request a proposal for those sites to deliver your e-mail message. Typical rates are from \$15 - 50 CPM, and the minimum ad buys with e-mail are often less than with banner advertising. You can send the websites you choose to advertise with a finished HTML e-mail of your design, or you can send them plain text and either have the plain text sent out, or have the websites customize this text with a photo or two, based upon their e-mail template.

A well designed e-mail is one that integrates text with imagery in a clean, concise format. Too much scrolling down to read a message results in a lower click-through rate. You want the majority of your message to be easy to read and "above the fold", viewable without scrolling.

What can be measured in an e-mail campaign is how many were sent out, the open rate (how many recipients actually opened and viewed the e-mail), and the click-through rate. Typical open rates range from 20-30%, while click-through rates range from 10-15%. With some programs, you can even determine which individuals opened your e-mail and how many times the e-mail was forwarded to a friend.

The page (or pages) that are viewed when someone clicks on a link in the e-mail is called a "landing page." The concept of landing pages is important. You want the message viewed for each individual link to be relevant to the subject, meaning if the link says "click here to view our online calendar", don't take them to the front home page of your website and make the user "find" the online calendar. Always link directly to the web page on your site that is the most direct "call to action" and is directly relevant to the message the user is reading about.

As a side note, e-mail testing is quite common nowadays. Say you were to send your e-mail out to 100,000 recipients. If you weren't 100% sure which message was the best one to send out, you could send a sampling of 10,000 recipients one message, and a 2nd sampling of 10,000 recipients a 2nd message. You could then confirm which one performed best and then settle on that campaign message for the remaining 80,000 recipients.

# Advanced Online Marketing

*Integrating banner advertising with blogs & editorial, social networking, and search engine optimization*

by Matthew Skallerud

Now I could start here by simply outlining how to reach gay people on Facebook, MySpace, Blogs or even banner advertising, but I won't. Rather, I would like to illustrate how all of these components can now fit together into one complete online marketing solution, using some of the most advanced concepts in online marketing today and designed to maximize a campaign's online reach, its effectiveness and its bottom line.

In summary, your starting point becomes a "story to tell" (we define this as EDITORIAL) about your organization, product or service. The most common stories to tell are either educational or entertaining in nature. Examples of editorial are endless... if you're a destination, you could blog about local restaurants that have just opened, local events happening in your area, etc. If you are a wedding planner, doing stories about wedding tips and resources, as well as current news & topics related to your genre of weddings or weddings in your area would be perfect. If you're an online dating company, doing stories related to "how to meet your perfect match online" would be great (educational) as well as perhaps doing a photo and editorial coverage of someone's first date... especially of two people who met through your site!

You then take that editorial, break it up into bite-size pieces, and integrate it online through a blog you develop just for marketing your company. You also try your best to get those blog entries included in

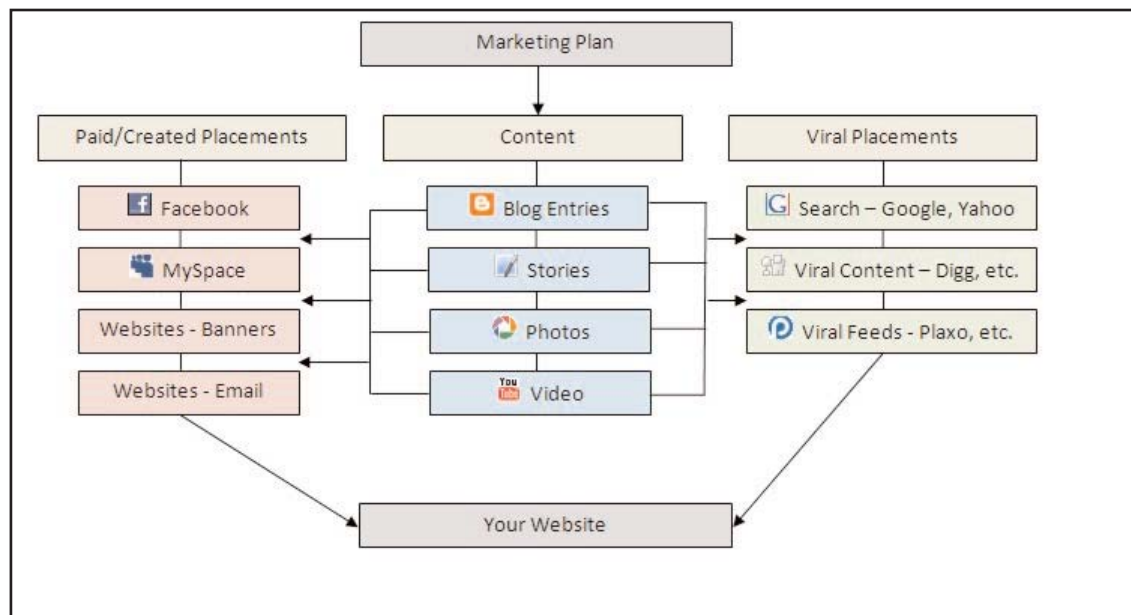
other, like-minded blogs as well. This happens by first starting your blog, and then working individually with each blog you want to have a closer working relationship with, making outreach to them and beginning the process of cross-promotion through either links or even using each other's blog entries on a case-by-case basis (normally you wouldn't use their entire blog entry, but rather you would summarize it and link directly to their blog entry). This process would be spread out over the course of the year, to keep your editorial current and fresh in the public's eye. You should also adapt this editorial to become its own standalone story, for use on content- and community-based websites. Of course, with all components of this editorial, full links back to your website are a must.

Using some of the latest viral features found online, including *Digg.com* and *Plaxo.com*, as well as social networking features found on *Facebook*

and *MySpace*, you're able to distribute this editorial far and wide on the Internet. The more this editorial is distributed, the higher your website's search engine ranking becomes since each story and blog entry has a direct link to your website. You would also be encouraged to post this story on your own website as well as link to the blog and the Facebook and MySpace pages you have created.

As part of this overall marketing effort, we would also encourage the use of photos and perhaps video, to increase the overall viral nature of this campaign and to maximize its effectiveness in the social networking space.

Any banner ad or e-mail campaign you do should then include this editorial as part of the advertising package, and you should focus on website partners with strong search engine positioning for the search term key word phrases that best match your organization. So consider it **Banner Advertising PLUS!**



At first you may be thinking this sounds ludicrous, but it's not. With more established print publications, this may be a difficult request for them to handle, but in the online world, you are spending the money here and this editorial, normally in the story format, is integral to your advertising campaign. Without it and you're missing out on a very key component of your campaign's success online. One of the lasting benefits of this type of online marketing campaign is the "long tail" feature of your editorial

online. Long after this campaign has concluded, the editorial, with the logos, banners and links to your website, continue on with their search engine positioning, continuing to drive traffic to your website for years to come.

## Components

### Facebook

#### Facebook Group

The best place to start on Facebook is by creating a group. A group is an entity that members of the social networking site can join. An owner of a group can post pictures, information, videos, events and send mass communication to all members of the group.

- Showcase lots of your organization's photos
- Take videos highlighting your organization to upload

- Encourage / seek out users to upload photos and videos
- Post a lot of items
  - Events (see 'Facebook Events' section)
  - YouTube videos highlighting your organization or of similar theme
  - News Articles
  - Stories / Blogs
- Encourage discussions on the discussion board
- Increase membership to the group
  - Post things regularly to appear in member feeds
  - Make the group dynamic enough to have members post to their profile / become engaged
- The group will be the focal point of the GLBT facet of your organization on Facebook

#### Facebook Fan Page

A fan page is a good way for businesses to post information about their organization and allow users to become "Fans" of the organization. It is very much like a limited group. The point of having a fan page would be to just serve as another outlet people could tap into, become fans of and increase your organizations' visibility. Content would be updated mainly in the group and some would trickle over to the fan page. It is also easy to integrate a blog into the Fan Page (see 'Blog' section)

#### Facebook Events

Events are essential ways to let people know what's going on with your organization. Every time an event is on the horizon, post it on Facebook, show photos and videos from previous years and attach it to your Fan Page and Group. Then, people can choose whether or not they are going to attend the event.

- Invite people in a steady stream to increase visibility on people's feeds
- Send updates about the event so the people who are attending are consistently reminded of it and will be more enthusiastic about inviting friends
- Create a dynamic page with photos and videos to incite excitement for the event

#### MySpace

If you already have a business MySpace page in place (many organizations do), use the above information related to Facebook to keep this content updated on MySpace as well. If not, create a business MySpace page and have at it.

#### Blogs

A blog is an important way to get lots of information out to consumers about your product or service. A consistently updated, interesting blog will appear in web searches, could be viewed by a large number of people and will serve as a very beneficial tool for the destination. Blogs are quickly becoming replacements to guide books and more stale information found online.

The blog should consist of both original content as well as content (editorial, photos and videos) found online related to your organization. You should have someone dedicated to this, part-time, to keep this blog up-to-date. There should be a variety of different segments to entice readers. For instance, using Palm Springs as an example, having a segment every other Wednesday highlighting a new restaurant in Palm Springs will show one side of the destination and people into cuisine will quickly learn to tune in every other Wednesday. The same can be done for nightlife, attractions, etc. Thinking outside of the box is a huge asset here. Some of these ways could be interviewing a new Palm Springs resident a week to provide some local flavor, finding tourists once a week who can give an account of their trip and doing very uniquely Palm Springs things consistently will give a broad-view of the destination.

The goal is to provide rich, dynamic and interesting information. This blog should make people excited about your organization, it should teach them something new, it should be something they want to share with friends and it should really make them think about your organization when they're not reading the blog.

The blog will normally, by default, include an RSS feed which can be utilized in a third party site. It can then be fed into Facebook's Fan Page, links will be posted to the Group, and the code can be utilized on a number of different sites including MySpace. People will also be able to elect to receive blog e-mail updates and download it to their RSS readers like Microsoft Outlook so they are constantly updated. That, along with the Google searches, will paste this blog all over the Internet and become the premiere place of GLBT information for your organization. Lastly, be sure to [ping your blog](#) using Technorati.com

#### Story

Elements of this constantly updated blog should be adapted into a story about your organization. Each story written should have a different focus (i.e., gay friendly restaurants in Palm Springs, gay walking tour of Palm Springs, etc.). These stories can then be posted online through a variety of sources (including Digg.com, Newsvine.com and others) and can be utilized as part of any banner ad or e-mail campaign your organization undertakes.

#### Photos

As part of the local editorial process for obtaining good blog content, you should also hire local photographers to submit event photos for inclusion online. The photos would be primarily group shots of individuals, whereby these photos could then be posted online in either Picasa or Flickr or any other social photo website, and then included as part of the blog. You should also utilize these photos for use on the Facebook Group, tagging the photos to increase their overall viral nature.

#### Videos

Additionally, you could also find local individuals who can shoot and edit video for your organization, posting this video on Facebook, MySpace and YouTube. Using YouTube, you could then develop a special YouTube Channel dedicated to your organization.

The video would not be a high-quality video production, but rather, it would be shot in "blog" format, creating snippets of video content less than 10 minutes in length which can be utilized best in an online format.

In summarizing this **Advanced Online Advertising** section, it's important to understand the big picture... you are starting with content in a variety of formats (snippets of content in the form of blogs, longer form content in the form of stories, photographs and video) and utilizing that content to put your organization, product or service in front of where your customer's eyeballs are continually migrating to online. Such a campaign puts you in front of those eyeballs by providing your organization top-level exposure in:

- Search engines such as Google (*for those not sure which sites to start with*)
- Community and content-based websites (*for those who do know where they like to start*)
- Blogs (*for those who employ a variety of methods to stay up-to-the-minute and current on their favorite topics*)
- Social Networking sites such as Facebook (*for those who are staying current with their friends and the companies, products and services that are of specific interest to them*)
- Video sites such as YouTube (*for those who enjoy personal, shorter form video entertainment*)

# How Is Social Media Changing the Face of Marketing?

For many years, traditional marketing was in the form of one-way communication. Through public relations and advertising campaigns, companies put forth value propositions to generate market appeal, attract and retain customers, and drive sales by talking "to" their potential customers.

However, with the rise of social media such as blogs, online forums, and social networks like MySpace and Facebook, the voice of the consumer is quickly drowning out those carefully crafted company messages. With 3.5 million brand-related conversations taking place online daily in the United States, companies are realizing that marketing to today's technology-driven consumers means engaging in two-way communication and talking "with" their potential customers.

With the rise of social media, the transparency of information is increasing and companies are not able to hide behind their branding experts any longer. The successful companies of the future are going to have to establish a sense of community with their customers, listen to their concerns, and get them involved in the company. Indeed, with democratization of information through social media, marketers are finding that consumers expect to engage in dialogue with brands rather than merely listen passively. Marketers who leverage these tools are showing their markets that they are not merely window-dressing when it comes to expressing an interest in their customers.

## Why Should Companies Include Social Media in Their Marketing Plans?

More and more forward-thinking marketers are realizing that social media platforms are ideal for building community and soliciting consumer feedback. They start by leveraging blogs, in particular, both to open communication lines between their company and the consumer, as well as to communicate in "short-form" editorial, which is becoming more and more prevalent as the written content of choice for today's online consumers. Because blogs are interactive and allow consumer feedback, these blogs become virtual water coolers and a meeting point for troubleshooting, relaying feedback, and offering ideas for improvement, which can result in products and services that are more relevant and useful to the consumer. Not only does this new level of "conversation marketing" enhance customer satisfaction, but it also builds community. End users feel they are a part of the company's process and become evangelists for the brand.

## What are the Rules of Engagement for Marketing through Social Media?

Though technology-based companies were the pioneers of engaging consumers through social media, many household consumer brands have taken the leap now as well. From Facebook profiles to podcasts to virtual stores in the Second Life virtual world, mainstream companies like Coca-Cola, Ford Motor Co., Toyota, Whirlpool, and Target are tapping into the online action. These companies have learned - and some have learned the hard way - that promoting your brand through social media requires chucking out old marketing rules of thumb and adopting new rules of engagement.

But what about the negative commentary someone could post about your company? A surefire way to nip negative commentary in the world of social media is to make sure your promise matches your experience. However, in the event that you uncover unfavorable comments floating in virtual space, damage control in social media operates pretty much like it

would with any other medium. You must catch the negative commentary early on, listen carefully to what is being said, and then react accordingly. If you ignore it, the momentum of the commentary will only get stronger and worse. Even though you might be drawing more attention to the problem initially, you'll actually increase customer loyalty if you address it and respond. That says to the consumer, 'We're working on it. We hear you.' And if you can't change whatever prompted the negative comments, you have an opportunity to explain to your customers why that change can't be made. This type of proactive engagement with your customers makes you a leader, not a follower.

## Are Certain Types of Social Media Tools Better than Others?

As with any marketing plan, it's important to take the time to study and participate in all types of social media as an audience member before engaging in marketing to those audiences. The core marketing principles of yesterday apply to marketing to tech-savvy consumers today: Identify your audience and then find the best way to reach the largest group in the most efficient way possible. As a general rule, bloggers are very targeted to niche groups, whereas social networks tend to be very broad.

Just as marketers study the media kits of newsstand publications before placing an advertisement, they should also find out which blogs, Web sites, or social networks their current and potential customers are engaging in. Audio or video podcasts can be ideal for brands that need a personal touch - a "face" to which consumers can relate. They can create a stronger personal connection between the team members behind the brand and their audience. Social networks can be good channels for disseminating special offers and company information that might not be worthy of a press release but is still interesting enough to share with consumers on a particular network. Like viral videos, social networks make it easy to spread interesting content to friends. This content will have a natural advantage in breaking through market noise, and if it's a positive impression, it will be given more credibility than highly crafted marketing messages.

## Summary

Social media is changing the face of marketing. The carefully crafted messages of yesterday are giving way to a more open dialogue between companies and consumers. As more of the marketplace embraces communication through blogs, online forums, and social networks, more consumers are giving unfettered feedback about companies and their products every day. Companies that don't participate in these conversations are neglecting the reputation of their brand and opening the door for competitors to come in and build more meaningful relationships with their customers.

Before engaging in social media, companies need to explore the various options available and decide which methods will likely have the greatest impact on their target audience. No matter which avenue they choose - a blog, a podcast, a store in a virtual world, or whatever else - marketers need to think ahead and be sure they're devoting the appropriate resources to ensure that their content is relevant, engaging, and frequently refreshed. That's how to fulfill every marketer's dream - by keeping consumers coming back for more.

## GLBT Business Resources

### Social Networking

#### Networking 4 Businesses Serving Lesbians

<http://businessesforlesbians.plaxogroups.com/>

#### GLBT Business Groups on Plaxo

<http://gltb.plaxogroups.com>

<http://gltbtravel.plaxogroups.com>

<http://businessesforlesbians.plaxogroups.com>

#### GLBT Business Groups on Ning

<http://pinkbananamedia.ning.com>

#### GLBT Groups on CollectiveX

<http://gltb-network.collectivex.com>

<http://gltbiz.collectivex.com>

<http://bizservinglesbians.collectivex.com>

#### GLBT Group on LinkedIn.com

<http://www.linkedin.com/search?search=&groupFilter=6368>

### Online Resources

#### Echelon Magazine

<http://www.echelonmagazine.com>

#### NGLCC Biz

<http://www.nglcc.org/biz/>

#### GayBusinessWorld.com

<http://www.gaybusinessworld.com>

## Banner Advertising Plus!

*Leveraging your Facebook group, your blog content, your editorial and your SEO placements to maximize your banner ad campaign!*

### Step 1 - Advanced Online Marketing Strategy:

Customize an *Advanced Online Marketing Plan* to best serve your unique product or service needs. Review this article for more information. <http://www.pinkbananamedia.com/storydetail.cfm?storyid=6>

### Step 2 - Selecting Web Sites to Advertise With

Select websites which best integrate with the *Advanced Online Marketing Strategy* you've executed above. Criteria to use would be:

- websites which will include an edited version of your content in an ad buy and keep the content live for at least one year, with links and logo back to your site.
- websites with excellent search engine placement alongside your placements, based upon the key word combinations you've focused on in Step 1, or....
- websites with poor search engine placement but strong user loyalty in their target market (a target market you've identified is right for you!)
- websites that are "Sticky," meaning they keep their audience on their site for longer than 5 minutes and inform and entertain them with quality content, not just dating or chat.

### Step 3 - Facebook Advertising

Test out a Pay-Per-Click Facebook advertising campaign, linking to your Facebook Group you've developed for your business, not directly to your own website. In this way, you'll have a larger number of Facebook users join your group AND go to your website from the Group Page, allowing you stronger marketing opportunities to this group using Facebook's E-Mail and News Feed.

## Gays, Lesbians and Bisexuals Lead in Usage of Online Social Networks

A recent national survey found that more online gay, lesbian and bisexual (GLB) individuals use social networks **Facebook** and **MySpace** per week compared to online heterosexuals. Other well-known websites such as **YouTube**, **Craigslist** and personal web logs also were found to be more popular among GLB individuals.

These are some of the highlights of a nationwide online survey of 2,541 U.S. adults (ages 18 and over) conducted between November 13 and 20, 2006, by Harris Interactive®, a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the GLBT market.

27% of GLB individuals reported they visit the popular free video sharing website, youtube.com, at least one hour or less per week, compared with 22% of all heterosexuals. GLB individuals were also slightly more likely to visit Craigslist.com (20%), a centralized network of

online urban communities, featuring free classified advertisements and forums, one hour or less per week (while 13% of heterosexuals say they visit Craigslist).

Even more significant is that gays and lesbians are online much more than their heterosexual counterparts. Excluding email, nearly twice as many gays and lesbians (32%) say they are online for between 24 and 168 hours per week, compared to 18% of heterosexuals.

Regarding web logs or blog use, the survey found nearly one in four GLB individuals (24%) reported to visit personal blogs, which are websites that serve as an individual's personal online journal, compared to 12% of heterosexuals. In fact, over one in three GLB adults (36%) visit their favorite blogs everyday, while only 19% of heterosexuals say they visit their favorite blogs daily. GLB respondents also reported to have a more positive reaction towards advertising found on blogs, by two to one when compared to heterosexuals (22% vs. 9%).

# The Power of the Automated News Feed

*How Plaxo, Friendfeed and even Facebook utilize 3rd party programs such as Picasa, YouTube and Flickr to keep you up-to-date in this even more fast-paced Information Age*

If you're like many of us out there, you've been using **Plaxo** for a few years now. It's been a great tool, primarily used by the business community, in keeping one's **Outlook** up-to-date when your friends and other contacts change jobs, move or even get a new cell phone number. Change jobs and all you had to do was update your Plaxo information in order to get that job update out there to hundreds of your Outlook contacts simultaneously, and vice versa... one of your Outlook contacts moves to a new city, and voila, your Outlook information is automatically updated.

Over the past year, however, Plaxo has expanded its offerings to include a new addition, **Plaxo Pulse**, found at <http://pulse.plaxo.com>. What's unique about Plaxo Pulse is that it has started out as a relatively new player in the world of business social networking and has done two things - leveraged its extensive database of Outlook users and offered them something they didn't have access to before... a summary of their friends and business contacts lives pulled from once disparate sources such as **Twitter**, **YouTube** and **Flickr**. Plaxo successfully looked at what made Facebook so wildly popular, which was their incredibly efficient and cutting edge **News Feed**, and created a more universal version based upon a person's social life as found all throughout the Internet.

Now if you're not familiar with the **Facebook News Feed**, I'll try to summarize it for you here... it's a tight, efficient compilation of all of your Facebook Friend's activities on the site. When someone uploads some new photos, you see a summary of those photos in your News Feed. When one of your friends becomes friends with someone else, you see a summary of this new relationship as well, and more often than not, you know that other person being befriended as well. Read a great story online you want to share with your friends? You can quickly use the **Facebook Post** feature to share that story, with thumbnail image and summary, with all of your friends in their News Feed.

It turns out many of those same features are found on the Internet in a wide variety of popular websites being used by millions of Internet users today. Facebook has great video uploading now, but YouTube had it first and has many more videos to be shared. Facebook's Post feature is great, but when it comes to finding some of the best content out there on the Internet, **Digg.com** has taken a distinct lead in providing tools and features for bringing this content to light. When it comes to photos, both **Picasa** and **Flickr** have taken a real lead in this department, allowing their users to share thousands of photos with their friends and family online.

Thus, we have Plaxo Pulse, a compilation of a person's various pieces of content found online, from videos to photos to blog postings to their daily Twitter updates, updated very similar to the Facebook News Feed, but starting with the vast and well connected Plaxo database of relationships you've set up over the years for your Outlook updates. In today's fast-

paced world, being able to quickly stay current on what's happening in the lives of those important to you is becoming more and more relevant, both for those with less time on their hands, and for those who want to free up more time to appreciate other aspects of their lives without feeling left behind when they can't devote a few hours per week for those social phone calls we used to do more often in the 90s.

Of course, where Plaxo has taken the lead, others have followed. Another site coming on strong in this space is **FriendFeed.com**. It is very similar to Plaxo Pulse, but has yet to grow in the numbers needed to hit critical mass and make it a "must go to" site in someone's daily life.

In the **GLBT** space, our company created **PinkBananaWorld.com** last year.

PinkBananaWorld.com is a site that incorporates both the News Feed compilation discussed above with the power of content aggregation from the variety of GLBT news, blog, podcast and video sources syndicating their content using RSS feeds. In a nutshell, it's designed as a one-stop location for all up-to-date GLBT content as well as a single source for keeping current on one's GLBT friends and family via their photos, blogs, videos and more... content pulled from the sites they use most online including YouTube,

Picasa and Flickr.

Ironically, Facebook has seen the power of this universal news feed and has created a similar system, allowing its users to import their updates from YouTube, Picasa, Flickr, Delicious, Digg, Yelp and more. As social networking continues to grow in importance, both from a personal level and a professional level, this sharing of content between sites will become more relevant as sites seek to stay current with where their user base is going and provide them the tools to keep them loyal and coming back. A year ago, it was all about **MySpace**... two years ago, it was all about **Friendster**. Where it will be next year is hard to say, but one thing is clear. The importance of the current niche players including Picasa, Flickr, Delicious and Digg is only going to grow as more and more users become accustomed to these new online tools and find that the technology used to tie them all together becomes more and more advanced and ubiquitous, making the Internet the new operating system of the future.

Plaxo Pulse has created another new feature which adds to the power of their universal news feed... the **Plaxo Group**. Being a member of a group, one can receive updates from other group members as well on specific topics ranging from online marketing to financial news updates. These updates are designed to appear in the same Plaxo News Feed as the contact updates from YouTube and Flickr, ensuring they are seen in the best way possible.

A new group has been created specifically for the **GLBT Business Community**, found at <http://gltb.plaxogroups.com>. This group, launched in July 2008 and growing exponentially, allows others in the GLBT business community to share various blog, news, video and more related to the gay & lesbian marketplace. Be sure to stop on by and check it out.



# How to Turn a Cold Call into a Warm Call Using LinkedIn.com

*The new way to research and find the best contacts to start with when making business outreach to a company*

First there was **Friendster** and then there was **MySpace**. Along the way, **Plaxo** leveraged its access into your **Outlook** contact database to launch **Plaxo Pulse** and **Facebook** hit the scene going from the college dorm to Main Street USA. In between all of this, chugging along as if it had the entire business landscape to itself, was **LinkedIn.com**, a site focused on just the business-to-business connections needed in the social networking world. Starting out as a more employment-oriented site, **LinkedIn.com** has grown in popularity over the past year to become almost the de facto **Online Chamber of Commerce**, allowing business people from around the world to network and connect in ways not possible just a few years back.

The simplest use of LinkedIn.com is its power in connecting with your business contacts found in your various e-mail address books, as well as connecting with those business contacts of others you've connected to in LinkedIn.com. Thus, over time, your network continues to grow and through LinkedIn.com's **InMail** and **Invitation** systems, you're able to contact more and more business professionals when seeking employment, new business and more.

The real power of LinkedIn.com, however, is in its powerful company search feature. Say you would like to target Microsoft or IBM and you're looking for someone in the marketing department. A few years back, the primary resources you would turn to were expensive business directories offered by **AdWeek**, **RedBook** and more. Today, your best first place to start when researching a target company is LinkedIn.com's company search. You would type in Microsoft as the company you were targeting, and the search results would then be sorted based upon how close they are to you (1st, 2nd and 3rd degree away from you) and by how many other contacts that individual has.

From these search results, your research would begin. If someone is a 1st degree contact, that means they are directly contacted to you and you can reach them directly using LinkedIn.com's **InMail** feature. If they are a 2nd degree contact, that means there is someone (or several someones) between you and them that you share in common in your contact list. This someone makes the cold lead a bit warmer... now you actually have a relationship in common.

Out of this array of search results, you would scan the titles of the individuals found to see who is in the marketing department. You'd be surprised at the wide variety of marketing individuals you find. Your next step would be to either send that person an **InMail** (an upgraded, paid feature of LinkedIn.com when connecting with a 2nd or 3rd degree con-

tact) or ask the person you share in common to introduce you to this contact. Either way, you're one step closer to making a direct connection with someone you'd like to meet to start a business relationship.

The same goes for the 3rd degree contact... as you go down the list, you can either **InMail** these contacts or request an introduction to them as well. Your 2nd degree contacts should be worked first, however, as the likelihood of success is higher with them. Also, as described above, the list is also sorted by those with the most contacts and works its way down. In this social business world, starting with an individual who has a lot of contacts is often your best strategy to begin with. Be wary, however, of those contacts who seem to be super power users, with many group affiliations and their number of contacts posted on their profile where their name would be. These folks are playing LinkedIn.com as a numbers game to connect with as many people as possible, and can be sometimes viewed as a new form of social networking spammers. Try to focus on the "quality" contacts and not the "quantity."

In this fast-changing environment where it seems everyone wants to be our "online friend," LinkedIn.com stands above the rest as a real testimonial to the convergence of state-of-the-art technology with the power of the online network. Used as a tool when making outreach to a company makes it second to none in its class, and with the brain power behind this organization, we can expect even greater things to come in the months ahead.

Of course all strong social networking sites have developed an equally strong GLBT presence as well. For LinkedIn.com, **Dennis Velco** has recently launched an incredible **GLBT LinkedIn.com Group**, found at <http://www.linkedin.com/search?search=&groupFilter=63687>. With almost 1,000 members and growing, it is an additional tool in the company research described above, in that when a contact is found who is a member of this group, it gives you an added connection to that person, especially if you're also a member of this GLBT LinkedIn.com Group.



As a spin-off from this LinkedIn.com Group, Dennis has also created a GLBT Group on **CollectiveX.com**, providing the LinkedIn.com members with additional tools from which to connect with. This group is found at <http://glbt-network.collectivex.com>.

# 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. Recently purchased by Logo, *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 **Regent Entertainment and here! TV** 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 closed 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.

More recent sites that have taken off in the past few years include **Connexion.org** and **DList.com**. **Connexion.org**, based in Denver, began as a bit of a hybrid between a regular online community site with personals and the social networking sites we see today. As this social networking site, emerging before MySpace came on the scene, it was able to attract a very strong following in the local Denver area and over the years, has grown to include thousands of gay men from around the world.

**DList.com** on the other hand, emerged on the scene well after MySpace, and positioned itself as a gay version of MySpace, allowing users to upload more risqué photos and videos that MySpace wouldn't allow. With a strong presence in the New York City area, **DList** is continuing to grow and expand to other areas of the US as well.

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**, **GayRomeo.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 **GayDarNation.com**, which again points to the strength of online personals coupled with content updated daily online.

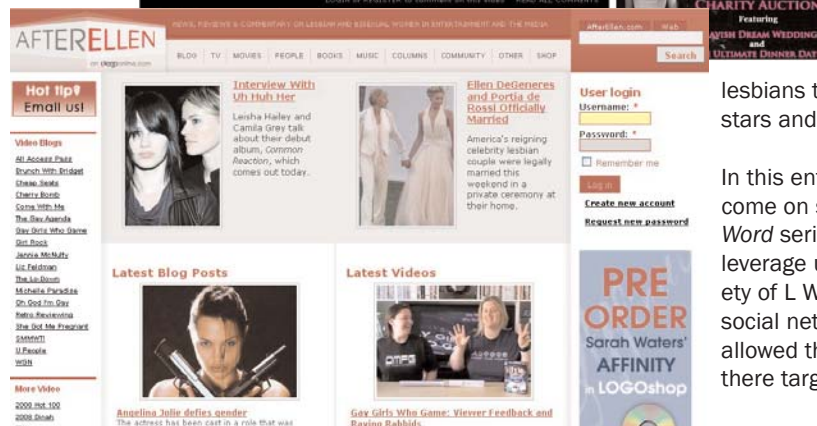


In the world of lesbian websites, there are several strong ones out there, and most of these websites are relatively new over the past 2-3 years.

**AfterEllen.com**, another site recently purchased by **Logo**, has emerged as one of the strongest sites in the lesbian market today. With a more "entertainment" focus and feel to it, it features up-to-date stories and gossip regarding lesbians on television and film. This site also allows

lesbians to keep up-to-date on their favorite stars and interact with other lesbian fans.

In this entertainment space, **OurChart.com** has come on strong as well. As an offshoot of the *L Word* series on **Showtime**, **OurChart** was able to leverage unique and exclusive access to a variety of *L Word* stars and merge this with a strong social networking user interface which has allowed this site to pull ahead of others out there targeting the lesbian market.



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.

**Olivia.com**, once simply a site offering the *Olivia Cruises* travel packages

online, has leveraged its relationships with a wide variety of women travelers into an online community that now transcends the world of travel and focuses on the lesbian lifestyle in general.

Additional Gay Sites worth noting:

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

Additional Lesbian Sites worth noting:

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

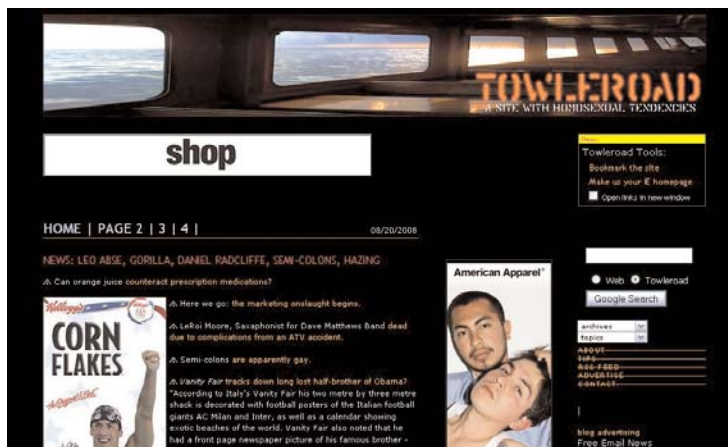
# Blogs

A few years ago, blogs were nothing more than an aside or afterthought in a report such as this. Today, they have become one of the leading sources of information in the form of news, sound bites, video clips and photos for millions of Internet users. In addition, blogs are becoming considered a more trusted source of information than traditional sources such as CNN or the *New York Times* by the younger generations who have grown up with the Internet being a constant part of their lives. Some may argue that anything can be posted on a blog, which is true... but the majority of blog users have a tendency of reading a variety of trusted blogs and with these shorter blurbs of information, forming their own opinions as to what is real and what is suspect. And some consider their formed opinions more trustworthy than CNN or the *New York Times*, which is no coincidence as the news reported nowadays continually tells of newspapers and magazines losing more and more revenue and marketshare to the online world.

Blogs became popular because blogs are interactive and allow their users to talk back and amongst each other. Traditional media over the years has always spoken "to" the individual... blogs were one of the first online media that enabled companies to speak "with" the individual, a seismic shift in how communications and marketing concepts are executed today.

Some of the top blogs in the GLBT marketplace also receive more traffic than the majority of GLBT community sites, as reported by *Alexa* and *Quantcast*. The problem has been two-fold, however, for advertisers jumping on board in this venue. One, the nature of a blog is to have a lot of information on one page, whereby the user has to scroll down the page to read the various blog entries. Ads don't lend themselves well to this environment, as the ads simply stack up on the right hand side of the screen and are only viewed when the user is reading at that point in the blog. But blogs do work, especially when a product or service can get itself reviewed and discussed by the blogger. Then, the product or service is part of the story and not just an

ad to be scrolled by.



The other issue has been the same one that plagues advertising in the social networking world - **User Generated Content (UGC)**. This strikes fear in many advertisers hearts, as they are uncomfortable with their ads being displayed next to unforeseen content from a blogger they can't necessarily control. But as blogs continue to progress, more and more advertisers are learning to come to terms with the world of UGC, as they realize this is the content that more and more online users prefer to read (or in the case of YouTube, watch).

As we mentioned, however, blogs are hot and they receive large volumes of repeat unique visitors on a daily basis. Some of the hottest and most popular blogs in the GLBT marketplace are as follows.

By far one of the leading GLBT blogs online today, **Towleroad.com** brings its fans up-to-date news items and features from around the Internet, but reported in a kind of tongue-in-cheek fashion, providing a unique brand of commentary that, when done right, is one of the unique parts of the formula that makes a blog a success. You know a blog is popular when a new story is heavily commented on right away. That shows that the blog's fan base is passionate about their blog and what they are reading, and they feel a part of the sense of community blogs have brought to the online world when they first debuted.

Along the same lines as Towleroad, reporting GLBT news and features from a more political and often more serious perspective, we have **Queerty.com**, proclaiming "free of an agenda, except that gay one!"

Similar to Towleroad with a large fan base, this blog blends its own unique character with a bit more entertainment. **Andrew Sullivan's** blog at [www.andrewsullivan.com](http://www.andrewsullivan.com) is a bit more serious in tone and incorporates more political news than some of the others. Rex Wockner, who has been a fixture in reporting international gay & lesbian news for many

years now, has a very successful blog at [wockner.blogspot.com](http://wockner.blogspot.com).

**QueensSpeech.com** takes us back on the entertainment path, incorporating more shocking headlines and a gossip section as well.

On the local level, there are quite a few strong blogs keeping locals and gay travelers alike up-to-date on what's happening in their neck of the woods. One blog that stands out is the **Miami Herald's**, found at [miami-herald.typepad.com/gaysouthflorida/](http://miami-herald.typepad.com/gaysouthflorida/) and updated regularly by Steve Rothaus.

In business, *Out Now Consulting* has been doing the **GayMarketNews.com** blog for several years now, and has proven a successful business model of incorporating current GLBT business headlines with some commentary of his own and bringing it all full circle back to his consulting business. **QueerCents.com**, lesbian owned and operated, focuses on the financial side of business and has a strong following of their own.

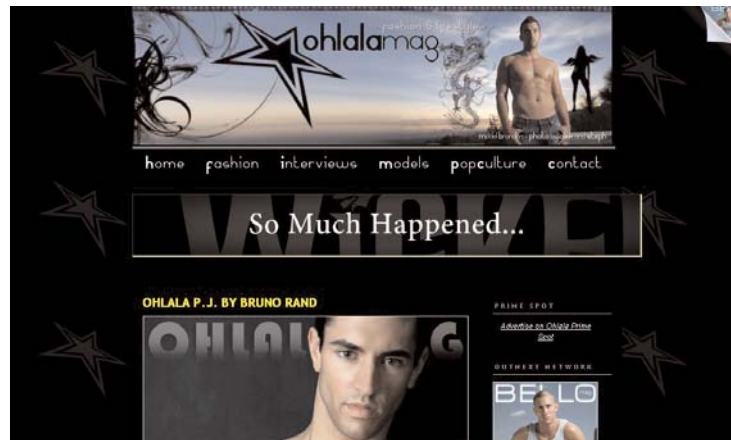
In technology, this area is a bit new in the gay market but has a bright and hopeful future. **GayGadget.com** has taken a pioneering role in this segment and has grown quite rapidly to becoming the de facto source for those gay early adopters looking to find out what the next hot technology is.

In travel, the **NewGayTravelGuide.com** for the boys and **GirlPorts.com** for the girls have taken off quite well.

On the lesbian front, there are some real pioneering blogs out there, starting with **Pam's House Blend** ([www.pamshouseblend.com](http://www.pamshouseblend.com)), a more political and news blog with a definite lesbian sensibility. In addition, the girls have **YourDailyLsbianMoment.blogspot.com**, **theLesbianLifestyle.com** and **DorothySurrenders.blogspot.com**.

Blogs that merge a little current events and news with a lot of personal commentary, and are quite popular, include **TheModernRomantic.com**, **MrSardonic.com**, and **GaySocialites.com**. **OMGBlog.com** carries this con-

cept even further, and segues us into the world of blogs that have hot bodies and beautiful eye candy sightings as their claim to fame.



By far one of the leaders in bringing the gay world what they want to see and hear on a daily basis is **OhLaLaMag.com**. Begun in France, this duo have moved to Hollywood where they incorporate their life as photographers with a blog that has become one of the top marketing vehicles for companies such as *Aussie Bum* and the like. OhLaLaMag and Towleroad are probably the two top leaders in the GLBT "blogosphere!"

Eye candy and photos can go a long way... **BentBlog.com**, **BryanBoy.com** and **EthanSays.com** are several examples of hot blogs in the gay community which focus on finding some of the hottest images of guys online and posting them daily on their sites.

On the entertainment front, **GuyTVBlog.com** has taken a strong lead in helping gay men find what's hot that week on television and cable. In music, **ArjanWrites.com** is a popular blog that is also found on *Bravo's Outzone.com* as well.

On the adult front, there are many blogs catering to this market. **LucasBlog.com** stands out as an adult blog with personality. It makes for a fun and interesting read. **Jason's Desk** ([www.jasoncurious.com/desk/](http://www.jasoncurious.com/desk/)) has become the adult blog to use in order to stay on top of some of the fun happenings in the gay adult world.

Of course, this is only a series of highlights of what we found as either some of the top GLBT blogs online or some of the most unique. There are several more out there, and one that may be just right for you in your new media marketing outreach plans.

## Gay and Lesbian Adults are Reading and Responding to More Blogs than Heterosexuals

*New online study also shows gay and lesbian adults are more active within blog channels than heterosexuals and more receptive to blog advertising*

According to a recent national survey conducted by Harris Interactive®, gay and lesbian adults online are reading more blogs than their heterosexual counterparts. When asked, just over half (51 percent) of the gay and lesbian respondents reported reading some type of blog, compared to 36 percent of heterosexual adults. A similar question on blog readership also was asked in November 2006, and at that time 32 percent of gay and lesbian adults then reported reading blogs.

The new nationwide survey of 2,733 U.S. adults, (ages 18 and over), of whom more than 13 percent, or 362, self identified as gay or lesbian (which includes an oversample of lesbian, gay, bisexual and transgender adults), was conducted online between March 11 and 19, 2008, by Harris Interactive, a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the GLBT market.

Gay and lesbian adults are also more active in and connected to the blog medium. When asked to choose from a list of online activities, 27 percent of gay and lesbian adults reported posting a comment on a blog in the last month, compared to 13 percent of heterosexuals. Also, more than one out of five (21%) gay and lesbian respondents said they had written a personal blog in the last month, compared to 7 percent of heterosexuals.

Regarding the varied interests of blogs, the survey found 28 percent of gay and lesbian adults reported reading news and current issue blogs, compared to 19 percent of heterosexuals. More than a quarter (26%) of gay and lesbian adults also read entertainment and pop culture blogs, compared to 11 percent of heterosexuals. Given the heightened interest in this year's electoral contests, a significant number, nearly one-quarter (23%), of gay and lesbian adults also read political blogs. In comparison, only 14 percent of heterosexual adults reported reading political blogs.

Gay and lesbian adults also feel more positive towards advertisements found on blogs. Nearly one in five (19%) reported that they felt positive towards advertisements, compared to 8 percent of heterosexual adults. And in a similar study conducted two years ago, roughly the same proportion (21%) of gays and lesbians reported feeling positively towards blog ads.

"Studies consistently show that gays and lesbians are leaders in online usage, are very keen to find relevant and timely information, and feel more strongly about staying on top of latest trends," said Wes Combs, President of Witeck-Combs Communications. "Blogs are fast shaping the media landscape, and it is one medium that marketers and advertisers can't afford to ignore, especially when it comes to reaching gay and les-



did.

A similar trend can also be seen in online communities and dating websites. A majority (57%) of gay adult men online declare they are a member of a social networking web site, compared to 37 percent of heterosexual men. Also, two out of five (42 %) gay and lesbian adults have visited an online social community or network in the last month, compared with roughly a third (32%) of heterosexuals. Just over one-quarter (26%) of gay adult men reported visiting a dating or match-up site in the last month, compared to 9 percent of heterosexual male adults.

To see the data tables, please visit: [www.witeckcombs.com/news/releases/20080418\\_harris.pdf](http://www.witeckcombs.com/news/releases/20080418_harris.pdf) or call 202-887-0500x19.

### Methodology

Harris Interactive conducted the study online within the United States between March 11 and 19, 2008, among 2,733 adults (ages 18 and over), of whom 2,302 indicated they are heterosexual and 326 self-identified as gay or lesbian (this includes an over-sample of GLBT adults). No estimates of theoretical sampling error can be calculated; a full methodology is available.

### A little excerpt about blogging...

...the big conspiracy here I think is one among people who like a good conversation, and have discovered a consistent set of conversation partners whose content and style best compare and contrast with their own. Professional bloggers are paid conversationalists — or should be, at least. And the good social art of collegiality well understood is an essential part of good conversation — especially good public conversation. People sometimes fear that the blogosphere will close itself off to new talent, but, based on the dynamic I've just outlined, that strikes me as impossible. The 'gold rush' is probably over, but blogging will probably take on the generational tempo of the music world, with big acts retiring for a while to pursue real lives and then making comeback tours after a suitable hiatus — and with lots and lots of new acts competing for attention. Sometimes attention is won by mere novelty, but more often it's won by talent.

## A little blog about blogging, found on the web....

The topic of blogs and their authors and owners and what exactly defines their place on the ladder of the journalism industry never quite fully goes away. That's because there's always something or other that drives the commentariat to reflect on the present, compare it to the past, and try to forecast the future. Some of the latest noise to be made over the matter of "the great divide" has been sparked by Robert Scoble, a writer/videographer/journeyman for Fast Company magazine.

His position, which he reiterates on a fairly routine basis, as has very recently done so once again, is that blogs and the people behind them are largely "self-correcting"; that they comprise a medium that facilitates much more instant communications among writer and reader, and thus any errors or slander or anything in between can either be lambasted and fixed in relatively short order. The ultimate ends are thus a vetted product achieved in an amount of time that beats or supersedes the fact-check methods of traditional media in the days of print-only and Letters to the Editor, etc.

Scoble is correct, of course. At least in part. Blogs have done quite a bit of good with respect to the two-way-road ideal. Some may not enjoy an entirely liberal take on Web-based comment systems. (Scoble himself even recently explained his desire to do away with "trolls" and the like.) But I'm one to think a more open forum is better for the future fortunes of media than what was the standard for so many years prior to the Internet's global mass popularization. As long as all individuals have the capability to offer perspective on matters, with as little regulation or moderation as possible, the so-called "community" will sort the baddies out.

Furthermore, the broader practice of blogging, which works into the mix a very generous helping of irreverence and strong opinion-making, is something that is also eminently healthy for the industry. Lines are no doubt crossed, sensitivities transgressed upon and so forth, and some observers consider the blog world strewn with many a troublemaker as a result. Which is an accurate assessment of some in the industry, for sure. But there is also quite a lot of admirable and productive forward motion happening.

Now, some bloggers are venturing down the path of traditional journalism more and more, which is good, because there's a lot to learn from old media. But one can clearly see that old media is also taking notes from the blog world, too. Old media is warming to the social, conversational way of the Web, for example. And the byproduct of this meeting in the middle of sorts is, I think, aptly explained by a simple adage: a rising tide raises all boats. Most boats, anyhow.

The fact of the matter is that parties on both sides of the aisle (an aisle that's slowly disappearing, I should note) is right and wrong to some

degree about how how blogs fit in to the true journalism space, and vice versa. The traditional press is right to consider bloggers as too trigger-happy at times. Bloggers, meanwhile, are correct in calling out Big Media for its own wealth of inaccuracies and unwillingness to think more boldly about what it is that newsrooms publish and don't publish.

Where the traditional journalism folk have it oh-so-right is in their devotion to thoroughness. There are items that you will find within the pages of The New York Times, The Washington Post, The Wall Street Journal, The Financial Times, so detailed and so complete that there's little else to do but hand out some Pulitzer awards. It's true. The resources backing such work are crucial, of course. Still, with those papers' established audiences, suffice it to say that the readers are there and they are hooked. A good number of readers tend to seek out institutional reputations in-depth investigations and critiques, and few outlets will satisfy that desire than the abovementioned platforms and others of their ilk. (This point is irrespective of the decline in physical print, I should note.)

Where bloggers have the advantage, though, is in people power. The content served by bloggers is not simply to be consumed. It's the staging ground for a broader conversation, among fellow bloggers (as well as commenters) from around the world. That's where the communal fact-checking comes into play. That's where ideas are bounced circles of thinkers, both "professional" and "amateur," and where the concept of mob mentality is in fact able to put its best foot forward. Yes, the open Web can succumb to fits of absurdity, which doesn't shine the kindest light on the medium. Free speech flags are raised high at times, by people who advocate no bounds as well as those who think that some words are best left unsaid and unpublished. Let's not forget the pool of sound-minded moderates in the middle, either. Yet, if you look at what has become of the blog world in the past few years, it's clear that the benefits of the medium outnumber the negatives. By far.

Just to close this spiel out and bring it back around to the starting line, I'll say this. Blogging is easy. Almost too easy. Millions upon millions of people wouldn't do it if it weren't so dead simple to do. But the collective act of making blogging the great new paradigm of the publishing realm that it is today has been difficult. Very difficult.

Nevermind the meme-making and the long hours and the management tasks that come about when strong growth occurs. (Which it has, for many authors now.) Having to consistently deliver material to a seemingly insatiable audience and both engage and police that audience, and do it all in real-time, with little wiggle room on the clock, is quite a task. And looking at the present health of things in the field, I'd say that many bloggers have done a job worthy of high marks.

# Spotlight On Feast of Fools

One of the most popular talk shows on the Internet today, as well as one of the originals in the gay market, Feast of Fools, alternately known as Gay Fun Show or simply FoF, is a mix of celebrity interviews, news commentary, author chats, cocktail recipes, grooming advice, political forum, new artist musical interludes, gift opening, and letter reading.

The show has won Best GLBT Podcast from the People's Choice Podcast Awards and Best Podcast from the Gay Bloggies. As the most widely downloaded gay podcast, its availability has brought GLBT-themed programming to listeners in cities, towns, and rural areas across the country and around the world.

## These Guys Get Social Networking and Web 2.0!

Yes, they may have won some fantastic awards and have created a show with fans worldwide, but one of their greatest strengths is that not only do they keep contemporary with their pop culture and show content they produce 5 times per week, they also stay way ahead of the curve when it comes to using the new tools of social networking and Web 2.0 to keep their audiences informed and in the loop, as well as reaching out to new fans through this viral network of Facebook, Plaxo and more!

First, their use of photos. With the concept of photo tagging launched by Facebook, the world of photos has a whole new lease on life. Combine this with the Photoshop talents these two exhibit with their campy but uniquely branded photos put online each week and you have yourself a powerful form of branding that reaches all of their fans on their Facebook group, as well as all of their fans subscribing to their photo updates on Flickr. By incorporating their Flickr photo feed into Plaxo, they are one of the few businesses out there today using the social networking power of photos to keep their show at the forefront of peoples minds on a daily basis, without ever being too intrusive.

In addition, they understand how to emerge from behind the safety of the computer screen and reach out to their fellow new media peers and their fans, including hosting a meet and greet mixer coinciding with the New Media Expo in Las Vegas recently.

## About the Hosts and the Show

Host Fausto Fernós is an Eartha Kitt-stalking, brown-haired (and soul-patched), quasi-former Boricua drag performer who once graced public access television as Faustina. Factoid: Fernós learned how to eat fire from the Lesbian Avengers.

His partner in life and podcasting is Marc Felion, who spends time fielding emails that label him as Chris Noth's "ting-a-ling" doppelganger, updating the show's Myspace page, and salivating over Czech porn star



Pavel Novotny.

The Feast of Fools podcast continually ranks as the top-rated gay & lesbian podcast on iTunes and is frequently listed in the Top 100 list of Comedy podcasts. On average, the podcast is downloaded 40,000 times per week, making it the most downloaded GLBT podcast in the United States.



A typical Feast of Fools show is a round table discussion on unusual news stories, GLBT issues and social trends. Other shows may feature celebrity interviews (live or by phone), cocktail recipes, or "how to" sessions, such as 'How drag queens lip sync and put on makeup.' Celebrities and other notable guests are asked a series of "Breakdown" questions at the end of the show, such as "Describe yourself as a fancy shade of paint" and "What would you like to see Oprah doing in 5 years?" Since 2005, the Feast of Fools podcast has interviewed many celebrities, including Margaret Cho, Kathy Griffin, Teri Garr, George Takei, John Waters and Bruce Vilanch. Occasionally, a show will open with an original cocktail recipe, usually given a name that pays tribute to that episode's special guest. Cocktail recipes feature unique ingredients or put a new spin on classics. Examples include the "Organic Cosmopolitan" (a tarter version of the popular drink made with unsweetened cranberry juice concentrate and all natural ingredients) and the "Dancing Queen," (an unusual and flavorful combination of pear sake and energy drink).

When not interviewing a special guest, Fernós and Felion are often joined by a rotating cast of regular guests.

Music is an integral part of the Feast of Fools podcast, and the show regularly interviews and features the music of up-and-coming talent, mostly unsigned or signed to independent record labels. Born out of

## A Note About GLBT Podcasting

Besides the popular **Feast of Fools** show, there are a small number of similarly popular podcasts online for the GLBT community. One of the most popular is the **Josh and Sara Show** on *here! Networks*. Several years running now, hosts Josh and Sara inform and entertain with a variety of notable guests including authors, performers, musicians and activists. Josh's extensive knowledge of pop culture, entertainment & gay media as well as New York nightlife adds a unique perspective and singular interviewing style to this eclectic show. Sara brings to the table a female perspective, Jersey pride and a love of authors, musicians and people involved with small organizations doing big things for the LGBT community.

LINK: <http://www.heretv.com/APodcastDetailPage.php?id=1>



Not sure where to start when searching out GLBT podcasts? **QPodder.com** is an excellent place to begin, featuring a variety of popular podcasts including **Oh My Pod!**, **GoRainbowRadio.com**, the **Adam and Matty Show**, the **Twinkleboi Show** and the **QCast Connection**, to name just a few. LINK: [www.qpodder.com](http://www.qpodder.com)

**JasonCable.com** is a local podcast-er out of Pittsburgh who has been

putting together a more serious and politically slanted podcast for years now.

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

necessity due to copyright and RIAA restrictions on the use of music on podcasts, this feature of the podcast has grown into an important avenue for emerging musicians to reach a previously untapped audience. Musicians whose music is featured on the **Feast of Fools** podcast realize increased sales on iTunes and Amazon.com. Musicians featured on the **Feast of Fools** podcast include Calpernia Addams, Gaye Adegbalola, Reuben Butchart, Dangerous Muse, Ferron, Scott Free, Chris Garneau, Robert German, Leslie Hall, Hey Willpower, Eric Himan, Levi Kreis, Mystechs, Jen Porter, Rachael Sage, Jim Verraros, and The Wet Spots.

**And how do these guys make it work?** Like public radio, **Feast of Fools** stands on the shoulders of its listeners, both financially and to stay



ahead of the news. (They do have several key sponsors but they also depend on the support of their loyal community to donate money and buy merchandise.)

**And why is this show a success?** As quoted by Marc, "the show succeeds because of our passion and experience, not because of the technology behind it or the money we invest in it. Our passion for creating a unique show is what we think makes it work. We want to give gay people a smart, humorous and savvy voice. We've observed that when traditional media companies attempt to

copy our success they mostly fail because they lose sight of what makes the Internet great- the uniqueness of individuals and the ability to come together to form new communities. "

LINK: [www.feastoffools.net](http://www.feastoffools.net)

# 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 **Regent Entertainment**, *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 Regent Entertainment 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)

Niche publications that have emerged over the past few years include **A Bear's Life Magazine**. Recently featured on the Kathy Griffin Show, this magazine has pursued a demographic that is increasingly desired by marketers wishing to reach a more mature gay male audience over 35. They've continued to grow quite well, working aggressively at local bear events around the world to get the word out.

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

In business, a recent gay publication has emerged over the past few years, **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)

In marriage and weddings, there are now two magazines. The first is the **Rainbow Wedding Network Magazine**, launched in April 2006 as the inside source for all the current events, planning resources, trends, home and family ideas and other vital issues for gay and lesbian couples, their families, advocates and allies. It includes exclusive interviews, community connections, political dialogue, fashion and fun. The second, and more recent, is **With This Ring Magazine**, including articles on fashion, family matters, legal issues, romance and news.

## LINKS:

- [www.rainbowweddingnetworkmagazine.com](http://www.rainbowweddingnetworkmagazine.com)
- [www.withthisringmagazine.com](http://www.withthisringmagazine.com)

In sports, **Sports Out Loud** has taken a lead over the past few years and is the primary print publication serving the GLBT sports community.

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

For travel, there are several publications including **Out Traveler**, **Passport Magazine** and more. Please see our section below under *Travel* for more detailed information on each of these.

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)

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 **Jane and Jane Magazine**. Founded in 2006, *Jane and Jane Magazine* is the first sophisticated magazine created specifically for lesbian lifestyles.

LINK: [www.JaneAndJane.net](http://www.JaneAndJane.net)

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.VelvetParkMedia.com](http://www.VelvetParkMedia.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 Sydney, Australia comes **Lesbians on the Loose Magazine**.

LINKS:

- [www.LOTL.com](http://www.LOTL.com)
- [www.Girl-Magazine.com](http://www.Girl-Magazine.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 today's market, there are now **Gay Ad Networks** offering banner ads across a variety of websites. The largest of these are **GayAdNetwork.com**, **BlogAds.com** and **RivendellMedia.com**.

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

National publications can often offer a better guarantee of an ad impression being seen by the gay consumer, however, as local gay publications are often given away for free at local bars, bookstores, restaurants and other key drop-off locations. Some of the publications are printed in just the right amounts so that by the

end of the week or the month, there are none left in the racks. Other publications, however, don't move much at all! In addition, the publisher may print 50,000 and charge for advertising accordingly, but may end up throwing more than half away in the trash as they weren't picked up by consumers. This is an important concept for advertisers to understand, as they should get a feel for how a free publication is going to perform for them based on its distribution performance during the course of the week (or the month for monthly publications) before advertising. If it's good, the publication will obviously run out during the course of the week at a variety of drop off locations... if it's weak, the publications will just sit there day in and day out, not performing for anyone and wasting precious advertising dollars.

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

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

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

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

## 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)  
 300 x 100 IMU - (3:1 Rectangle) [NEW]  
 720 x 300 IMU - (Pop Under) [NEW]

### 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)

NOTE: All dimensions are in pixels

For more information, go to:

[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421](http://www.iab.net/iab_products_and_industry_services/1421)



# TRENDSETTER?

Have a thirst for the newest  
gadgets around?

Do you need to have the newest cell  
phone before everyone else does?

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giddy to the bone?

Well then GayGadget is your  
information highway to  
absolute dialed-in gayness!

Latest Electronics, Mobiles,  
Cameras, and MP3s from a  
gay point of view.



www.GayGadget.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.

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.

**Pink Banana Media** has one of the largest opt-in gay & lesbian e-mail lists available today exceeding 150,000, 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.

## GLBT Demographics

## Where Do Gay and Lesbian Couples Live?

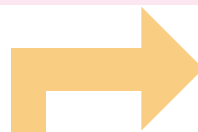
**Census 2000** counts same-sex couples in 99 percent of U.S. counties. Like the distribution of the U.S. population at large, the distribution of gay and lesbian families is far from uniform across the nation.

## States with the most same-sex couple households

1. California
2. New York
3. Texas
4. Florida
5. Illinois
6. Pennsylvania
7. Georgia
8. Ohio
9. Massachusetts
10. New Jersey

## Highest concentrations of same-sex couple households...

- | by state      | by large metro area             |
|---------------|---------------------------------|
| 1. Vermont    | 1. San Francisco, CA            |
| 2. California | 2. Oakland, CA                  |
| 3. Washington | 3. Seattle-Bellevue-Everett, WA |



where gay & lesbian members reside

## US STATES, RANKED 1 to 50 - January 2008

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

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

- |                  |                               |
|------------------|-------------------------------|
| 4. Massachusetts | 4. Fort Lauderdale, FL        |
| 5. Oregon        | 5. Austin-San Marcos, TX      |
| 6. New Mexico    | 6. New York, NY               |
| 7. Nevada        | 7. Los Angeles-Long Beach, CA |
| 8. New York      | 8. Albuquerque, NM            |
| 9. Maine         | 9. Atlanta, GA                |
| 10. Arizona      | 10. Jersey City, NJ           |

## by city/town\*

1. Provincetown, MA
2. Guerneville, CA
3. Wilton Manors, FL
4. West Hollywood, CA
5. Palm Springs, CA
6. Miami Shores, FL
7. Decatur, GA
8. Key West, FL
9. Northampton, MA
10. North Druid Hills, GA

## by neighborhood (ZIP code)

1. Provincetown, MA - 02657
2. Castro, San Francisco, CA - 94114
3. Guerneville, CA - 95446
4. Twin Peaks, San Francisco, CA - 94131
5. West Hollywood, CA - 90069
6. Oakland Park/Ft. Lauderdale, FL - 33305
7. Haight Ashbury, San Francisco, CA - 94117
8. Chelsea, New York, NY - 10011
9. Roxbury, Boston, MA - 02118
10. Montrose, Houston, TX - 77006

\*Cities or towns with at least 50 same-sex couples.

(From *The Gay and Lesbian Atlas*, by Gary J. Gates and Jason Ost, Urban Institute Press, May 2004.)

<http://www.urban.org/publications/900695.html>

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

Rank	City	State	Zip	Rank	City	State	Zip
1	New York	NY	10011	51	Cathedral City	CA	92234
2	San Francisco	CA	94114	52	Los Angeles	CA	90028
3	Los Angeles	CA	90046	53	Cleveland	OH	44107
4	West Hollywood	CA	90069	54	Boston	MA	02130
5	Washington	DC	20009	55	Boston	MA	02116
6	Chicago	IL	60640	56	Chicago	IL	60626
7	Chicago	IL	60657	57	Philadelphia	PA	19147
8	San Diego	CA	92103	58	New York	NY	10022
9	Dallas	TX	75219	59	New York	NY	10128
10	New York	NY	10014	60	Atlanta	GA	30306
11	New York	NY	10003	61	Ft Lauderdale	FL	33309
12	Chicago	IL	60613	62	Long Beach	CA	90803
13	New York	NY	10025	63	Washington	DC	20005
14	Miami	FL	33139	64	Denver	CO	80206
15	San Francisco	CA	94102	65	Chicago	IL	60610
16	San Francisco	CA	94131	66	Los Angeles	CA	90039
17	San Francisco	CA	94117	67	Denver	CO	80203
18	New York	NY	10036	68	Ft Lauderdale	FL	33311
19	New York	NY	10019	69	Minneapolis	MN	55403
20	New York	NY	10024	70	Ft Lauderdale	FL	33308
21	San Diego	CA	92104	71	Key West	FL	33040
22	Palm Springs	CA	92262	72	Columbus	OH	43201
23	Boston	MA	02118	73	Studio City	CA	91604
24	Seattle	WA	98122	74	Chicago	IL	60614
25	Chicago	IL	60660	75	Minneapolis	MN	55408
26	New York	NY	10021	76	Washington	DC	20002
27	Atlanta	GA	30324	77	New York	NY	10012
28	Seattle	WA	98102	78	Ft Lauderdale	FL	33312
29	Palm Springs	CA	92264	79	Jersey City	NJ	07302
30	New York	NY	10016	80	Dallas	TX	75204
31	Atlanta	GA	30309	81	Laguna Beach	CA	92651
32	Houston	TX	77006	82	Kansas City	MO	64111
33	San Diego	CA	92116	83	Washington	DC	20008
34	Ft Lauderdale	FL	33304	84	Austin	TX	78704
35	Los Angeles	CA	90027	85	Miami	FL	33138
36	Long Beach	CA	90802	86	Philadelphia	PA	19107
37	New York	NY	10001	87	Philadelphia	PA	19103
38	Los Angeles	CA	90068	88	Provincetown	MA	02657
39	Denver	CO	80218	89	San Antonio	TX	43215
40	Atlanta	GA	30308	90	Orlando	FL	32803
41	Los Angeles	CA	90048	91	Oakland	CA	94610
42	San Francisco	CA	94109	92	Washington	DC	20003
43	San Francisco	CA	94115	93	Minneapolis	MN	55407
44	New York	NY	10009	94	Denver	CO	80220
45	Ft. Lauderdale	FL	33334	95	Arlington	VA	22204
46	Los Angeles	CA	90036	96	Ithaca	NY	14850
47	Brooklyn	NY	11201	97	Jackson Heights	NY	11372
48	Brooklyn	NY	11215	98	Forest Hills	NY	11375
49	New York	NY	10010	99	Long Beach	CA	90814
50	Los Angeles	CA	90026	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 was managed by **Triangle Marketing Services**. Information considered still relevant for today's market.

# Events

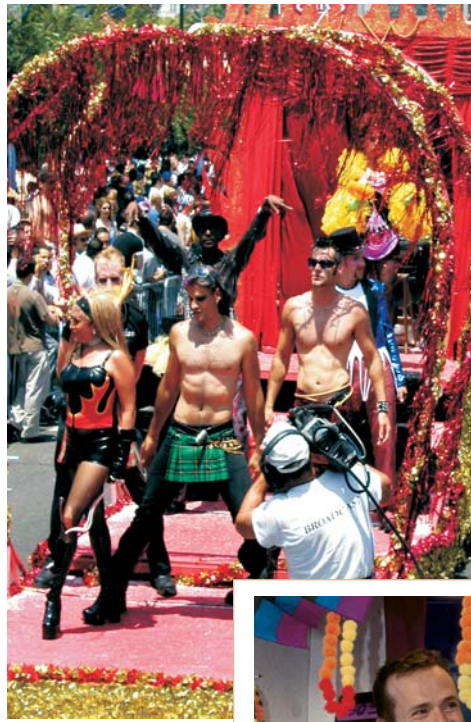
Gay & Lesbian events have become one of the cornerstones in gay & lesbian culture. Beginning with some of the early pride festivals held in cities including New York and San Francisco, gay events have exploded onto the scene with festivities ranging from pride festivals to circuit parties, from gay travel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

ty, 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 **HX Gay Travel Expos** held in cities such as San Francisco, New York, Los Angeles, Dallas, Boston and Seattle. 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.

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

A 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 Los Angeles, New York, San Francisco and Atlanta, with upcoming venues to include Seattle and other key areas on the map when it comes to gay & lesbian marriage and wedding ceremonies.

In addition, there is a new company, GBK Productions, bringing us the **Same Sex in the City** wedding expos in Los Angeles and Palm Springs.

LINKS:

- [www.samelovesamerights.com](http://www.samelovesamerights.com)
- [www.gbkproductions.com/events2008/samesexinthecity/](http://www.gbkproductions.com/events2008/samesexinthecity/)

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 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)

**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.GayWhistler.com](http://www.GayWhistler.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 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.

#### 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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[www.PinkBananaMedia.com](http://www.PinkBananaMedia.com)

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# 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 *Ugly Betty* to *Brothers and Sisters*, gay and lesbian audiences have affinities based on camp, art, and culture that entire courses at Ivy League schools attempt to explain. The inclusion of a LGBT character no longer guarantees that gay and lesbian audiences will respond favorably to a program. Moreover, network television judges its shows based on weekly ratings that encompass far more than the attitudes of gays and lesbians toward their products. Shows fall in and out of



favor in the general populous as well as in the gay community. The big broadcast networks try to be all things to all people and this has caused many viewers to tune out. Cable TV, satellite TV, DVDs and the Internet have all contributed to the gradual decline of viewership these companies have seen over the past few years. These factors, combined with recent FCC actions, have made it difficult for marketers attempting to approach the gay and lesbian consumer to consider doing so on these networks, even on those shows known to have a large LGBT following. Instead marketers have been looking to the alternatives to bring them their lesbian and gay clientele.

## Public Television

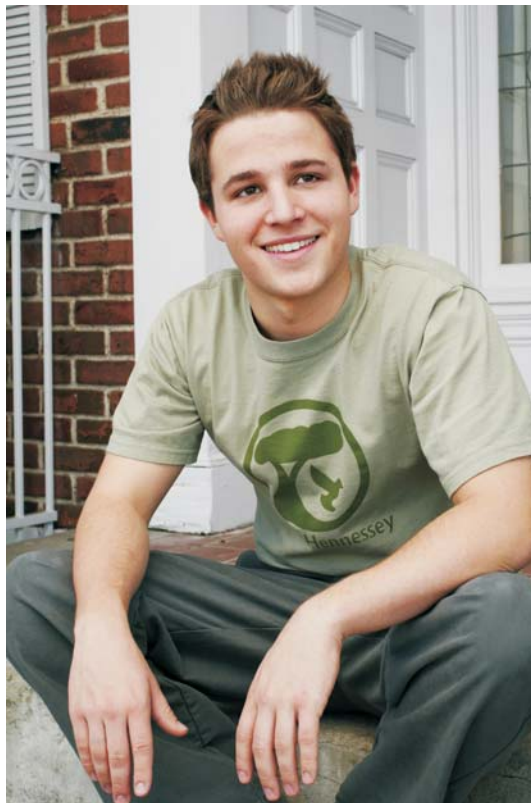
Much like its radio counterpart, PBS has been a leader in airing programming specifically aimed at their gay and lesbian audience. One such

example is **In the Life**, a monthly news magazine that takes a serious look at the issues LGBT people face in the world around them with the goal of reaching individuals that would otherwise not have access to such information. The program has received critical acclaim for its unflinching approach and has featured gay and gay supportive luminaries such as Harvey Fierstein, Maya Angelou, Wesley Snipes and Sir Ian McKellan. The show airs on more than 130 stations and in all the major U.S. markets. Other PBS programs like *Frontline*, *Think Tank*, *NOW*, *Independent Lens* and the *News Hour with Jim Leher* have all contributed significant portions of their shows to the continuing debate about LGBT rights. With arts programming and documentaries featuring gay and lesbian personalities rounding out their schedule, underwriting these stations is a great way to reach friends of the gay community as well as the community itself.

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

## Cable & Satellite Television

Beginning on Showtime with *Queer as Folk* and *The L-Word*, and now increasing with Bravo



bringing us *Project Runway* and other gay and gay-friendly programming, LGBT programming has seen most of its growth in this area. 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.

Launched as completely gay & lesbian channels, **here!** and **Logo** are the two pioneers in bringing 24/7 LGBT programming to cable and satellite television. **here!** - The first and only premium television channel designed for the gay and lesbian market, debuted in 2003, and is available in a variety of formats and systems including DirecTV and DISH satellite as well as other providers which include Time Warner Cable, Comcast, and Cablevision. With its large film library and original production budget, **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>

**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 an incredible reach as it tied in with its installed base of MTV and Showtime households. Much of the content is made up of acquired or licensed programming, 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*. 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 newsmagazine co-developed with MTV News and CBS News.

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.

**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>

**Additional Links:**

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



**Online TV**

Not including the phenomenon that is YouTube, television now has its own online equivalent in the form of websites that make streaming or downloadable video content available to the public, normally for free. Most of these sites are advertiser supported via banners and commercials inserted into the programming. Some shows are completely pre-recorded while others are streamed live, inviting their audience to participate via call in, chat rooms, email. Since television shows by and for the GLBT community are rare on traditional television (see below) online television has been one of the only ways that such content could be produced and distributed. These programs can be created at a relatively low cost and allow for nearly complete creative freedom so it is no surprise that the medium has attracted a number of Gay and Lesbian artists and commentators. Though they lack a mass audience, many of these sites and programs are of a high quality and have a devoted following of Gay and Lesbian consumers.

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

**Additional Links:**  
 - [www.gayborhoodtv.com](http://www.gayborhoodtv.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:

- **Fuel The Groove:** [www.fuelthegroove.com](http://www.fuelthegroove.com)
- **Reel Gay:** [www.manmademultimedia.com](http://www.manmademultimedia.com)
- **Ultra Force Visuals:** [www.ultraforcevisuals.com](http://www.ultraforcevisuals.com)
- **360 Presents:** [www.360presents.com](http://www.360presents.com)



# Radio

As a continuation of the Podcast report above, GLBT radio in all of its forms is going strong today.

In many ways, radio can be analyzed in three major categories - traditional AM/FM Radio, Online Radio and Satellite Radio. In these three mediums, there exists two distinct genres - talk radio and music radio, with the music nearly always following a similar theme of contemporary techno and house music popular in nightclubs around the world.

## Traditional Radio over the Airwaves

In the world of traditional GLBT radio stations around the world, the following stand out as leaders in their field. In San Francisco, **Energy 92.7** has positioned itself as one of the largest in this market, featuring the ever-popular *Fernando and Greg Show* every morning during the week. Mixing a variety of shows together with hot dance music 24/7, this radio station is one of the strongest in the San Francisco marketplace today.

LINK: [www.Energy927fm.com](http://www.Energy927fm.com)

In Toronto, **103.9 Proud FM** is a recent launch that has taken the gay community by storm. Similar to Energy 92.7 in San Francisco, they mix news and talk radio with energetic dance music throughout the day. Both stations also are very active in the GLBT community, sponsoring and attending a wide variety of local events and supporting them with music and DJs throughout the day and night.

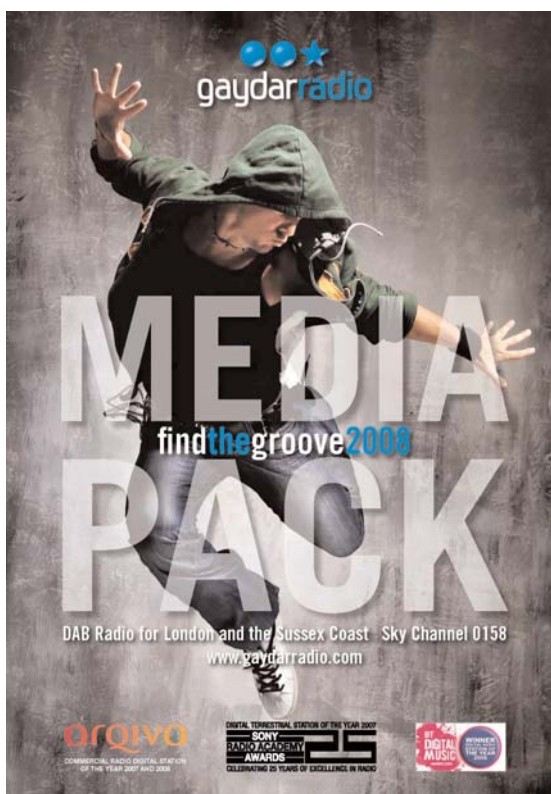
LINK: [www.proudfm.com](http://www.proudfm.com)

In Melbourne, Australia, **Joy 94.9** is a Gay and Lesbian radio station that has been on the air since 1993 and available online to world audiences for the past few years. It, too, features news and entertainment with a healthy dose of music thrown in.

LINK: [www.joy.org.au](http://www.joy.org.au)

On public talk radio we have "**This Way Out**," originating from the Los Angeles based Pacifica radio station **KPFK** and 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)



## Online Radio

In the world of online GLBT radio, we have a number of stations that offer a variety of programming including news, talk radio (similar to podcasts) and music. From the UK, we have **Gaydio.co.uk** broadcasting from Manchester. Also from the UK, and in support of the ever-popular *GayDar.co.uk* is **GaydarRadio.com**, considered one of the largest GLBT radio stations in the world with an average weekly reach of almost 350,000 listeners, as measured by Ipsos/Rajar, and an average duration per 'tune-in' visit of 56 minutes. In addition to being primarily an online radio station, GaydarRadio is also available on DAB Radio as well as via satellite on Sky Channel 0158.

**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.

## Additional Links:

- [www.GayInternetRadioLive.com](http://www.GayInternetRadioLive.com)
- [www.GayRadio.com](http://www.GayRadio.com)
- [www.ManCandy.com](http://www.ManCandy.com)
- [www.PrideRadio.com](http://www.PrideRadio.com)

## Satellite

Probably the most important change in radio recently was the tremendous growth in satellite radio between the two major providers, **Sirius** and **XM**. 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 a mix of news, talk shows and music. As this station is available nationwide, this is currently the largest such media property of its kind.

Sirius OutQ has some of the most popular radio shows out there today, including the Frank DeCaro show, the Michelangelo Signorile show and the Derek & Romaine show. All of these highlighted and more were important GLBT media teams prior to Satellite Radio... since the inception of SiriusOutQ, they've helped launch SiriusOutQ into the GLBT media world as a serious player expected to continue to grow in the years ahead.

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

# 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 1,200-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**.

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 **Navigaytion.com**, **QTMagazine.com**, **OutandAbout.com**, **GayCities.com**, **GayTravel.com**, **Navigaytour.com**, **PinkChoice.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.

From this list, **GayCities.com** has emerged as a strong, new player in the gay & lesbian online travel community, merging travel listings with social networking, allowing users to create profiles, comment and review on listings, blog and more. **PinkChoice.com** has also ventured along this path, and it's these two sites which have taken the lead in social networking GLBT travel sites.

**Navigaytion.com**, along with its travel news and stories, 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.

**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*.

In addition, other nationally-based sites are strong in travel, including

**Gay.com/Travel** and **LogoOnline.com/travel**. Also, **American Airlines**, **Mark's Travel**, **Travelocity** and **Orbitz** are growing in this market, with their offerings found at [AA.com/Rainbow](http://AA.com/Rainbow), [Fabugo.com](http://Fabugo.com), [Travelocity.com/GayandLesbian](http://Travelocity.com/GayandLesbian) and [Orbitz.com/gaytravel](http://Orbitz.com/gaytravel).

**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](http://Google.com) and other search engines, [MyGayWeb.com](http://MyGayWeb.com) comes forward with some of the best search results and listings.

Taking a lead in mobile listings is **ClubFly.com** and their mobile counterpart [m.ClubFly.com](http://m.ClubFly.com). This site has emerged as one of the most efficient and quick ways to find out what, where and when in the gay world when traveling from one city to another.

In the world of blogs, **NewGayTravelGuide.com** has emerged as a leader, and has launched a series of local gay travel guides in Chicago, Palm Springs, Puerto Vallarta and other regions as well.

In the lesbian community, **GirlPorts.com** is a more recent launch and now one of the leaders in lesbian travel online. Also merging lesbian travel packages, blogs and editorial with social networking tools, this site and **Olivia Connect** are the two leaders in this space.

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.

In the world of gay print, there are several national print magazines dedicated to gay travel, including the **The Guide**, **Out Traveler**, **Passport Magazine**, **Instinct Magazine's GayTravelNews** and **Destinations For Men Magazine**. Each magazine has its own style and audience within the gay travel community, allowing marketers to work with one or several of these magazines to reach the travel demographic that is right for them.

**Destinations For Men Magazine**, 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.DestinationsForMen.com](http://www.DestinationsForMen.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)*

**Out Traveler**, from the publishers of *Out* and *Advocate*, this more recent 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 Navigaytour** series (Philadelphia, Pittsburgh, San Diego and Chicago) and **Community Marketing's Vacation Planners** (California, Florida and Canada).

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

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.

A more recent launch that merges more social networking with gay sports is **RealJock.com**. This site has grown over the past few years to be one of the strongest gay sports-related sites for sports and fitness content, as well as a top location for gay men to meet online.

In print, **Sports Out Loud** has taken a lead over the past few years and is the primary print publication serving the GLBT sports community.

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



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**, **Ariztical**, **TLA Releasing**, **Ariztical**, **Strand Releasing** and **Picture This Entertainment**, to name a few.

**LINKS:**

- [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.

# 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

# 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 and now owned by *Atlantis Events*, 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 has multiple entertainers each year.

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 2009 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**, **Community Marketing'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)

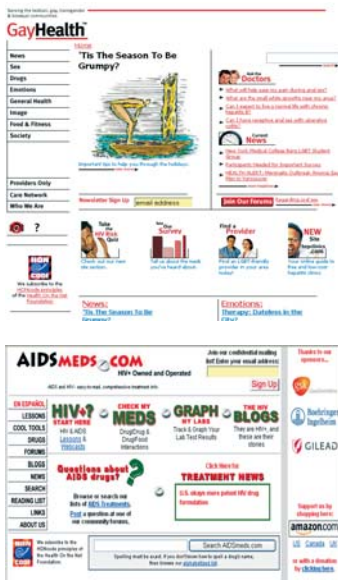
LINK: [www.queerlounge.org](http://www.queerlounge.org)

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-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)

In addition, there is A&U, America's AIDS Magazine, launched in 1991 by David Waggoner in response to the overwhelming AIDS crisis that was still in full force at that time.

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

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)

# Themes: Marriage

## MARRIAGE & WEDDINGS

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



are now deemed equal in the eyes of the law.

Several countries around the world have already legalized gay marriage for their residents including Denmark, The Netherlands and now Spain. In North America, Canada has legalized gay marriage for residents and visitors alike, 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 (to residents only, but that may change soon) and in California (final approval on the November ballot in 2008), and many of the civil rights of married couples are available to gay couples in Vermont! Internationally, the UK, South Africa and Gran Canaria offer civil partnerships to residents and visitors. Switzerland, Czech Republic and France offer civil partnerships to residents only.

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 current status of legal gay marriage in California, many marriage and wedding companies have either added gay couples as one of their new target markets, or have started a new business targeting this new-found opportunity, performing a wide variety of ceremonies to date.

In print, there are now two gay wedding magazines. The first is the **Rainbow Wedding Network Magazine**, launched in April 2006 as the inside source for all the current events, planning resources, trends, home and family ideas and other vital issues for gay and lesbian couples, their families, advocates and allies. It includes exclusive interviews, community connections, political dialogue, fashion and fun. The second, and more recent, is **With This Ring Magazine**, including articles on fashion, family matters, legal issues, romance and news.

LINKS:

- [www.rainbowweddingnetworkmagazine.com](http://www.rainbowweddingnetworkmagazine.com)
- [www.withthisring-magazine.com](http://www.withthisring-magazine.com)

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 Expos held throughout the country.

Other sites that are also emerging in this market include **GayWeddingFodder.com** and **GayRites.net**.

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. Additional retailers include **TwoBrides.com** and **TwoGrooms.com**.

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

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 have been 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 has been all it takes for Americans to flock to Vancouver and Toronto to have their ceremony performed and documented over the past few years.

A 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 Los Angeles, New York, San Francisco and Atlanta, with upcoming venues to include Seattle and other key areas on the map when it comes to gay & lesbian marriage and wedding ceremonies.

In addition, there is a new company, GBK Productions, bringing us the **Same Sex in the City** wedding expos in Los Angeles and Palm Springs.

LINKS:

- [www.samelovesamerights.com](http://www.samelovesamerights.com)
- [www.gbkproductions.com/events2008/samesexinthecity/](http://www.gbkproductions.com/events2008/samesexinthecity/)

**Additional Links:**

- [www.pinkweddings.biz](http://www.pinkweddings.biz)
- [www.pinkweddings.us](http://www.pinkweddings.us)

## 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 mar-



ket, 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, **PrideParenting.com** is one of the leading sites dedicated to gay & lesbian parents. By bringing together stories and news relevant to parents, along with a personals 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, *PrideParenting.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.



In addition, **ProudParenting.com**, a recent launch which incorporates content with membership and social networking tools such as blogs and more, has emerged to become a strong player in the GLBT parenting community.

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)

**Additional Links:**

- [www.gaydadsaustralia.com](http://www.gaydadsaustralia.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 in a subsequent chapter in towards the end of this guide, where many of the chamber associations are listed along with their websites.

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 over the past few years, **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)

#### Additional Links:

- [www.queercents.com](http://www.queercents.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.

### Targeting the Gay & Lesbian Online Community?

Contact us today to discuss ways we can help  
**Map Out Your Online GLBT Strategy!**

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

# Themes: Search & Research

## SEARCH & RESEARCH SITES

Although *Google*, *MSN* and *Yahoo* remain the market leaders in search online, there are several gay-specific search engines and directories that receive a fair amount of traffic. These sites include **GayScope** (<http://www.gayscope.com>), **PrideLinks** (<http://www.pridelinks.com>), **GayCrawler** (<http://www.gaycrawler.com>) 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 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 held during

Memorial Day Weekend in Chicago, with 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 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)
- [www.Hairrison.org](http://www.Hairrison.org)
- [www.LazyBearEvents.com](http://www.LazyBearEvents.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)

### Additional Bear Links:

- [www.bearwww.com](http://www.bearwww.com)
- [www.bigmusclebears.com](http://www.bigmusclebears.com)
- [www.bearpartymagazine.com](http://www.bearpartymagazine.com)

# 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:

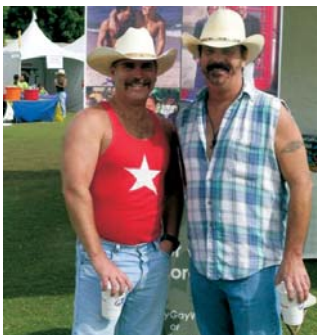
- [www.CircuitNoize.com](http://www.CircuitNoize.com)
- [www.JeffreySanker.com](http://www.JeffreySanker.com)

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)

## 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, there is **Adelante Magazine** in Southern California and both **Latino Boys Magazine** and **Ambiente Magazine**

serving the Miami 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.

#### LINKS:

- [www.AdelanteMagazine.com](http://www.AdelanteMagazine.com)
- [www.clubpapi.com](http://www.clubpapi.com)
- [www.ambiente.us](http://www.ambiente.us)
- [www.latinoboysmagazine.com](http://www.latinoboysmagazine.com)

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)

# 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.

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

**Additional Links:**

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

# 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**.

Online there are two key sites dedicated to gay youth, **Mogenic.com** and **TheGYC.com**. Both **Mogenic.com** and **TheGYC.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 **OasisJournals.com**, a youth community portal allowing young gays & lesbians to post in online discussions and review poetry and news.

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

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

LINK: [www.dlp.org](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.

**LINKS:**

- [www.lgbtcampus.org](http://www.lgbtcampus.org)
- [www.campusclimateindex.org](http://www.campusclimateindex.org)

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

# Themes: Seniors

## SENIORS

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

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



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

**GrayGay.com** is another site dedicated to this category, focusing more on links and resources to other sites for gay seniors, as well as compiling news and information from other sites with a summary offered on [GrayGay.com](http://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.primetimersww.org](http://www.primetimersww.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.gapa.org](http://www.gapa.org)
- [www.gapsn.org](http://www.gapsn.org)

## Themes: Adult

### ADULT

Some could say we've saved the best for last! 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 stan-

dards.

*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 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.gayvn.com](http://www.gayvn.com)
- [www.internext-expo.com](http://www.internext-expo.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.

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**, and **Nightcharm.com**.

**MenOnTheNet.com**, one of the largest and most established sites



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

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

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

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

**BananaGuide.com** is one of the pioneer sites in bringing free content, articles and resources online for the gay adult consumer. Offering tips and tricks related to finding free gay porn online, the *Banana Guide* has



become one of the top locations for guys online to start with when they're looking for their porn.

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

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

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**.

## Themes: Other

There are a variety of other niche sites in the GLBT market that deserve mention here.

### Automotive

- [www.gaywheels.com](http://www.gaywheels.com)
- [outdrive.ca](http://outdrive.ca)

### Gaming

- [www.gaygamer.net](http://www.gaygamer.net)



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# 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 newspapers 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.

In addition, two sites in particular, **EdgeBoston.com** and **ChicagoPride.com**, are taking their business models and expanding to other cities as well. *EdgeBoston.com* now has sites in Providence, Rhode Island, New York, and other regions. *ChicagoPride.com* is expanding through partnerships into Los Angeles, New York and Boston, to name a few.

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

## Cincinnati, Cleveland and Columbus, Ohio

### Cincinnati, OH

#### PRINT

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

#### INTERNET

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

#### EVENTS

Pride Alive: [prideisalive.com](http://prideisalive.com)

#### ORGANIZATIONS

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

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

### Cleveland, OH

#### PRINT

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

Outlines Magazine: [www.outlinesmagazine.com](http://www.outlinesmagazine.com)

#### EVENTS

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

#### BUSINESS ASSOCIATIONS

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

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

#### ORGANIZATIONS

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

### Columbus, OH

#### PRINT

Outlook Weekly: [www.outlookweekly.net](http://www.outlookweekly.net)

#### EVENTS

Columbus G&L Theatre Festival: [www.columbustheatrefestival.com](http://www.columbustheatrefestival.com)

Columbus Pride: [www.columbuspride.org](http://www.columbuspride.org)

Qualia - national conference on gay folklore: [www.qualiaweekend.com](http://www.qualiaweekend.com)

International Drag King Extravaganza: [www.idkex.com](http://www.idkex.com)

#### BUSINESS ASSOCIATIONS

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

Dames Bond: [www.damesbond.com](http://www.damesbond.com)

Columbus Young Professionals: [www.cypclub.com](http://www.cypclub.com)

LinkOut - LGBT young professionals: [www.linkoutcolumbus.com](http://www.linkoutcolumbus.com)

#### ORGANIZATIONS

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

BRAVO: [www.bravo-ohio.org](http://www.bravo-ohio.org)

Kaleidoscope Youth Center: [www.kaleidoscope.org](http://www.kaleidoscope.org)

TransOhio: [www.transohio.org](http://www.transohio.org)

Equality Ohio: [www.equalityohio.org](http://www.equalityohio.org)

The Legacy Fund: [www.thelegacyfund.org](http://www.thelegacyfund.org)

Columbus AIDS Task Force: [www.catf.net](http://www.catf.net)

Crystal Club: [www.thecrystalclub.org](http://www.thecrystalclub.org)

Gay Ohio History Initiative: [www.gohi.org](http://www.gohi.org)

Ohio AIDS Coalition: [www.ohioaidscoalition.org](http://www.ohioaidscoalition.org)

PFLAG: [www.pflagcolumbus.org](http://www.pflagcolumbus.org)

SpeakOUT - straight allies group: [www.speakoutcols.org](http://www.speakoutcols.org)

Tobias Project : [www.tobiasproject.org](http://www.tobiasproject.org)

### 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)

#### INTERNET

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

#### 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)

## Minneapolis, MN

#### PRINT

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

My Scene City: [www.myscenecity.com](http://www.myscenecity.com)

#### INTERNET

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

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

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

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

[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)

## 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

...continue on 64

# Spotlight On Atlanta

## ATLANTA RANKINGS

Gay Index Rank: **299**  
 Gay Male Index Rank: **419**  
 Lesbian Index Rank: **175**  
 National Norm: **100**  
 Median Household Income: **\$34,770**

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 **Burkhardt'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.

Local companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Coca Cola	100	94
- Cox Communications	95	
- Delta Airlines	85	136
- Earthlink	88	
- Home Depot	85	17
- ING North American Insurance	100	
- Mirant Corp.	45	474
- Newell Rubbermaid	100	343
- Southern Co.	48	168
- SunTrust Banks	100	183
- UPS	100	43
- Worldspan Technologies	90	

**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

David Atlanta Magazine: [www.DavidAtlanta.com](http://www.DavidAtlanta.com)  
 Southern Voice: [www.Sovo.com](http://www.Sovo.com)  
 Labrys Atlanta: [www.labrysatl.com](http://www.labrysatl.com)

## INTERNET

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

## EVENTS

Atlanta Pride: [www.AtlantaPride.org](http://www.AtlantaPride.org)  
 Black Pride Atlanta: [www.inthelifeatl.com](http://www.inthelifeatl.com)  
 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.AGMChorus.org](http://www.AGMChorus.org)  
 Gay Atlanta Sports: [www.gaytispports.com](http://www.gaytispports.com)

# 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** (an HX Magazine publication). Online, **EDGE Boston** (EDGEboston.com) enjoys a large regional readership and hosts regular nightlife parties in town.



## BOSTON RANKINGS

Gay Index Rank: **233**  
Gay Male Index Rank: **285**  
Lesbian Index Rank: **178**  
National Norm: **100**  
Median Household Income: **\$39,629**

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**.

Local companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Bain & Co.	100	
- Bingham McCutchen	100	
- Boston Consulting Group	100	
- Bright Horizons Family Solutions	100	
- Edward Angell Palmer & Dodge	90	
- EMC Corp.	45	224
- Fish & Richardson	75	
- Foley Hoag	100	
- Giant Food	78	
- Harvard Pilgrim Health Care	100	
- John Hancock Financial Services	93	
- Keane Inc.	50	
- Mass. Mutual Life Insurance	100	90
- Mintz, Levin, Cohn, Ferris...	100	
- National Grid USA	100	
- Polaroid Corp.	60	
- Raytheon	100	96
- Reebok Intl.	68	
- Staples Inc.	93	126
- State Street Corp.	100	263

**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

New England Blade: [www.NewEnglandBlade.com](http://www.NewEnglandBlade.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)  
Pink Pages: [www.pinkweb.com](http://www.pinkweb.com)  
Rainbow Times: [www.therainbowtimesmass.com](http://www.therainbowtimesmass.com)

## INTERNET

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

## EVENTS

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

## BUSINESS ASSOCIATIONS

[www.gbcc.org](http://www.gbcc.org)  
[www.centralmassbusinesscouncil.com](http://www.centralmassbusinesscouncil.com)

## ORGANIZATIONS

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

# Spotlight On Chicago

## CHICAGO RANKINGS

Gay Index Rank: **157**  
 Gay Male Index Rank: **186**  
 Lesbian Index Rank: **128**  
 National Norm: **100**  
 Median Household Income: **\$38,625**

The largest city in the Midwest with a population of nearly 3 million. The outcome of the Great Chicago Fire led to the largest building boom in the history of the nation. Since 1885, when the first skyscraper rose, downtown Chicago is known for its fantastic architecture. Current skyline plans entail the supertall **Waterview Tower**, the amazing **Chicago Spire**, and **Trump International Hotel and Tower**. The 60602 zip code was named by Forbes as the hottest zip code in the country!

The city is subdivided into 77 distinct community areas. There are 552 parks with over 7,300 acres (30 km<sup>2</sup>) of municipal parkland as well as 33 beaches, nine museums, two world-class conservatories, 16 historic lagoons and 10 bird and wildlife gardens. **Lincoln Park**, the largest of these parks has over 20 million visitors each year, making it second only to Central Park in New York City. Nine lakefront harbors located within a number of parks along the lakefront render the Chicago Park District the nation's largest municipal harbor system.

Nearly 50 million people a year visit Chicago. Besides deep-dish pizza, Chicago is known for its food. Over 5,000 food licenses in the city. And shopping! The **Magnificent Mile** is a shopping district of world-renown shops. Shoppers can enjoy magnificent department stores and boutiques comprising a diverse mix of American and international style. With over 460 retail stores, there is something to offer every style.

**Boystown** is the popular name of a locally recognized neighborhood enclave within Chicago. Situated within the formal neighborhood of **Lakeview**, it was the first officially recognized gay village in the United States, as well as the cultural center of one of the largest lesbian-gay-bisexual-transgender communities in the nation.

Boystown has grown into a cultural haven for the nearly 300,000 LGBT residents estimated to live within the Chicago metropolitan area today.

The informal boundaries are generally considered to be Addison Street on the north, Lake Shore Drive on the east, Belmont Avenue on the south, and Clark Street on the west. These streets correspond to the Chicago grid between blocks 3200 and 3600 North and to the east of 1100 West, which places Boystown approximately 6 km (4 miles) north-northwest of the Chicago Loop.

More generally situated west of Belmont Harbor, encompassing the Lake View East commercial district, and just south of the Chicago Cubs' home base in the unofficially named Wrigleyville neighborhood, Boystown has carved a niche all its own within the urban fabric of Chicago proper.

Famous among day-trippers throughout the Midwest for its colorful nightlife and inviting atmosphere, Boystown is host to a true "round-the-clock" urban experience. It is within walking distance of trendy fashion outlets, Chicago's "Off-Loop" theater district, spectacular architecture,

and many wine boutiques, specialty restaurants, and one-of-a-kind shops. Two major train stops fall within Boystown's boundaries, as well as numerous bus lines along routes plentiful with taxicabs, making the full Chicago experience accessible within minutes via mass transit.



**North Halsted Street**, also known as "Northalsted", is the central hub of this bustling district. It sports Chicago's highest concentration of LGBT-friendly establishments—an eclectic mix of bars, coffeehouses, and restaurants in accord with the equally eclectic population of local hipsters and open-minded progressives. City planners have designated Northalsted an official pedestrian and bike route following a 1998 community project that resulted in the erection of 11 pairs of rainbow-colored abstract Art Deco pylons along the strip. Coupled with the ever-present rainbow flag that is posted upon nearly every entrance encountered on the Northalsted strip, these pillars also denote the

many respectable gay-owned and operated venues that have become hotspots for weekenders throughout the city as well as residents of Boystown.

**Andersonville** is about 2 miles further north. A beautiful old neighborhood, primarily known for its Swedish heritage. Andersonville's roots as a community extend well back into the 19th century, when immigrant Swedish farmers started moving north into what was then a distant suburb of Chicago. In the 1850's the area north of Foster and east of Clark was a large cherry orchard, and families had only begun to move into the fringes of what is now Andersonville.

Over the last 20 years a lot of the gay population in Chicago have sold their homes in Boystown to Yuppies and moved north to establish this second gay neighborhood. In the late 1980's, Andersonville began a period of revival as professionals rediscovered its lovely housing stock and proximity to downtown Chicago and the lakefront. A large lesbian and gay population developed, spurred by the opening of such businesses as Women & Children First, a bookstore focusing on feminist authors and topics. New gift shops and ethnic eateries opened up and gave Clark Street a new commercial vitality and diversity.

Today, in addition to being one of the most concentrated areas of Swedish culture in the United States, Andersonville is home to a diverse assortment of devoted residents and businesses, including one of Chicago's largest gay and lesbian communities, a large collection of Middle Eastern restaurants and bakeries, and a thriving Hispanic commercial area north of Catalpa Avenue.

Clark Street is the main shopping street that runs through the center of Andersonville and features many restaurants, boutiques and specialty stores, as well as numerous gay and lesbian bars and nightclubs. Andersonville is now considered one of Chicago's "hot" neighborhoods. It also enjoys nationwide renown for its unique commercial district, comprised almost entirely of locally owned, independent businesses.

Local companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Abbott Laboratories	75	102
- Allstate	100	61
- Archer Daniels Midland	15	59
- AON	100	247
- Baxter International	73	245
- BP America	100	
- Boeing	100	28
- Caterpillar	45	55
- CNA Insurance	100	
- Deere & Co.	33	98
- Exelon Corp.	95	150
- Global Hyatt Corp.	100	
- Hewitt Associates	100	673
- Hospira	100	697
- HSBC North America	100	
- Illinois Tool Works	68	175
- Kraft Foods	100	
- LaSalle Bank	95	
- McDonalds	85	108
- Motorola	100	52
- Navistar	30	
- Northern Trust Corp	100	490
- OfficeMax Inc.	75	280
- R.R. Donnelly & Sons	20	271
- Sara Lee	70	125
- Sears Holding Corp.	100	38
- Starcom Mediavest	100	
- State Farm Group	80	31
- United Airlines	88	120
- Walgreens	100	44

**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.

**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.

Over the last two years **Broadway In Chicago**, a leading Chicago-based presenter of live theatre and a joint entertainment venture between Live Nation and the Nederlander Organization, has seen breakthrough results, with vitality and prosperity of Chicago's Downtown Theatre District.

A significant finding is Broadway In Chicago's position as a premiere destination for the city's many tourists and visitors. With an annual attendance figure of 1.5 million theater patrons, over 42% of audiences are traveling to Chicago from out-of-state to see long-running shows like *Wicked*. Theatre patrons occupy over 500,000 hotel room nights per year, more than the top ten city conventions combined and theatre patrons spend more than \$75 million at local restaurants while visiting the area.

"The record-breaking success of *Wicked* combined with the growth of the Downtown Theatre District has changed the way Broadway producers view Chicago. It is no longer simply a stop on the touring road. It has become, instead, a place where long running success can be sustained with the support of the City of Chicago and Mayor Daley. The future for Chicago as a national center for theatre looks very bright and everyone with *Wicked* is proud to be a part of the impressive results of this study," explains *Wicked* producer David Stone.

And gay theatre blossoms as well. Since 1995, **Bailiwick Repertory** has made its home in the Bailiwick Arts Center, 1229 W. Belmont. The 150-seat Mainstage, 90-seat studio, and 40-seat loft contained in the Bailiwick building have allowed Bailiwick to further explore its art with staged readings, performance pieces, and workshops of new work.

And right next door is the **Theatre Building Chicago**. Celebrating 30 years in Chicago, they are an incubator to develop original musical works and emerging theatre companies and artists.

**Center on Halsted** is a Lesbian, Gay, Bisexual, and Transgender (LGBT) community center in Chicago, in the Boystown area.

The Center on Halsted was designed as a space which through its programming would attend to the cultural, emotional, social, educational and recreational needs of the LGBT community.

The new 60,000-square-foot (5,600 m<sup>2</sup>) facility contains a variety of spaces: Meeting space for community organizations, gathering space for youth and for older adults, Hoover-Leppen Theatre, Billie Jean King Recreation Hall, Richard M. Daley Roof Garden, and others. The building's green elements include natural ventilation, daylighting, post consumer and post industrial materials and many others, and have earned the building LEED (Leadership in Energy and Environmental Design) silver certification.

Construction of the permanent site kicked off with groundbreaking ceremony on June 14, 2005. The facility officially opened on June 5, 2007.

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**, **Gay Chicago Magazine** and **Boi Magazine**.

#### PRINT

Boi Magazine: [www.BoiMagazine.com](http://www.BoiMagazine.com)  
 Chicago Free Press: [www.ChicagoFreePress.com](http://www.ChicagoFreePress.com)  
 Gay Chicago Magazine: [www.GayChicagoMagazine.com](http://www.GayChicagoMagazine.com)  
 Windy City Times: [www.WindyCityTimes.com](http://www.WindyCityTimes.com)

#### INTERNET

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

#### EVENTS

Chicago Pride: [www.ChicagoPrideCalendar.org](http://www.ChicagoPrideCalendar.org)  
 International Mr. Leather Contest: [www.imrl.com](http://www.imrl.com)  
 Market Days: [www.Northalsted.com](http://www.Northalsted.com)  
 Reeling Film Festival: [www.reelingfilmfestival.org](http://www.reelingfilmfestival.org)

#### BUSINESS ASSOCIATIONS

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

#### ORGANIZATIONS

Center on Halsted: [www.CenterOnHalsted.org](http://www.CenterOnHalsted.org)  
 Chicago Gay & Lesbian Hall of Fame: [www.glhalloffame.org](http://www.glhalloffame.org)  
 Chicago Gay History: [www.chicagogayhistory.org](http://www.chicagogayhistory.org)  
 Chicago Gay Men's Chorus: [www.cgmc.org](http://www.cgmc.org)  
 Chicago MSA: [www.chicagomsa.com](http://www.chicagomsa.com)  
 Howard Brown Health Center: [www.HowardBrown.org](http://www.HowardBrown.org)

*Article above provided primarily by BestGayChicago.com*

# 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. 25 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, 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 **Escandalo** for the latin crowd, and **Buddies II** and **Sue Ellen's** for the ladies.

In the print media, Dallas has several major publications, the **Dallas Voice**, a local 20-year old fixture in the gay & lesbian community and **GAB 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 **Dallas Voice Yellow 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).

In business, Dallas has the **North Texas GLBT Chamber of Commerce** with more than 250 business and corporate members including American Airlines, Best Buy, Texas Instruments, and Brinker International. Along with its publication partner, the Dallas Convention

## DALLAS RANKINGS

Gay Index Rank: **196**  
Gay Male Index Rank: **254**  
Lesbian Index Rank: **136**  
National Norm: **100**  
Median Household Income: **\$37,628**

& Visitors Bureau, the Chamber publishes the **Community Resource & Visitor Guide**. The Chamber also produces networking events and educational programs. Its website [www.glbtcchamber.org](http://www.glbtcchamber.org) provides a searchable directory of Chamber members, a community calendar and the area's only GLBT focused job posting/employment program. The Chamber's programs and operations are managed by its president, Tony Vedda. Its board of directors is made up of business people from a variety of business types and sizes; Sherry Briggs, a small business owner, currently serves as the Chairman of the Board, Derrick Brown, executive director of a nonprofit organization, is the Chairman-Elect. The Chamber serves as the business hub of Dallas and North Texas for the GLBT community.

Local companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Affiliated Computer Services	80	424
- American Airlines	100	101
- BNSF Railway Co.	30	157
- Brinker International	100	502
- Dean Foods	73	246
- EDS	90	111
- Haynes and Boone	75	
- Hotels.com	85	
- JC Penney	100	116
- Kimberly Clark	85	137
- Nokia	50	
- Radio Shack	40	466
- Southwest Airlines	90	276
- Texas Instruments	75	162

**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, and they do have discrimination policies in place that cover same-sex couples and domestic partner benefits.

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 night-club 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 that goes back to the early years when gay business life and

fundraising here in this city were 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, 45-50,000 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 2007 raised over \$1,270,000 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 \$12 million to local gay and lesbian charities and the HRC.

It should be pointed out that this event is often held at the **Hilton 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.

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 consider-

ably 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)  
 Gab Weekly: [www.GabWeekly.com](http://www.GabWeekly.com)  
 Dallas Voice Yellow Pages: [www.GayYellow.com](http://www.GayYellow.com)

#### EVENTS

Black Tie Dinner: [www.BlackTieDinner.org](http://www.BlackTieDinner.org)  
 Dallas Black Gay Pride: [www.DallasBlackGayPride.com](http://www.DallasBlackGayPride.com)  
 Dallas Gay Pride: [www.DallasPrideParade.com](http://www.DallasPrideParade.com)  
 Dallas Purple Party: [www.DallasPurpleParty.com](http://www.DallasPurpleParty.com)  
 Lone Star Ride Fighting AIDS: [www.LoneStarRide.org](http://www.LoneStarRide.org)  
 Out Takes Dallas: [www.OutTakesDallas.org](http://www.OutTakesDallas.org)  
 Texas Circuit Boyz: [www.TexasCircuitBoyz.com](http://www.TexasCircuitBoyz.com)

#### BUSINESS ASSOCIATIONS

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

#### ORGANIZATIONS

Cathedral of Hope: [www.CathedralofHope.com](http://www.CathedralofHope.com)  
 Caven's Party @ The Block: [www.caven.com](http://www.caven.com)  
 Dallas Gay & Lesbian Alliance: [www.dgla.com](http://www.dgla.com)  
 Dallas Gay & Lesbian Bar Assoc.: [www.dglba.org](http://www.dglba.org)  
 DIFFA/Dallas: [www.DIFFADallas.org](http://www.DIFFADallas.org)  
 Gay & Lesbian Residents of Oak Cliff: [www.galroc.org](http://www.galroc.org)  
 Gay Men's Chorus: [www.TurtleCreek.org](http://www.TurtleCreek.org)  
 GLSEN Dallas: [www.GLSENDallas.org](http://www.GLSENDallas.org)  
 Home For The Holidays: [www.HomeForTheHolidaysTexas.org](http://www.HomeForTheHolidaysTexas.org)  
 PFLAG Dallas: [www.PFLAGDallas.org](http://www.PFLAGDallas.org)  
 Resource Center of Dallas: [www.RCDallas.org](http://www.RCDallas.org)  
 Women's Chorus of Dallas: [www.twcd.org](http://www.twcd.org)  
 Youth First Texas: [www.YouthFirstTexas.org](http://www.YouthFirstTexas.org)

#### SPORTS

Oak Lawn Ski & Scuba Club: [www.olssc.org](http://www.olssc.org)  
 Oak Lawn Soccer Club: [www.OakLawnSoccerClub.org](http://www.OakLawnSoccerClub.org)  
 Team Dallas Aquatics: [www.TeamDallasAquatics.com](http://www.TeamDallasAquatics.com)  
 Texas State Gay Rodeo: [www.TexasGayRodeo.org](http://www.TexasGayRodeo.org)  
 Texas Twisters: [www.TexasTwisters.org](http://www.TexasTwisters.org)  
 Dallas Independent Volleyball Association: [www.divadallas.org](http://www.divadallas.org)  
 Dallas Diablos RFC (Rugby): [www.dallasdiablos.org](http://www.dallasdiablos.org)  
 Pegasus Slowpitch Softball Association: [www.dallaspsa.org](http://www.dallaspsa.org)

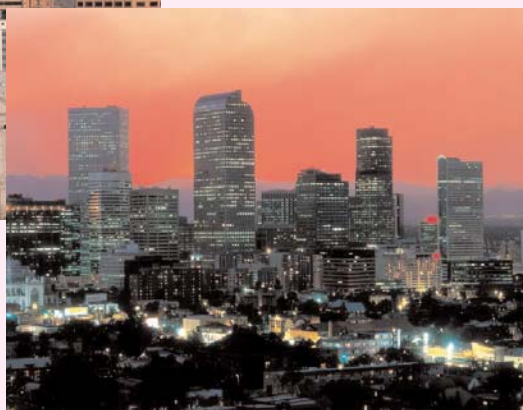
# Spotlight On Denver



## DENVER RANKINGS

Gay Index Rank: **216**  
 Gay Male Index Rank: **248**  
 Lesbian Index Rank: **183**  
 National Norm: **100**  
 Median Household Income: **\$39,500**

The Mile High City has long been a hot spot of gay culture as the largest city in a 600-mile radius. GLBT men and women from all over the West have flocked to Denver for decades, resulting in a well-established nightlife and numerous annual events that draw huge crowds. Denver's **PrideFest** has become one of the largest in the nation, and the annual **Gay Rodeo** packs in cowboys from around the world. And you can get more info at the **Denver Gay & Lesbian Chamber of Commerce**, the **Gay & Lesbian Community Center** and the [www.GayColorado.com](http://www.GayColorado.com).



Denver, known for its active lifestyle, great weather, incredible recreational opportunities and diverse community, has jumped in popularity as a travel destination for GLBT visitors. OutTraveler.com voted Denver one of its "Top 10 Up-and-Coming Destinations for 2008".

You'll never run out of things to do here in the city as the town is full of a wide range of establishments with an atmosphere to please everybody from small, hole-in-the-wall neighborhood bars to a wide selection of clubs, diverse nightlife, and lots of arts and culture. One of the most attractive things about this great city is that after enjoying a night out downtown, the foothills and the beautiful scenery of the Rocky Mountains is only ten minutes away, offering any recreational activity that you can imagine including skiing, snowboarding, fishing, hunting, hiking, and camping, to name just a few.

Local companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Coors	100	386
- CM2M Hill Companies	80	526
- Ball Corp.	58	348
- Qwest Communications	55	178

**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

Outfront Colorado: [www.outfrontcolorado.com](http://www.outfrontcolorado.com)  
 Gayzette Denver: [www.gayzetterdenver.com](http://www.gayzetterdenver.com)  
 MetroMode: [www.metro-mode.com](http://www.metro-mode.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)  
[milehighgayguy.blogspot.com](http://milehighgayguy.blogspot.com)

## EVENTS

Aspen Gay Ski Week: [www.gayskiweek.com](http://www.gayskiweek.com)  
 Boulder Pride: [www.BoulderPride.org](http://www.BoulderPride.org)  
 Colorado Gay Rodeo Association: [www.cgra.us](http://www.cgra.us)  
 Denver Pridefest: [www.denverpridefest.org](http://www.denverpridefest.org)

## BUSINESS ASSOCIATIONS

[www.denvergayprofessionals.com](http://www.denvergayprofessionals.com)  
[www.denverglc.org](http://www.denverglc.org)

## ORGANIZATIONS

Colorado AIDS Project: [www.coloradoaidsproject.org](http://www.coloradoaidsproject.org)  
 Colorado Gay & Lesbian Center: [www.glbtcOLORADO.org](http://www.glbtcOLORADO.org)  
 Lambda Center of Ft. Collins: [www.lambdacenter.org](http://www.lambdacenter.org)  
 Pride Center of Colorado Springs: [www.ppglcc.org](http://www.ppglcc.org)  
 Relatively Wilde: [www.relativelywilde.com](http://www.relativelywilde.com)

## SPORTS

Colorado Front Rangers: [www.cofronrangers.org](http://www.cofronrangers.org)  
 Colorado Gay Ice Hockey: [www.cgihA.org](http://www.cgihA.org)  
 Colorado Gay Volleyball: [www.cgva.org](http://www.cgva.org)  
 Denver Area Softball: [www.denverareasoftballleague.org](http://www.denverareasoftballleague.org)  
 Denver Flag Football: [www.denvergayflagfootball.com](http://www.denvergayflagfootball.com)  
 Outboard: [www.outboard.org](http://www.outboard.org)

# Spotlight On Ft. Lauderdale

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 and surrounding communities.

The original gay scene started on **Las Olas Blvd** in downtown Ft. Lauderdale, anchored by Cathode Ray and a few other night spots (since closed at this time). 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**.

**Wilton Manors**, just north of Fort Lauderdale's city center, has emerged as the 2nd and stronger gay center of town. The main strip is called Wilton Drive which connects with SE 4th Avenue in Fort Lauderdale. The main hub on this street is **Georgie's Alibi**, a long-running popular gay bar. The dance club **Boom** is next door and across the street are **Sidelines Sports Bar** and **Bill's Filling Station**, two other anchors to the street. Surrounding this area is a wealth of stores and restaurants, all gay owned and operated or very gay friendly. **Rosie's Bar and Grill** (formerly Hamburger Mary's) still exists as one of the main restaurants and hang outs in the area.

Other areas of Fort Lauderdale include many bars and clubs such as **Scandals Saloon**, a country-western bar; **Steel**, **VooDoo**, **JetSet** and **Torpedo** dance clubs and **Boardwalk** and **Ramrod** for more adult entertainment. The area also boasts a lot of nightlife opportunities for the ladies. Some popular lesbian bars include: **New Moon** in Wilton Manors, **Cloud 9** in Davie and **J's Bar** in Fort Lauderdale. This city's robust gay and lesbian population provides enough nightlife, shopping and dining for the community.

The Fort Lauderdale area has two pride events every year. The main **Fort Lauderdale PrideFest** takes place every April in Holiday Park. The event is a two day festival with booths and entertainment. Then, in June, the area hosts the **Stonewall Street Festival** which takes place in Wilton Manors. The event has a parade that marches down Wilton Drive and then a street festival the next day.

South Florida has one of the fastest growing populations in the nation, and Fort Lauderdale's gay and lesbian population is no different. The area attracts people from a variety of industries, and more and more companies are setting up offices or relocating to the area. Due to the touristic nature of the area, there are also a lot of transient visitors and residents in Fort Lauderdale.

There are also a lot of gay and lesbian media outlets in the area. **Express Gay News** is the main source of news for the community. Other

## FT. LAUDERDALE RANKINGS

Gay Index Rank: **368**  
Gay Male Index Rank: **589**  
Lesbian Index Rank: **140**  
National Norm: **100**  
Median Household Income: **\$37,887**

magazines are published which feature mainly nightlife articles such as **The 411 Mag** and **HotSpots**. Various online mediums are also popular such as **JumpOnMarksList.com** and **GaySoFla.com**. All of these represent all of South Florida, but primarily focus on Fort Lauderdale.

The **Gay and Lesbian Community Center of South Florida** is based in Fort Lauderdale and provides many different resources to the community. The facility is located on Andrews Avenue right where Fort Lauderdale meets Wilton Manors and is home to meeting space, a library and various offices. The center offers free HIV testing and is an active player in the area's gay and lesbian community.



## PRINT

411 Magazine: [www.the411mag.com](http://www.the411mag.com)  
Buzz Magazine: [www.theBuzzMag.com](http://www.theBuzzMag.com)  
South Florida Blade: [www.FloridaBlade.com](http://www.FloridaBlade.com)  
Hot Spots Magazine: [www.HotSpotsMagazine.com](http://www.HotSpotsMagazine.com)  
Latino Boys Magazine:  
[www.LatinoBoysMagazine.com](http://www.LatinoBoysMagazine.com)

## INTERNET

[www.GaySoFLA.com](http://www.GaySoFLA.com)  
[www.GaySouthFlorida.com](http://www.GaySouthFlorida.com)  
[www.SouthFloridaFun.com](http://www.SouthFloridaFun.com)  
[www.JumpOnMarksList.com](http://www.JumpOnMarksList.com)  
[www.GayFtLauderdale.com](http://www.GayFtLauderdale.com)  
[www.Sunny.org/rainbow/](http://www.Sunny.org/rainbow/)

## EVENTS

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

## BUSINESS ASSOCIATIONS

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

## ORGANIZATIONS

Community Center of S. Florida: [www.glccsf.org](http://www.glccsf.org)  
Pride Factory: [www.PrideFactory.com](http://www.PrideFactory.com)

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

# Spotlight On Las Vegas

## LAS VEGAS RANKINGS

Gay Index Rank: **123**  
 Gay Male Index Rank: **138**  
 Lesbian Index Rank: **108**  
 National Norm: **100**  
 Median Household Income: **\$44,069**

Las Vegas has long been known as "The Entertainment Capital of the World," but these days the desert destination boasts much more than strippers and Cher concerts - especially for its growing LGBT community.

While there are no hard and fast numbers on how many LGBT residents live in and around **Clark County** - in which Las Vegas is located - it's estimated that 10 percent of the area's 1.7 million residents call the desert paradise home. The region is also one of the fastest growing in the United States according to the U.S. Census Bureau's 2006 study (500-600 new gay residents are reportedly moving to the area every month), which ranked Las Vegas proper as the 28th most populous city in the nation.

Driving Las Vegas' steady economy is the confluence of tourism, gaming and conventions, which in turn feed the retail and dining industries - industries that employ much of the city's residents and keep tourists busy. Among travelers, **Sin City** is consistently the second most visited U.S. destination for gay and lesbians after New York City, according to the 12th Annual Gay and Lesbian Tourism Study conducted by San Francisco-based Community Marketing Inc., a gay market research and development lab. In addition, **McCarran International Airport**, which serves the Vegas area, was ranked 14th in the world for passenger traffic, with 47,595,140 passengers passing through its terminal last year.

Off the famed **Strip**, business booms in other areas, including the legal services industry, which provides bail, marriage, divorce, tax, incorporation and other services. Technology companies, such as **Bigelow Aerospace**, **CommPartners** and **eVital Communications**, also are growing their presence in the area. This influx of new business is likely due to Clark County's favorable tax climate, which assesses only a 7.75 percent sales and use tax, exempting food for home consumption and prescribed medical goods. Nevada also claims the lowest tax rate of any state in the nation, with no personal income, inheritance, gift, estate, franchise, inventory or corporate taxes.

While gay life in Vegas - though scarce until recently - is scattered on and off the Strip, its unofficial gay district, known as the "**Fruit Loop**," serves as the heart of Vegas' LGBT community. Located near the intersection of Paradise Road and Naples Drive, this strip mall is home to a variety of clubs, bars and a bookstore frequented by a diverse crowd seven days a week. On the other side of town, the Commercial Center, located on Sahara Ave., provides even more alternative outing options.

Popular bars and clubs include **Freezone**, featuring the Queens of Las Vegas, the longest-running drag show in Sin City; **Piranha Nightclub** and **8 ½ Lounge**, where free drinks are often given to those who imbibe in the underwear; **Badlands Saloon**, attracting a country-western crowd; **Gypsy**, voted 'Original and Legendary Gay Nightclub' by **GayVegas.com**; **Goodtimes**, which plays a variety of music, including '80s and industrial; and **Girl Bar**, Vegas' only lesbian dance party, held Saturday nights at **Krave Nightclub**, the only alternative hot spot located on the Strip.

In the print media, Vegas has only one major publication targeting the LGBT community. **QVegas** - a monthly, full-color, glossy magazine - has served as the voice of the LGBT community in southern Nevada since its inception in 1978 as the *Bohemian Bugle*. Over the past three decades, QVegas has changed names and publishers, but has remained a constant force in the local community's fight for equality and acceptance, both within the Las Vegas area and the world at large. The magazine's overseeing entity, **Stonewall Publishing**, also created the first successful gay community business directory as well as a number of special event guides. Integral figures at QVegas include Kelly McFarlane Smith (Publisher), LuAnne Austin (Advertising Director), Chris Campbell (General Manager) and M. Cory Burgess (Editor/Creative Director).

Politically speaking, the State of Nevada has enacted non-discrimination laws, protecting individuals against discrimination based on sexual orientation but not gender identity. The state government also pro-



mits single LGBT individuals to adopt and does not explicitly prohibit same-sex couples from adopting; in some jurisdictions, such as Clark County, an LGBT man or woman can adopt his or her same-sex partner's child. In addition, the state will issue new birth certificates to post-operative transsexuals. Nevada law does not, however, address school issues relating to sexual orientation or gender identity, and the state constitution bans the recognition of marriages between same-sex couples; there are no other forms of relationship recognition for same-sex couples in state law or policies.

Major events held in Vegas annually include **Las Vegas Pride**, which generally spans from mid-April to early-May and features a wide array of activities and entertainment including an art show, an all-ages "Skate Night," bingo, a parade, festival, the official "Pride Ball," and the **Threads of the Community** fundraiser. More recently established, "Gay Days & Nights Las Vegas" takes place over the Independence Day holiday weekend and is presented by **Cirque du Soleil**, **Travelocity**, host hotel **Paris Las Vegas**, and QVegas magazine. Weekend activities include cocktail parties, fashion shows, gay excursions and desert discovery adventures, among a host of other available options, all which benefit the **Gay & Lesbian Center of Southern Nevada**, Las Vegas Pride and the **Liberace Foundation**.

Though Vegas lacks the centralized LGBT social area that most major metro areas contain, the city is ripe with resources for its active community. The aforementioned Gay & Lesbian Community Center of Southern Nevada offers a focal point for the variety of gay and lesbian organizations found throughout the greater Las Vegas Valley area, including the **Human Rights Campaign**, which manages a hub within the city, and Parents, Families, Friends of Lesbians & Gays (PFLAG). Other organizations, such as the **Imperial Royal Sovereign Court of the Desert Empire**, **Lambda Business & Professional Association**, **Nevada Gay Rodeo Association**, and **Sin City Q Socials**, cater to a variety of varied interests within the LGBT community.



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

Company	CEI Rating*	Fortune 500 Rating
- Harrah's Entertainment	100	254
- Sierra Health Services	88	943
- MGM Mirage	85	315

**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

QVegas Magazine: [www.QVegas.com](http://www.QVegas.com)

Vegas Gay Yellow Pages: [www.VegasGayYellowPages.com](http://www.VegasGayYellowPages.com)

#### INTERNET

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

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

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

#### EVENTS

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

Gay Days and Nights: [www.GayDaysAndNights.com](http://www.GayDaysAndNights.com)

#### BUSINESS ASSOCIATIONS

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

#### ORGANIZATIONS

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

# Spotlight On Los Angeles

## LOS ANGELES RANKINGS

Gay Index Rank: **168**  
 Gay Male Index Rank: **204**  
 Lesbian Index Rank: **130**  
 National Norm: **100**  
 Median Household Income: **\$36,687**

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**, **Eleven**, **East-West**, **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 **Cafe Marco**, **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 **London 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

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 **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, even though the gay establishments have mostly gone.

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, Los Angeles now has a formal gay chamber of commerce. The **LAGLCC** is now a well established association with GLBT interests in mind.

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

Company	CEI Rating*	Fortune 500 Rating
- Amgen	85	171
- Applied Materials	93	274
- Health Net	93	189
- Hilton Hotels	95	296
- IndyMac Bancorp	100	722
- KB Home	75	228
- Mattel Inc.	88	406
- Northrop Grumman	100	73
- PacifiCare Health Systems	68	
- Ryland Group	30	467
- Toyota Motor Sales	100	
- Walt Disney	100	64

**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 **Metrosource** and **Adelante Magazine**.

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** is one 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

Adelante Magazine: [www.AdelanteMagazine.com](http://www.AdelanteMagazine.com)

Clout Magazine: [www.cloutmagonline.com](http://www.cloutmagonline.com)

Frontiers News Magazine: [www.FrontiersPublishing.com](http://www.FrontiersPublishing.com)

In Los Angeles: [www.INLAMagazine.com](http://www.INLAMagazine.com)

Metrosource LA: [www.MetroSource.com](http://www.MetroSource.com)

Odyssey: [www.odysseymagazine.net](http://www.odysseymagazine.net)

#### INTERNET

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

#### EVENTS

Long Beach Pride: [www.LongBeachPride.com](http://www.LongBeachPride.com)

Los Angeles Pride: [www.LAPride.org](http://www.LAPride.org)

Los Angeles Gay Rodeo: [www.LARodeo.com](http://www.LARodeo.com)

Outfest: [www.OutFest.org](http://www.OutFest.org)

Santa Barbara Pride: [www.GaySantaBarbara.com](http://www.GaySantaBarbara.com)

Sunset Junction: [www.sunsetjunction.org](http://www.sunsetjunction.org)

#### BUSINESS ASSOCIATIONS

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

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

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

#### ORGANIZATIONS

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

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

LA Gay & Lesbian Center: [www.laglc.org](http://www.laglc.org)

The Trevor Project: [www.thetrevorproject.org](http://www.thetrevorproject.org)

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one of the first to legalize gay unions and now marriage. The tourism offices of Montreal and Quebec have been aggressively marketing Montreal to the gay community worldwide for many years, and are the examples used by other regions when examining their new marketing campaigns to reach gay & lesbian travelers.

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

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

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

#### PRINT

Etre (2B) Magazine: [www.etremag.com](http://www.etremag.com) / [www.2bmag.com](http://www.2bmag.com)  
 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.QueerMontreal.info](http://www.QueerMontreal.info)  
[www.MontrealisGay.com](http://www.MontrealisGay.com)

#### EVENTS

Black and Blue: [www.bbcm.org](http://www.bbcm.org)  
 Diversite: [www.DiversCite.org](http://www.DiversCite.org)  
 Image+Nation: [www.Image-Nation.org](http://www.Image-Nation.org)  
 Festival des Artes: [www.festivaldesarts.org](http://www.festivaldesarts.org)

#### BUSINESS ASSOCIATIONS

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

## 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)

#### INTERNET

[www.GayNewOrleans.com](http://www.GayNewOrleans.com)  
[www.gaynola.com](http://www.gaynola.com)  
[www.neworleansonline.com/neworleans/glb/](http://www.neworleansonline.com/neworleans/glb/)

#### EVENTS

Gay Easter Parade: [www.GayEasterParade.com](http://www.GayEasterParade.com)  
 Gay Mardi Gras:  
[www.GayMardiGras.com](http://www.GayMardiGras.com)  
[www.GayMardiGras.net](http://www.GayMardiGras.net)  
 Gay Pride New Orleans: [www.GayPrideNewOrleans.com](http://www.GayPrideNewOrleans.com)

Halloween 2005: [www.GayHalloween.com](http://www.GayHalloween.com)

Southern Decadence:

[www.SouthernDecadence.com](http://www.SouthernDecadence.com)  
[www.SouthernDecadence.net](http://www.SouthernDecadence.net)

#### ORGANIZATIONS

Lesbian & Gay Community Center: [www.lgccno.net](http://www.lgccno.net)

## Phoenix, AZ (incl. Tucson)

#### PRINT

Echo Magazine: [www.echomag.com](http://www.echomag.com)  
 Ionaz Magazine: [www.ionaz.com](http://www.ionaz.com)  
 Tucson Observer: [www.tucsonobserver.com](http://www.tucsonobserver.com)  
 Heatstroke News  
 'N Touch News Magazine: [www.ntouchaz.com](http://www.ntouchaz.com)

#### INTERNET

[www.gayphoenix.com](http://www.gayphoenix.com)  
[www.gaytucson.com](http://www.gaytucson.com)  
[www.azgays.com](http://www.azgays.com)  
[www.cochise-pride.net](http://www.cochise-pride.net)  
[www.gayarizona.com](http://www.gayarizona.com)

#### EVENTS

Phoenix Gay Pride: [www.azpride.org](http://www.azpride.org)  
 Rainbows Festival: [www.rainbowsfestival.com](http://www.rainbowsfestival.com)  
 Tucson Pride: [www.tucsonpride.org](http://www.tucsonpride.org)

#### BUSINESS ASSOCIATIONS

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

#### ORGANIZATIONS

1n10: [www.1n10.org](http://www.1n10.org)  
 Tucson Commission on GLBT Issues: [www.tucsonglbtcommission.org](http://www.tucsonglbtcommission.org)  
 Wingspan Gay & Lesbian Community Center: [www.wingspan.org](http://www.wingspan.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.

#### PRINT

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

#### INTERNET

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

[www.PhillyGayCalendar.com](http://www.PhillyGayCalendar.com)  
[www.gaypoconos.com](http://www.gaypoconos.com)

**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)  
 Philly Black Pride: [www.phillyblackpride.org](http://www.phillyblackpride.org)

**BUSINESS ASSOCIATIONS**

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

**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**

Gay & Lesbian Times: [www.GayLesbianTimes.com](http://www.GayLesbianTimes.com)  
 Flawles: [www.flawles.com](http://www.flawles.com)  
 Rage Monthly: [www.ragemonthly.com](http://www.ragemonthly.com)

**EVENTS**

Film Out San Diego: [www.filmoutsandiego.com](http://www.filmoutsandiego.com)  
 San Diego Pride: [www.SanDiegoPride.org](http://www.SanDiegoPride.org)  
 San Diego Rodeo: [www.sandiegorodeo.com](http://www.sandiegorodeo.com)

**BUSINESS ASSOCIATIONS**

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

**ORGANIZATIONS**

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

**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**

Mo Seattle: [www.moseattle.com](http://www.moseattle.com)  
 Seattle Gay News: [www.SeattleGayNews.org](http://www.SeattleGayNews.org)  
 GLBT Yellow Pages: [www.glbttyp.com](http://www.glbttyp.com)

**INTERNET**

[www.seattlegayscene.com](http://www.seattlegayscene.com)  
[www.seaqwa.com](http://www.seaqwa.com)

**EVENTS**

Seattle Pride: [www.SeattlePride.org](http://www.SeattlePride.org)  
 Seattle Lesbian & Gay Film Festival: [www.seattlequeerfilm.com](http://www.seattlequeerfilm.com)  
 Tacky Tourist Club: [www.ttca.org](http://www.ttca.org)

**BUSINESS ASSOCIATIONS**

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

**ORGANIZATIONS**

Seattle LGBT Community Center: [www.SeattleLGBT.org](http://www.SeattleLGBT.org)  
 Pride Foundation: [www.pridefoundation.org](http://www.pridefoundation.org)  
 Team Seattle: [www.teamseattle.org](http://www.teamseattle.org)

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

**EVENTS**

Reel Affirmations: [www.ReelAffirmations.org](http://www.ReelAffirmations.org)  
 DC Black Pride: [www.dcblackpride.org](http://www.dcblackpride.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)

**ORGANIZATIONS**

Team DC: [www.teamDC.org](http://www.teamDC.org)  
 Washington DC Community Center: [www.thedccenter.org](http://www.thedccenter.org)

# Spotlight On New York

Voted the most popular US destination by GLBT travelers, New York City has it all! One of the most vibrant gay scenes in one of the greatest cities in the world!

**TIMES SQUARE** is the epicenter of the city! Once a seedy sex area, Giuliani and DISNEY came in and "spruced" everything up and made it "clean".

**MIDTOWN** spans from 30th Street to 50th Street from river to river, it's home to corporate headquarters, fine hotels and restaurants, and landmarks as varied as the United Nations, the Empire State building, the Chrysler building, Rockefeller Center, the New York Public Library and Madison Square Garden. Visitors flock to the Broadway shows of **Theater District** and nearby Times Square, as well as to Bryant Park.

The northern reaches of Manhattan include thriving Latino communities in **Washington Heights** and **Spanish Harlem**. Harlem is one of the City's biggest neighborhoods and a historic center for African American music, art and culture. Often dismissed by tourists as too dangerous, Harlem is a huge chunk of the city, from 90th Street up to 178th, and from the Harlem River clear across to the Hudson River. It does have some dangerous sections, as do most of New York's neighborhoods, but it also has some happening nightlife and restaurants, notable churches, and the city's greatest concentration of museums and landmarks of black culture.

The **Upper West Side** is home to Lincoln Center, a seat for performing arts. The area also has some of the city's most famous apartment buildings, chief among them, the Gothic Dakota (W. 72nd St, at Central Park West), setting for Rosemary's Baby and home of John Lennon and Yoko Ono;

The **Upper East Side** offers fine arts at the Metropolitan and Whitney museums, along with high-end shopping in Madison Avenue boutiques. And Central Park, between the two, is an 843-acre oasis for residents and visitors alike. Stately, dignified, and Waspy, the Upper East Side has always been Manhattan's most elite neighborhood.

South of Midtown, **Chelsea** is home to art galleries and nightclubs. 18th Street and Eighth Avenue is the epicenter. Probably New York's gayest neighborhood. 15 years ago this area was nothing. Now, thanks to the gays, it boasts some of the highest property values in the city!

The relatively low buildings of **Greenwich Village**—historic townhouses, shops and restaurants—make it one of the sunniest neighborhoods, and one of the nicest for a stroll. The Village, bounded by 14th Street to the north, Houston Street to the south, Fifth Avenue to the east and the Hudson River to the west, comprises many different communities, faces and lives. - Mostly an alternative culture.

Funkier than its western counterpart, the **East Village** is typified by tiny apartments, inexpensive ethnic restaurants, the best unusual shopping in the city, and dozens of bars. "The East Village is absolutely unique. Here everyone is living out their favorite fantasies and their worst nightmares at once. It's a weird, wired, wacky place!"

**The Village** has become a very high rent part of town! No bargains in

## NEW YORK RANKINGS

Gay Index Rank: **152**  
Gay Male Index Rank: **174**  
Lesbian Index Rank: **130**  
National Norm: **100**  
Median Household Income: **\$38,293**

real estate here. Uma Turman, Martha Stewart, Calvin Klein, and Nicole Kidman all keep a place here!

To the southeast, **NoLita** is ideal for boutique shoppers, while the bordering East Village is known for its funky offerings, with experimental music clubs, theaters and cutting-edge fashion; New York University is in the area.

Farther south still, the **Lower East Side** retains some of the shops and cultural institutions from its days as an epicenter for many Jewish immigrants from Eastern Europe, but it's also a stylish address, with new buildings drawing residents and visitors. As chic as ever, **SoHo's** distinctive cast-iron buildings look down on throngs of shoppers and fashionable boutiques; the warehouses of **TriBeCa**, too, today serve as homes, shops and restaurants.

It wasn't until the mid-'70s that this warehouse district, once devoted to making things like Christmas ornaments and shoe bows, was renamed **SoHo**, standing for South of Houston (bounded by Sixth Avenue to the west, Broadway to the east, Grand Street to the south and Houston Street to the north). Its re-christening was at the hands of its home-staying artists, who moved into the gigantic, cast-iron buildings for their cheap and enormous lofts.

Famed for its restaurants and bustling markets, **Chinatown** is a thriving residential community that continues to draw new immigrants. And the **Financial District** is Manhattan's original neighborhood—historic sites and high finance sit side by side on the narrow streets that hark back to Peter Stuyvesant and New Amsterdam's first settlers.

New York City is comprised of five boroughs, an unusual form of government used to administer the five constituent counties that make up the city. Throughout the boroughs there are hundreds of distinct neighborhoods, many with a definable history and character to call their own. If the boroughs were each independent cities, four of the boroughs (Brooklyn, Queens, Manhattan, and the Bronx) would be among the ten most populous cities in the United States.

\* **The Bronx** (pop. 1.4 million) is New York City's northernmost borough, the site of Yankee Stadium, home of the New York Yankees, and home to the largest cooperatively owned housing complex in the United States, Co-op City. Except for a small piece of Manhattan known as Marble Hill, the Bronx is the only section of the city that is part of the United States mainland. It is home to the Bronx Zoo, the largest metropolitan zoo in the United States, which spans 265 acres (107.2 hectares) and is home to over 6,000 animals. The Bronx is the birthplace of rap and hip hop culture.

\* **Brooklyn** (pop. 2.5 million) is the city's most populous borough and was an independent city until 1898. Brooklyn is known for its cultural, social and ethnic diversity, an independent art scene, distinct neighborhoods and a unique architectural heritage. It is also the only borough outside of Manhattan with a distinct downtown area. The borough fea-



tures a long beachfront and Coney Island, established in the 1870s as one of the earliest amusement grounds in the country.

\* **Manhattan** (pop. 1.5 million) is the most densely populated borough and home to most of the city's skyscrapers, as well as Central Park. The borough is the financial center of the city and contains the headquarters of many major corporations, the United Nations, as well as a number of important universities, and many cultural attractions, including numerous museums, the Broadway theatre district, Greenwich Village, and Madison Square Garden. Manhattan is loosely divided into Lower, Midtown, and Uptown regions. Uptown Manhattan is divided by Central Park into the Upper East Side and the Upper West Side, and above the park is Harlem.

\* **Queens** (pop. 2.3 million) is geographically the largest borough and the most ethnically diverse county in the United States, and may overtake Brooklyn as the city's most populous borough due to its growth. Historically a collection of small towns and villages founded by the Dutch, today the borough is largely residential and middle class. It is the only large county in the United States where the median income among black African Americans, approximately \$52,000 a year, is higher than that of White Americans. Queens is the site of Shea Stadium, the home of the New York Mets, and annually hosts the U.S. Open tennis tournament. Additionally, it is home to New York City's two major airports, LaGuardia Airport and John F. Kennedy International Airport.

\* **Staten Island** (pop. 500,000) is the most suburban in character of the five boroughs. Staten Island is connected to Brooklyn by the Verrazano-Narrows Bridge and to Manhattan via the free Staten Island Ferry. The Staten Island Ferry is one of the most popular tourist attractions in New York City as it provides unsurpassed views of the Statue of Liberty, Ellis Island, and lower Manhattan. Located in central Staten Island, the 25 km<sup>2</sup> Greenbelt has some 35 miles (56 km) of walking trails and one of the last undisturbed forests in the city. Designated in 1984 to protect the island's natural lands, the Greenbelt encompasses seven city parks. The F.D.R. Boardwalk along South Beach is two and one-half miles long, which is the fourth largest in the world. The Staten Island dump, will reopen as the largest park in the city.

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.

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

Company	CEI Rating*	Fortune 500 Rating
- American Express	100	79
- Avon	60	283
- Bank of New York	85	209
- Barnes & Noble	63	430
- Bear Stearns Companies	100	138
- Bristol-Myers Squibb	100	129
- Citigroup	100	8
- Colgate-Palmolive	58	200
- Consolidated Edison	80	204
- Credit Suisse	100	
- Deloitte & Touche USA	100	

- Deutsche Bank	100	
- Dow Jones & Co.	30	896
- Ernst & Young	100	
- Estee Lauder	100	352
- E*Trade	93	545
- Goldman Sachs Group	100	24
- IBM	100	15
- Interpublic Group of Companies	60	368
- ITT Industries	90	295
- Jet Blue	80	775
- JP Morgan Chase	100	11
- KeySpan	100	326
- KPMG	100	
- Lehman Brothers	100	47
- Liz Claiborne	100	451
- Mastercard	100	601
- McGraw-Hill	80	366
- Merrill Lynch	100	22
- MetLife	100	37
- Morgan Stanley	100	20
- New York Life Insurance	85	78
- New York Times	100	583
- Omnicom Group	30	220
- Pepsi Co.	100	63
- Pfizer Inc.	100	39
- PricewaterhouseCoopers	100	
- Starwood Hotels	100	381
- Time Warner	100	48
- Verizon	85	13
- Viacom	100	218

**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**

- HX Magazine: [www.HX.com](http://www.HX.com)
- Next Magazine: [www.NextMagazine.net](http://www.NextMagazine.net)
- GO Magazine: [www.GOMag.com](http://www.GOMag.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)
- Outlook Long Island: [www.outlooklongisland.com](http://www.outlooklongisland.com)
- PM Magazine: [www.pmentertainmentonline.com](http://www.pmentertainmentonline.com)

**INTERNET**

- [www.licktheweb.com](http://www.licktheweb.com)
- [www.OurCommunityCalendar.com](http://www.OurCommunityCalendar.com)
- [www.QueenofNewYork.com](http://www.QueenofNewYork.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.nycpride.org](http://www.nycpride.org)
- Gay Erotic Expo: [www.GayEroticExpo.com](http://www.GayEroticExpo.com)
- New Festival: [www.NewFestival.org](http://www.NewFestival.org)
- Mix NYC Film Festival: [www.mixnyc.org](http://www.mixnyc.org)
- Saint At Large Black Party: [www.SaintAtLarge.com](http://www.SaintAtLarge.com)

**BUSINESS ASSOCIATIONS**

- [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)

Article above provided primarily by [BestGayNewYork.com](http://BestGayNewYork.com)

# 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

Gay Index Rank: **479**  
Gay Male Index Rank: **696**  
Lesbian Index Rank: **257**  
National Norm: **100**  
Median Household Income: **\$55,221**

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
- AAA Northern California	100	
- Adobe Systems	100	727
- Advanced Micro Devices	80	407
- Agilent Technologies	100	387
- Apple Computer	100	121
- Applied Materials	93	274
- Calpine Corp.	48	344
- Charles Schwab Corp.	100	389
- Chevron Corp.	100	4
- Cisco Systems	100	77
- Clorox	100	475
- Electronic Arts Inc.	100	658
- Gap Inc.	100	144
- Genentech	100	
- Google	100	241
- Hewlett Packard	100	14
- Intel Corp	100	62
- Intuit	100	776
- Kaiser Permanente	100	
- Kimpton Hotels	100	
- Levi Strauss & Co.	100	510
- Olivia	95	
- Oracle Corp	100	167
- PG&E	100	196
- Safeway Inc.	75	56
- Southern California Edison	95	
- Sun Microsystems	100	187
- Symantec	85	515
- Visa International	100	
- Wells Fargo	100	41
- Yahoo	100	357

**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** and **Curve 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**, **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** and **Joie de Vivre 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)  
 On Magazine: [www.OnBayArea.com](http://www.OnBayArea.com)

#### INTERNET

[www.CastroOnline.com](http://www.CastroOnline.com)  
[www.gaysonoma.com](http://www.gaysonoma.com)  
[www.sfgay.org](http://www.sfgay.org)  
[www.onlyinsanfrancisco.com/gaytravel/](http://www.onlyinsanfrancisco.com/gaytravel/)  
[www.gaysf.net](http://www.gaysf.net)  
[www.sanfranciscogay.com](http://www.sanfranciscogay.com)

#### RADIO

Energy 92.7: [www.energy927fm.com](http://www.energy927fm.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.sfpride.org](http://www.sfpride.org)  
 San Jose Pride: [www.sjgaypride.com](http://www.sjgaypride.com)  
 Dyke March: [www.dykemarch.org](http://www.dykemarch.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)  
 Silicon Valley Rainbow Chamber: [www.rainbowchamber.org](http://www.rainbowchamber.org)  
 Russian River Chamber of Commerce: [www.GayRussianRiver.com](http://www.GayRussianRiver.com)

#### ORGANIZATIONS

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

Targeting Gays & Lesbians Locally?

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



# 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 strong steps in marketing itself to the GLBT community, including hosting the **IGLTA Convention in 2009**. **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**, **Crews & Tango**, **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**.



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 terms of gay tourism publications, Toronto has 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.

One of the first gay & lesbian television stations in North America to launch was **Out TV**, featuring a wide variety of gay content. In addition, **ProudFM** is a recent GLBT radio station launch, celebrating their 1st year of operation in 2008.

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.

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. **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 Inn**. Featuring not only high-speed Internet access, this property has 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)  
 About Magazine: [www.AboutMag.com](http://www.AboutMag.com)  
 Pink Pages Directory: [www.thepinkpagesdirectory.com](http://www.thepinkpagesdirectory.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.TorontoTourism.com/Pride/](http://www.TorontoTourism.com/Pride/)  
[www.DigitalQueeries.905host.net](http://www.DigitalQueeries.905host.net)  
[queerwestvillage.toronto.blogspot.com](http://queerwestvillage.toronto.blogspot.com)

#### RADIO

Proud FM: [www.proudfm.com](http://www.proudfm.com)

#### TELEVISION

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

#### EVENTS

Inside Out: [www.InsideOut.on.ca](http://www.InsideOut.on.ca)  
 Folsom Street North: [www.ffnto.com](http://www.ffnto.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)  
 The Fraternity Professional Social Club: [www.TheFraternity.org](http://www.TheFraternity.org)  
 Ontario Gay & Lesbian Chamber of Commerce: [www.oglcc.com](http://www.oglcc.com)  
 Canadian Gay & Lesbian Chamber of Commerce: [www.cglcc.ca](http://www.cglcc.ca)  
 Travel Gay Canada: [www.travelgaycanada.com](http://www.travelgaycanada.com)

#### BUSINESS ACCOMMODATIONS

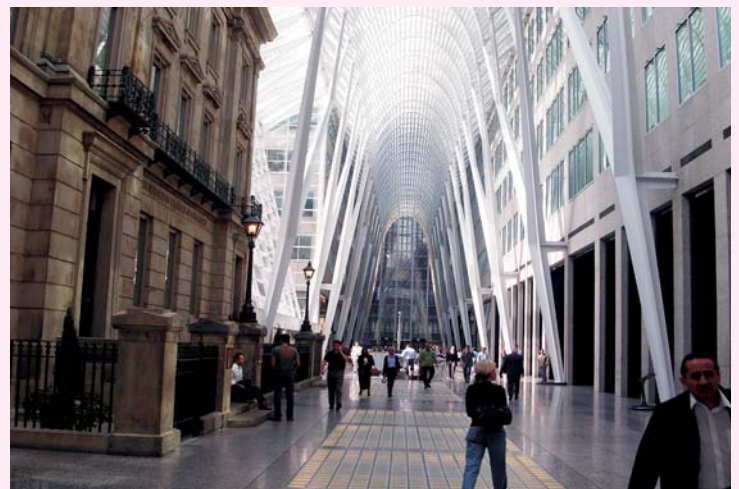
Gloucester Square B&B: [www.gloucestersquare.com](http://www.gloucestersquare.com)  
 Courtyard by Marriott: [www.courtyard.com/yyzcy](http://www.courtyard.com/yyzcy)  
 Delta Chelsea: [www.deltahotels.com](http://www.deltahotels.com)

#### 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)



# Gay Resort Markets

## Fire Island, NY

### INTERNET

www.fireislandmen.com  
www.fireislandqnews.com  
www.asthegroveturns.net

## Key West, FL

### PRINT

The Gay Rag: [keywestgayrag.com](http://keywestgayrag.com)

### INTERNET

www.floridakeys.com/gay  
www.pistolandenema.com  
www.kwest.com

### EVENTS

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

### ORGANIZATIONS

Key West Business Guild: [www.gaykeywestfl.com](http://www.gaykeywestfl.com)  
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.ptown.org  
www.provincetownfavorites.com  
www.edgeptown.com

### EVENTS

Provincetown Intl Film Festival: [www.ptownfilmfest.org](http://www.ptownfilmfest.org)

### BUSINESS ASSOCIATIONS

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

## Rehoboth Beach, DE

### BUSINESS ASSOCIATIONS

[www.gbar.biz](http://www.gbar.biz)

## Saugatuck, MI

### INTERNET

www.gaysaugatuckdouglas.com  
www.douglasdunes.com  
www.campitcampground.com  
www.rfgl.org



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

# Spotlight On Palm Springs

Palm Springs is a desert city in California - approximately 110 miles (177 km) east of Los Angeles and 140 miles (225 km) northeast of San Diego. Palm Springs is the jewel among desert cities and rightly so. Its village atmosphere has been preserved and embellished over the years. The downtown area with its quaint lampposts, benches and Mexican tile-paved enclaves invites strolling among the shops, galleries, eateries and coffeehouses. Rich in history and blessed with glorious weather, it is a prime destination of travelers from all over the world.

Palm Springs offers over 20 top attractions, including **Joshua Tree** national park, the **Living Desert**, art galleries, casinos, and of course, endless golf! It's a huge outdoor playground with consistently brilliant sunshine, great for sunning and all types of outdoor activities with the sweet, clean air.

Every Thursday night the main street in Palm Springs, **Palm Canyon Drive**, is closed to traffic and opened to a vibrant street festival. Food vendors, arts and crafts exhibits and loads of free entertainment by numerous artists. Strolling, munching, looking and sipping the length of Palm Canyon Drive from one end to the other in the heart of Palm Springs is a great way to 'people and puppy watch' for an hour or an entire evening.

The current gay and lesbian population in Palm Springs is estimated to be about seven times the national average. This concentration is even greater than that of San Francisco, which has approximately five times the national average. Gay residents represent about 35 percent of those who are year-round residents.

The influx of gays and lesbians into the city began in the early 1990s, shortly after the mayor and city council approved ordinances which sought to discourage college students from visiting Palm Springs during spring break, and began making aggressive attempts to recruit gays and lesbians to come to the city as tourists and new residents.

In 1995, the city elected **Ron Oden**, a politically liberal African American, to the city council, who later acknowledged that he is gay. In 2003, Oden was elected Mayor. He was succeeded in 2007 by **Steve Pougnet**, another gay mayor.

There are over **35 openly-gay resort hotels** in the city. The annual **Gay Pride Parade and Festival** is held the first weekend in November and in recent years has grown to attract an estimated 35,000 spectators.

## Easter In Palm Springs

Palm Springs had been known for years as a golf-course-studded retirement mecca that's invaded annually by hordes of libidinous college kids on spring break. Well, the city of Palm Springs has been quietly changing its image and attracting a whole new crowd. Thank's to former mayor (the late) Sonny Bono's revolutionary "anti-thong" ordinance in 1991, halted the spring-break migration by eliminating public display of the bare der-

rière, and the upscale fairway-condo crowd now congregates in the outlying resort cities of Rancho Mirage, Palm Desert, Indian Wells, and La Quinta.

These days, no billboards are allowed in Palm Springs; all the palm trees in the center of town are backlit at night, and you won't see the word "motel" on any establishment. Baby boomers and lots of gays and lesbians come to Palm Springs these days. And they are buying home here.

And Spring Break is no longer about throngs of drunk teenagers but thousands of gays and lesbians! The **White Party** in the Palm Springs Convention Center is one of the biggest and best on the US party circuit. With over 20,000 gay men dressed in white, the event brings together the world's most talented party people to create an evening of spectacular entertainment. usually around Easter Weekend, but this year April 18-21.

April also is **Dinah Shore Golf Week**, and **The Dinah!** The largest 4 day weekend event of its kind for gay women in the World. Pool parties, dance parties, golf and lots of women! The simple but daring concept catapulted the Dinah week to international fame. Today, The Dinah & Dinah Shore Week are considered the largest lesbian events in the

world. This year is expected to be bigger and better than ever! With a huge fashion show, top-notch entertainment and a few surprises! This year running April 2 -6.

Headquartered in Palm Springs, CA, the **Desert Pride Community Center DPCC** operates on the principal of providing direct services, educating the public and organizing for social change.

With a focus on the needs of the lesbian, gay, bisexual and transgender community, the Desert Pride Community Center, also known as, "a place to call home", addresses the necessity to create a healthy & vibrant environment which allows LGBT people to represent themselves in an affirmative atmosphere.

## PRINT

Absolute Palm Springs: [www.absolutepalmsprings.com](http://www.absolutepalmsprings.com)  
Bottom Line: [www.psbottomline.com](http://www.psbottomline.com)  
Desert Daily Guide: [www.desertdailyguide.com](http://www.desertdailyguide.com)

## INTERNET

[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)  
[www.gay-palm-springs.info](http://www.gay-palm-springs.info)  
[www.menofpalmsprings.com](http://www.menofpalmsprings.com)

## EVENTS

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

## BUSINESS ASSOCIATIONS

Desert Business Association: [www.dbaps.org](http://www.dbaps.org)  
Desert Gay Tourism Guild: [palmspringsgayinfo.com](http://palmspringsgayinfo.com)

## ORGANIZATIONS

Desert Pride Center: [www.desertpridecenter.org](http://www.desertpridecenter.org)  
Caballeros: [www.pscaballeros.org](http://www.pscaballeros.org)



# Spotlight On Puerto Vallarta

Puerto Vallarta is one of the friendliest and most diverse beach destinations in the world. Once but a tiny fishing village, Puerto Vallarta is now a world class resort that has retained all of the quaint charms of the original village yet embodies all of the characteristics you've come to expect in a modern resort.

This world class Mexican seaside paradise is a haven of natural beauty, art galleries, restaurants, and golf courses, where every day is cause for celebration. This beautiful city by the bay has a population of over 300,000 friendly residents and covers more than 1,200 square kilometers. Puerto Vallarta enjoys over 300 sunny days a year with temperatures averaging right around 83 degrees. With a great climate, beautiful ocean bay, beaches, mountains and lush tropical jungle, Puerto Vallarta is wonderful destination.



Because Puerto Vallarta lies on **Bahia Banderas**, the second largest natural bay in North America and has over 100 miles of coast line, it is a haven for anyone who enjoys any type of beach activity, from whale watching to para sailing. Bungee jumping over the Pacific, windsurfing, snorkeling, scuba diving, jet skiing or fishing are yours for the asking. The surf, at most beaches is normally very calm and safe for swimming year around.

Puerto Vallarta's most popular beach, **Playa de los Muertos**, is located just south of the malecon and the River Cuale. This beach is surrounded by the neighborhood of **Olas Altas** (Old Town or Zona Romantica), with it's indescribable variety of restaurants and shops. It is lined with beach front hotels and restaurants and is usually bustling with activity, sun worshipers by day, the dining and nightlife crowd after dark. The beach front bars and restaurants in this area are a great place to catch one of the incredible Vallarta sunsets.

One section of the beach is very gay, around the beach concession commonly known as the blue chairs, which sits in front of the **Blue Chairs Resort**. So many gays now come to the beach area it has to spread to neighboring chairs as well! In this area you'll find hundreds of gay men and women sitting under the palapas (thatched umbrellas) or on towels nearer the surf line, soaking up the hot Mexican sun and socializing with gays from all over the world. Waiters can bring you drinks and food all day, so you never have to get up if you don't want to!

Every year Puerto Vallarta seems to become more popular as a gay vacation spot. Vallarta now has over a dozen hotels, guesthouses, and bed and breakfasts that cater to our community, lots of gay bars and gay clubs, a world famous gay beach, great gay trips on boats, special tours including evenings out at natural hot springs, and some amazing restaurants.

Over the last 10 years, PV has gotten gayer and gayer! "This is what the Castro used to be 20 years ago," said Clay Berger, a hair stylist at Puerto Vallarta's upscale blu by len salon and spa. The former Santa Rosa resident was referring to the gayest part of the city, **Zona Romantica**, where blu prominently displays the rainbow flag. The shop is on the neighborhood's main street, Olas Altas, and across the street from two gay bars and a gay restaurant.

An article in the Bay Area Reporter stated, "A couple of guys from Los Angeles, Peter Deep, and his business partner, Shaun Butler, made a huge impact on Puerto Vallarta's gay nightlife when they opened the **Mañana** nightclub in November 2006. It quickly established a following among locals who were ready for a change from the established **Club Paco Paco**. And where the locals went, the tourists followed, making Manana the most popular gay club in Puerto Vallarta. A handful of other smaller gay bars have opened over the past couple of years and there are even more gay and gay-friendly hotels and bed and breakfasts to give LGBT travelers plenty of options.

Unlike longtime gay enclaves like Palm Springs, Provincetown, and Key West, Puerto Vallarta's evolution is relatively recent. In 1989, Paco Ruiz, the then-owner of his namesake, Club Paco Paco, had his one-man Stonewall rebellion against the police who frequently raided his club. He stood up to the cops and was sent to jail. The case received media attention and the public sympathy that followed helped pave the way for the city's current gay-friendly environment. That climate grew warmer this year with the inauguration of a gay-friendly mayor, Javier Bravo Carbajal.

The upscale **Mañana** club has an indoor disco but its centerpiece is its open-air pool surrounded by a dance floor and seating areas. It's open until 6 a.m. during the week and until 8 a.m. on Friday and Saturday nights.

A big part of Mañana's runaway success was that it was able to obtain a late-night operating permit. That attracts locals who work in the restaurants and hotels and need someplace to go after the night shift. Buses don't start operating until around 5 a.m., so it's critical to have a place where they can stay late. Tourists, in turn, want to go where there are a lot of locals.

Other new additions to Puerto Vallarta's nightlife include the high-tech video lounge bar, **Stereo. Plasma**, with a notorious dark room, is popular with the leather and bear crowd. Another new edition is **Encuentros**, an upscale bar and pizza restaurant. The aforementioned **Bench and Bar**, like the Palm bar it replaced, is a popular showcase for local gay-centric entertainment.

Whether you want to relax at the beaches, do some romantic fine dining, shop the art galleries, go whale watching, nightclubing...it's all here! See you there!

## Old Vs. New

Unlike other vacation destinations in Mexico (and elsewhere) Puerto Vallarta was not a planned resort town. It just sort of happened! Puerto Vallarta has always been here. Back in the 1500's the Bay was named the "Bahia de Banderas" (Bay of Flags) by a Spanish sea adventurer whose arrival was greeted by thousands of natives waving feathered flags.

One of the reasons that Puerto Vallarta is fast becoming one of the world's most popular travel destinations is because it offers a unique blend of traditional, "Old Mexico" charm mixed with the modern amenities of a cosmopolitan setting. Cobblestone streets and old Spanish-colonial style white stucco houses with red clay tile roofs climb the mountain sides with red and pink bougainvillea spilling from balconies and rooftops. The sound of church bells, roosters crowing, and the clatter of donkeys' hooves on the cobblestones continues to be an everyday occurrence, just as it was 150 years ago. Yet, only 10 minutes away, you'll find world-class hotels, a first-rate marina harbor, and luxurious amenities of

every kind.

Looking for a beach resort that offers a traditional Mexican flavor with lots of fun things to do? You might be looking for Puerto Vallarta, where you can lay out on the beach all day or do a boat tour, then cruise around town searching the shops for the best bargains and restaurants all night. And the choices of food are endless! You might have homemade Mexican fare one evening and dine at a 5 star epicurean delight the next!

Walking the streets in the old part of Puerto Vallarta is a real joy. **El Centro** draws a lot of tourists along the **Malecon**. The Romantic Zone- this is where you want to be! The streets are generally narrow cobblestone thoroughfares, many of which twist around or climb the hillside at almost impossibly steep grades. Stroll up behind the cathedral and you can snap the picture of the stunningly ornate iron belfry tower that graces postcards you see in the shops. Climb up the narrow stairs or streets and you'll see some of the fabulous balconies of houses and their incredible panoramic view of the city below them and the Bahia Banderas stretched out to the Pacific.

The new Vallarta - **Neuvo Vallarta** is a planned resort area. As more and

more cruise ships stop in PV, more and more hotels seem to go up! It's 3-4 miles north of the old downtown. More on the lines of Cancun. Big chain hotels and restaurants. If you want all the comforts of Sandals or The Marriott, stay in the new area and cab back and fourth. But why stay at a secluded resort, away from the action? If you really want to experience Vallarta, you want to stay in the old part, specifically the Romantic Zone. All the gay clubs are near by or a \$4 cab ride away.

#### INTERNET

[www.discoveryvallarta.com](http://www.discoveryvallarta.com)  
[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.vallartafilmfestival.com](http://www.vallartafilmfestival.com)  
 Beef Dip: [www.beefdip.com](http://www.beefdip.com)

#### BUSINESS ASSOCIATIONS

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

Article brought to us by [www.BestGayPuertoVallarta.com](http://www.BestGayPuertoVallarta.com)



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**Community Marketing's Gay Market Research + Development Lab<sup>SM</sup>** is unmatched in focus, experience and practical expertise. We are among the pioneers, having launched our practice in 1992. Today we remain on the leading edge, uniquely positioned to deliver valuable perspective, insight, intelligence and analysis.

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decisions, and dramatically increases their effectiveness and accountability..

**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, field studies, customer service surveys, 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)

# Spotlight On Hawaii

Each year, the "Aloha State" welcomes millions of visitors from all over the world. Some even come to Hawaii on vacation and decide to stay after realizing the isolated islands have more to offer than a temporary escape. From beaches to nightlife, local foods to the generous doses of sunny skies, Hawaii offers the GLBT community a unique variety of activities that will have them coming back for more, if not staying altogether!

**Oahu**, home to most of Hawaii's population, is the best island for visitors looking to pack the most tourist punch into a short amount of time. For the most concentration of Hawaiian GLBT life, for instance, you really don't need to leave Honolulu's tourist Mecca: Waikiki! You can get a local beach outing, authentic Asian/Pacific cuisine and international designer shopping experience all in one day.

For the seasoned "shopaholic," Waikiki is a virtual buffet of boutiques: High-end designers targeting the Japanese market have their best Prada, Louis Vuitton, Gucci and Diesel on display. But Waikiki's best-hidden secret lies in its quirky vintage stores, such as 88 Tees and Spark. They don't always have thrifty prices, but if you're on the lookout for vintage Adidas and Nike not found since 1985, these stores-and Waikiki-should be on your travel agenda.

For bargain-hunters there is the Duty-Free Galleria, where the first two floors are open to the public while the exclusive higher floors are open only to shoppers with international tickets. Visitors also should visit the International Marketplace, home to hundreds of kiosks selling kitchy Hawaiian essentials like beach towels and dashboard hula-girls! Don't leave your bartering skills at home, because you won't be happy leaving this place until you convince a few merchants to bring down their prices.

Choosing from hundreds of hotels sprinkled around town can be confusing, but finding gay-friendly accommodations is a much easier task. The Cabana at Waikiki, located near Waikiki beach, has long been considered a premier gay-friendly hotel. Secluded off main roads, The Cabana's 15 one-bedroom suites (which include kitchenettes) are perfectly situated near Queen's Beach.

Named after Queen Kapioloni, **Queen's Beach** is the best place to find local gay and lesbian beach bunnies. It is also known as a dependable surf location, so there is never a shortage of hot surf bodies roaming the beach.

Going back toward the hotels you can grab a bite along Waikiki's dense choice of restaurants specializing in everything from seafood and sushi to burgers. If you'd like to visit a gay-friendly eatery, Paniolo Grill - located right in the heart of Queen's Beach - is a perfect place to nibble on snack foods like hot dogs, nachos and ice cream.

Another gay-friendly hotel can be found in **The Grand Waikiki**. It boasts an ideal location, just across the street from Kapiolani Park and the Honolulu Zoo. The hotel offers affordable rentals that include all the amenities you could ask for. Conveniently housed within The Grand Waikiki is 80% Straight, a gay boutique with the latest in beach wear and club wear. Also located in the Grand is **Hula's Bar and Lei Stand**, Hawaii's oldest and most famous gay bar and nightclub. Tourists and locals mingle over mai tais while keeping an eye on the panoramic view of Diamond Head Crater and Waikiki beach. If you're lucky enough to be in town Thursday through Sunday, you'll have the chance to see the **808 Boys**, a troupe of go-go dancers who rule the stage and have even collected their own group of dedicated admirers.



After you've experienced Hula's, trek over to **Angles** or **Tapas**, both located on busy Kuhio Street. There you can catch another drink or perform karaoke before making your way next door to **Fusion Waikiki Nightclub**. Fusion is the only gay club in Honolulu open until 4 a.m. and is known for its two-story, bass-thumping dance floors where, by the end of the night, most party-goers are still dancing with their shirts off. Fusion features all-male strip shows and drag shows on both Friday and Saturday. Another venue for lovers of drag shows is **Venus Nightclub**, located just outside of Waikiki, which caters to the gay crowd on Saturdays.

If you need to get on the Internet, a great place to check your e-mail and sip your latte is gay-owned **Café G**, located on the other edge of Waikiki. While there, don't forget to visit Honolulu's famous gay-owned **Diamond Head Video**, which is always well stocked with and ready to satisfy any and all of your fantasies.

The **Aloha Bears** are a big part of the GLBT Hawaii community. Every second Sunday of the month they host their own two-hour Catamaran cruise. Visit alohabear.org for more information on the group and their outings.



To satisfy your artsy side, Honolulu boasts two major film festivals during the year: the **Louis Vuitton Hawaii International Film Festival** and the **Rainbow Film Festival**.

In the last few years, **Honolulu's Chinatown** has had a major revival with the opening of new bars and clubs. Fridays are the best nights to mingle with the über-trendy young professionals, culture aficionados, metro-sexuals and power gays after they get off of work downtown. On "First Fridays," the first Friday of every month, the Chinatown streets flood with locals and tourists alike who flock to the open art galleries. Some places not to miss while downtown: **Indigos** for their cozy ambience and extended wine and martini menu and **Club Next Door** if you're looking to hear underground house music and dance all night long.

Other gay-friendly places in the area include **Red Dragon**, with its live jazz performances, or nearby karaoke dive, **Kekai's**.

If you want to check out a more local hangout, go to the **Kaimuki** neighborhood. Just stay on the main road of Waialea Avenue and you will discover a diversified range in its restaurant row to satisfy any palate. There are many "mom and pop" restaurants that have been favorites for generations as well as newer, trendy ones like Town Restaurant, the only Hawaii entry on this year's Conde Nast "Hot List" of new restaurants.

The best thing about Oahu is that you can have that relaxing island getaway you were looking for and still have the cultural and party experience seen in other major metropolitan cities. Of course, although there's enough on Oahu to last an entire trip, there's also plenty to see and do on its neighboring islands.

Take **Maui**, which offers a little more relaxing experience than Oahu. Catching a helicopter ride is the best way to see the entire beauty of this island's lush greenery. And while it is possible to see most of this island without a rental car, it is best to have one so you can take a beautiful scenic drive. Nature lovers can take advantage of guided eco-tours and nature hikes, or go horseback riding along the beach or by waterfalls.

When visiting Maui, visitors should not miss **Front Street** in historic **Lahaina Town**, which still preserves much of the charm of its old whaling days. Stop by on of its surf, bath and body shops, then stop in any one of the town's waterfront eateries and catch a great meal and a perfect sunset. Another historical town worth your time is **Makawao**, an alternative community of cowboys and new-age hippies, with galleries, boutiques and restaurants.

The **Maui Sunseeker**, located in the south shores of Kihei, is the perfect hotel for any visitor who wants to stay in a gay-owned and operated location. From one of their 16 newly renovated rooms you can stroll along Mai Poina 'Oe La'u Beach. The hotel also is a short drive to "Little Beach" at Makena. Once you get to the beach, make a right and keep going to the end. You may also catch some nude sunbathing, although it's not technically permitted.

The best nightclub on Maui is **Hapa's**, a straight bar that hosts a gay night every Tuesday.

If you're looking for an even more tropical vacation, **Kauai** was made for you. The island's waterfalls, sea cliffs, arid canyons and scores of beautiful white sand beaches will take your breath away. You will regret not taking a helicopter ride through the scenic **Waimea Canyon**, which take you along the waterfalls and sea cliffs of the Na Pali coast and the crater of Mount Waialeale, which are not accessible by road.

The Kauai gay and lesbian community is smaller than on other islands, but it's definitely alive.

Grab a coffee at a local lesbian-owned and operated **Small Town Coffee Company** in old **Kapaa Town** in the old **Roxy Square**. Likewise, **Donkey Beach**, located North of **Kapaa**, has a mixed crowd but is also a local gay favorite (sunbathe nude at your own risk).

Kauai, as well as Maui, does a great deal of business each year performing civil ceremonies for gay couples. If you're feeling like taking your relationship to the next level, what could be more romantic than to commit to one another with a tropical or beach landscape as your backdrop?

For what it lacks in nightlife, Kauai makes up with its art. Every Friday is Art Night in historic **Hanapepe**, "Kauai's biggest little town," where several galleries and retail stores stay open late into the cooler evening hours. Take a mellow stroll while listening to music or take the opportunity to meet local artists and gallery owners.



**Hawaii**, or the **Big Island**, is best known for having the world's most active volcano, **Kilauea**. It constantly enriches the soil, producing the deliciously famous gourmet Kona coffee and macadamia nuts. The volcano also produces the black sand beaches and picturesque waterfalls the state is known for.

The island is one of the most ecologically diverse environments in the world, ranging from the desert plains of Ka'u, to the rain forests above Hilo, to snowcapped Mauna Kea—none of which should be missed on your trip to Hawaii. Just remember to bring a complete

wardrobe for the widely varying temperatures.

The Big Island has several GLBT hotels from which to choose. **Absolute Paradise B&B** is located in the Puna District, along the southeast coast, and its owners are especially proud all of their rooms have ocean views.

They're also conveniently located near **Kehena Beach**, the clothing-optional and gay-friendly beach that has breathtaking black lava rock beaches. Remember to bring your hiking shoes to walk their trails. If you are looking for a getaway more focused on nature and health, check out **Kalani Oceanside Resort-Retreat**, which offers workshops and classes in yoga and hula, to name a few.



Raw nature is the Big Island's best asset. The Hawaii Volcanoes National Park and the Panaewa Rainforest Zoo are some of the biggest draws on the island. Sports lovers may like to know this island is known as the "Golf Capital of Hawaii," with over 20 golf courses and several more scheduled for construction. For the ultra athletic type, the island hosts possibly the most famous triathlon in the world, the annual Ironman World Championship.

If you need a drink to finish off your active day, drop by the Mask Bar. Located in the Kopika Plaza in Kailua-Kona, this is the island's only gay bar and one of its best.

#### 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.hawaiiG.com](http://www.hawaiiG.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)  
Honolulu Rainbow Film Festival: [www.hglcf.org](http://www.hglcf.org)

#### ORGANIZATIONS

The Center Hawaii: [www.thecenterhawaii.org](http://www.thecenterhawaii.org)  
Maui AIDS Foundation: [www.mauiaids.org](http://www.mauiaids.org)  
Aloha Bears: [www.AlohaBears.org](http://www.AlohaBears.org)

# Secondary Markets

## Albany, NY

### PRINT

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

Rainbow Times: [www.therainbowtimesmass.com](http://www.therainbowtimesmass.com)

## Albuquerque and Santa Fe, NM

### EVENTS

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

### ORGANIZATIONS

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

### PRINT

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

### BUSINESS ASSOCIATIONS

Sandia Out Professionals Association: [www.sopanm.org](http://www.sopanm.org)

## Asheville, NC

### PRINT

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

## Austin, TX

### PRINT

Austin Chronicle: [www.austinchronicle.com](http://www.austinchronicle.com) (*Alternative*)

Forward Austin: [www.forwardaustin.com](http://www.forwardaustin.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

Baltimore Gay Life: [www.baltimoregaylife.com](http://www.baltimoregaylife.com)

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

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

### EVENTS

Baltimore Pride: [www.baltimorepride.org](http://www.baltimorepride.org)

Baltimore Black Pride: [www.bmoreblackpride.org](http://www.bmoreblackpride.org)

### ORGANIZATIONS

GLBT Center of Baltimore: [www.glccb.org](http://www.glccb.org)

## Boise, ID

### INTERNET

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

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

## Buffalo, NY

### PRINT

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

### INTERNET

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

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

[www.visitbuffaloniagara.com/visitors/gnl](http://www.visitbuffaloniagara.com/visitors/gnl)

### ORGANIZATIONS

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

## Burlington, VT

### PRINT

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

### INTERNET

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

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

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

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

### ORGANIZATIONS

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

## Calgary, AB

### PRINT

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

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

### ORGANIZATIONS

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

## Charlotte, NC (incl. other regions of NC)

### PRINT

Asheville Purple Pages: [www.ashevillepurplepages.com](http://www.ashevillepurplepages.com)

Out in Asheville: [outinasheville.com](http://outinasheville.com)

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

### INTERNET

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

[www.romanticasheville.com/gayandlesbian.html](http://www.romanticasheville.com/gayandlesbian.html)

### EVENTS

Charlotte Black Pride: [www.charlotteblackgaypride.com](http://www.charlotteblackgaypride.com)

Pride Charlotte: [www.pridecharlotte.com](http://www.pridecharlotte.com)

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

### BUSINESS ASSOCIATIONS

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

### ORGANIZATIONS

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

## Charleston, WV

### INTERNET

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

### EVENTS

Rainbow Pride of West Virginia: [www.pridewv.org](http://www.pridewv.org)

## Columbia, SC (incl. Charleston)

### INTERNET

[gaycharleston.ccpblogs.com](http://gaycharleston.ccpblogs.com)

### EVENT

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

### ORGANIZATIONS

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

South Carolina Equality Coalition: [www.scequality.org](http://www.scequality.org)

### BUSINESS ASSOCIATIONS

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

## Dayton, OH

### INTERNET

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

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

### ORGANIZATIONS

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

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

Metra Magazine: [www.metramagazine.com](http://www.metramagazine.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 July Black Pride: [www.hotterthanjuly.com](http://www.hotterthanjuly.com)

**Edmonton, AB****INTERNET**

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

**EVENTS**

Pride Week Society: [www.prideedmonton.org](http://www.prideedmonton.org)

**ORGANIZATIONS**

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

**Fresno, CA****INTERNET**

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

**EVENTS**

Reel Pride: [www.reelpride.com](http://www.reelpride.com)

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

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

**BUSINESS ASSOCIATIONS**

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

**ORGANIZATIONS**

Hartford Gay & Lesbian Health Collective: [www.hglhc.org](http://www.hglhc.org)

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

Houston Voice: [www.HoustonVoice.com](http://www.HoustonVoice.com)

OutSmart Magazine: [www.outsmartmagazine.com](http://www.outsmartmagazine.com)

**INTERNET**

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

**EVENTS**

Houston Pride: [www.pridehouston.org](http://www.pridehouston.org)

Q Fest: [www.q-fest.org](http://www.q-fest.org)

**ORGANIZATIONS**

Gay Switchboard Houston: [www.gayswitchboardhouston.org](http://www.gayswitchboardhouston.org)

Houston GLBT Community Ctr: [www.houstonglbtcommunitycenter.org](http://www.houstonglbtcommunitycenter.org)

**BUSINESS ASSOCIATIONS**

Greater Houston GLBT Chamber: [www.thechamberhouston.org](http://www.thechamberhouston.org)

**Indianapolis, IN (incl. NE Indiana)****PRINT**

Outlines: [www.indygaynews.com](http://www.indygaynews.com)

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

Reality Magazine: [www.realitymagazineonline.com](http://www.realitymagazineonline.com)

**INTERNET**

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

**EVENTS**

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

**BUSINESS ASSOCIATIONS**

Rainbow Chamber: [www.GayIndy.org](http://www.GayIndy.org)

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

Out In The City Newspaper: [www.myoitc.comx](http://www.myoitc.comx)

**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)

Camp KC: [www.campkc.com](http://www.campkc.com)

Kansas City Exposures: [www.kcexposures.com](http://www.kcexposures.com)

**INTERNET**

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

**EVENTS**

Kansas City Gay Pride: [www.kansascitygaypride.org](http://www.kansascitygaypride.org)

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 Community Ventures: [www.nhcv.org](http://www.nhcv.org)

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

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

**INTERNET**

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

**Memphis, TN****ORGANIZATIONS**

Memphis G&L Community Center: [www.mglcc.org](http://www.mglcc.org)

**BUSINESS ASSOCIATIONS**

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

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

Quest: [www.quest-online.com](http://www.quest-online.com)

Queer Life News: [www.queerlifeneews.com](http://www.queerlifeneews.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)

Cream City Foundation: [www.creamcityfoundation.org](http://www.creamcityfoundation.org)

**BUSINESS ASSOCIATIONS**

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

InsideOut Nashville: [www.insideoutnashville.com](http://www.insideoutnashville.com)

**EVENTS**

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

**BUSINESS ASSOCIATIONS**

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

## Newark, NJ (incl. state of 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)

## Omaha, NE (incl. Lincoln)

### INTERNET

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

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

[members.cox.net/omahagay](http://members.cox.net/omahagay)

### EVENTS

Heartland Gay Rodeo: [www.hgra.net](http://www.hgra.net)

Nebraska Gay Pride: [www.rainbowcelebrations.org](http://www.rainbowcelebrations.org)

Pride Idol: [www.NebraskaPrideIdol.com](http://www.NebraskaPrideIdol.com)

### ORGANIZATIONS

Rainbow Outreach GLBT Center: [www.rainbowoutreach.org](http://www.rainbowoutreach.org)

Imperial Court: [www.ImperialCourtOfNebraska.org](http://www.ImperialCourtOfNebraska.org)

Nebraska AIDS Project: [www.nap.org](http://www.nap.org)

## 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)

### BUSINESS ASSOCIATIONS

Space Coast Business Guild: [www.spacecoastbusinessguild.org](http://www.spacecoastbusinessguild.org)

## Pittsburgh, PA (incl. Erie, PA)

### PRINT

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

### INTERNET

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

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

### EVENTS

Erie Gay Pride: [www.eriegaypride.org](http://www.eriegaypride.org)

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

Pittsburgh Pride: [www.pittsburghpridespace.com](http://www.pittsburghpridespace.com)

Pittsburgh Black Gay Pride: [www.pittsburghgayblackpride.com](http://www.pittsburghgayblackpride.com)

### ORGANIZATIONS

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

## Portland, ME

### INTERNET

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

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

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

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

### EVENTS

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

### BUSINESS ASSOCIATIONS

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

### EVENTS

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

Portland Latino Gay Pride: [www.latinogaypridepdx.com](http://www.latinogaypridepdx.com)

### ORGANIZATIONS

Equity Foundation: [www.equityfoundation.org](http://www.equityfoundation.org)

Q Center: [www.pdxqcenter.org](http://www.pdxqcenter.org)

### BUSINESS ASSOCIATIONS

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

## Providence, RI

### PRINT

Options Newsmagazine: [www.optionsri.org](http://www.optionsri.org)

### INTERNET

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

### ORGANIZATIONS

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

## Reno, NV

### PRINT

Reno Out: [www.renooutmag.com](http://www.renooutmag.com)

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

### INTERNET

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

### EVENTS

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

Reno Gay Rodeo: [www.renogayrodeo.com](http://www.renogayrodeo.com)

Reno Gay Pride: [www.renogaypride.com](http://www.renogaypride.com)

### ORGANIZATIONS

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

## Richmond, VA

### PRINT

Out and About

### ORGANIZATIONS

Gay Community Center of Richmond: [www.GayRichmond.com](http://www.GayRichmond.com)

## Rochester, NY

### PRINT

Diversity Rules: [www.diversity-rules.com](http://www.diversity-rules.com)

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

### INTERNET

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

### EVENTS

Streets of Pride: [www.streetsofpride.com](http://www.streetsofpride.com)

### ORGANIZATIONS

Gay Alliance: [www.gayalliance.org](http://www.gayalliance.org)

## Sacramento, CA

### PRINT

Valley Rainbow Pages: [www.vrp.info](http://www.vrp.info)

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.geocities.com/gaysacramento](http://www.geocities.com/gaysacramento)

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

**EVENTS**

Sacramento Pride: [www.sacramentopride.org](http://www.sacramentopride.org)  
 Sacramento G&L Film Festival: [www.siglff.org](http://www.siglff.org)  
 Capital Crossroads Gay Rodeo: [www.capitalcrossroads.org](http://www.capitalcrossroads.org)

**ORGANIZATIONS**

Lavender Library: [www.lavenderlibrary.org](http://www.lavenderlibrary.org)  
 Sacramento G&L Center: [www.saccenter.org](http://www.saccenter.org)

**BUSINESS ASSOCIATIONS**

Rainbow Chamber: [www.rainbowchamber.com](http://www.rainbowchamber.com)

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

Q Salt Lake: [www.qsaltlake.com](http://www.qsaltlake.com)  
 Q Pages: [www.theqpages.com](http://www.theqpages.com)

**EVENTS**

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

**ORGANIZATIONS**

Utah Pride Center: [www.glccu.com](http://www.glccu.com)

**San Antonio, TX****INTERNET**

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

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

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

**Spokane, WA****INTERNET**

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

**EVENTS**

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

**ORGANIZATIONS**

Inland NW GLBT Community Center: [www.thelgbtcenter.org](http://www.thelgbtcenter.org)

**BUSINESS ASSOCIATIONS**

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

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

Vital Voice: [www.thevitalvoice.com](http://www.thevitalvoice.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)  
 St. Louis G&L Community Center: [www.findmycenter.com](http://www.findmycenter.com)  
 GLO: [www.glocenter.org](http://www.glocenter.org) (Springfield, MO)

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

**EVENTS**

Clip Tampa Bay G&L Film Festival: [www.cliptampabay.com](http://www.cliptampabay.com)  
 Sarasota Pride: [www.sarasotapride.com](http://www.sarasotapride.com)

**BUSINESS ASSOCIATIONS**

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

**ORGANIZATIONS**

Pride Community Center of NC Florida: [www.gainesvillepride.org](http://www.gainesvillepride.org)

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

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

**INTERNET**

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

**EVENTS**

Oklahoma Gay Rodeo: [www.ogra.net](http://www.ogra.net)

**ORGANIZATIONS**

Oklahomans For Equality: [www.okeq.org](http://www.okeq.org)

**BUSINESS ASSOCIATIONS**

Diversity Business Association: [www.dbametro.org](http://www.dbametro.org)

**Vancouver, BC (incl. Whistler and Victoria)****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.gayvictoria.ca](http://www.gayvictoria.ca)  
[www.tourismvictoria.com/lgbt/](http://www.tourismvictoria.com/lgbt/)

**EVENTS**

Vancouver Pride: [www.vancouverpride.ca](http://www.vancouverpride.ca)  
 Out On Screen Queer Film Festival: [www.outonscreen.com](http://www.outonscreen.com)  
 WinterPride: [www.gaywhistler.com](http://www.gaywhistler.com)

**BUSINESS ASSOCIATIONS**

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

**Virginia Beach & Norfolk, VA****BUSINESS ASSOCIATIONS**

Hampton Roads Business Outreach: [www.hrbor.org](http://www.hrbor.org)

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

Outwords: [www.outwords.ca](http://www.outwords.ca)  
 Wayves: [www.wayves.ca](http://www.wayves.ca)

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

# International Markets



**IGLCC**

International Gay and Lesbian  
Chamber of Commerce

The IGLCC (**International Gay & Lesbian Chamber of Commerce**) has asked and been asked many times about the size and economic power of the LGBT community. New terminology has been created to describe it. Pink money now is understood to qualify and quantify our purchasing power. Listening to the growing demand for information, the IGLCC has partnered with **BC3 Strategies** and **Double Platinum** to create the first ever comprehensive market research that will answer many of the intriguing questions about our community. This partnership allows us to present a comprehensive overview of the demographic, economic and also social situation starting in our 13 member countries. From there, we will be able to expand the research and venture further into market studies in these and possibly other countries. With this initiative, the IGLCC and its partners take the lead on international LGBT research. Starting today we won't need to guess anymore

This report is the outcome of an analysis of GLBT segment marketing potential in specific countries around the world. The findings are based on data collected from publicly accessible information sources, including web sites, government statistics offices and the public CIA Global Information Service. This report is intended as a thin-slice overview of the segments, and is not presented as a definitive market analysis. The statistics used are intended as estimates and should be used as general guides rather for predictive purposes. It should be noted that all amounts are expressed in Euros.

**NOTE:** The media listings for each region are provided by **Pink Banana Media** and are not part of the IGLCC report.

## Australia

### Hospitable political climate

Australia has a reasonably hospitable political environment for GLBT people, though its strength is its society and culture which doesn't necessarily reflect its political environment. However with recent changes in its government it is suspected that there will also be favourable changes to GLBT legislation.

Anti-discrimination laws in place in all states and territories, but not in Commonwealth legislation. No laws against homosexuality. However Queensland's, age of consent for anal sex is set at 18, 16 for all non-anal sex, regardless of any participants, since 1990.

Same-sex unions: Registered partnerships: The cities of Melbourne and Sydney; The states of Tasmania and Victoria; Unregistered co-habitation: Australian Capital Territory, Northern Territory, Norfolk Island, Queensland, Western Australia, South Australia and New South Wales. Same-sex marriage is banned under Commonwealth law since August 2004.

Same-sex adoption: Allowed in Tasmania (biological child), Australian Capital Territory, Victoria and Western Australia only; Other states/territories ban this.

### Economy

The Australian economy was strengthened by its former government which makes Australia more open and desirable to international businesses that have progressive attitudes towards the GLBT workforce.

### Cultural acceptance

There is a great cultural acceptance and GLBT community infrastructure that is a result partially of the character of the Australian people but also due to the numerous GLBT advocacy groups and NGOs. There is a high level of acceptance in large cities as GLBT population clusters in Sydney, Melbourne, Adelaide, and Brisbane.

### Development value

Australia should be considered a Tier-2 development market, though its location is detrimental for international business.

### Economic assessment

GLBT business environment is well pronounced and thriving in the major cities like Melbourne and Sydney; however, it is vacant outside of these hubs.

Australia's hosting of many prime GLBT events brings many customers to the Australian market. Sporting events like the 1st Asia-Pacific OutGames and the World Gay Games contribute heavily to the local economy. Summer events and festivals like Pride, Sydney's Mardi Gras and the Midsummer Carnival build this market.

The main attraction is tourism and this is the central industry that jogs the GLBT economy. There is a great business networking infrastructure in place for the major cities of Sydney and Melbourne.

These professional organizations are centrally linked through GLOBE and hold events like "Fruits in Suits" and "Lemons With a Twist". The Australian market does not appear to be well connected to multinational business as there were few signs of sponsorship and GLBT marketing by large companies on their web pages.

It seems as if Australia is just catching the proverbial GLBT wave in business and has a ways to go before they can be on par with North American and even Europe.

IBM is sponsoring the Asian Pacific OutGames this year, which provides a significant boost in corporate credibility.

### STATISTICS

Total Population: 20,434,176  
Est. G/L Population (6%): 1,226,051  
Est. G/L Individual Income (€): 33,381  
Est. G/L Spending Power (€): 41 Billion

G/L Media Outlets: Good  
Internet Penetration (GM): 72.9%  
G/L NGOs: Fair  
GLBT Identity Rating: -  
Political Climate: Fair  
Marketplace Readiness Rating: Medium

**Melbourne, Australia****PRINT**

B News: [www.bnews.net.au](http://www.bnews.net.au)  
 Melbourne Community Voice: [mcv.e-p.net.au](http://mcv.e-p.net.au)  
 Queensland Pride: [qlp.e-p.net.au](http://qlp.e-p.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.mqff.com.au](http://www.mqff.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)

**Sydney, Australia****PRINT**

AX National: [axnational.e-p.net.au](http://axnational.e-p.net.au)  
 Cherry: [cherrie.e-p.net.au](http://cherrie.e-p.net.au)  
 DNA Magazine: [www.dnamagazine.com.au](http://www.dnamagazine.com.au)  
 Sydney Star Observer: [www.starobserver.com.au](http://www.starobserver.com.au)  
 SX News: [sxnews.e-p.net.au](http://sxnews.e-p.net.au)  
 Lesbians On The Loose: [www.lotl.com](http://www.lotl.com)

**INTERNET**

[www.pinkboard.com.au](http://www.pinkboard.com.au)  
[www.thepinkdirectory.com.au](http://www.thepinkdirectory.com.au)  
[www.realsydney.net](http://www.realsydney.net)

**EVENTS**

Mardi Gras: [www.mardigras.org.au](http://www.mardigras.org.au)

**BUSINESS ASSOCIATIONS**

[www.gaybusiness.com.au/sglba/](http://www.gaybusiness.com.au/sglba/)

**ORGANIZATIONS****Austria****Political climate**

No laws against homosexuality.  
 Anti-discrimination laws in place.  
 Same-sex unions: Unregistered cohabitation since 2003. March 2008 a registered partnership bill will be introduced.  
 No same-sex adoption.

**Cultural climate**

Austria is largely considered a conservative country though its proximity to the larger European economy of Germany, with which it shares language and history. This proximity in geography and attitude make Austria a logical next step in the development of a growing European

**GLBT market.**

Tourism to Vienna is quite popular and it as a city has a relatively large and vibrant GLBT community.

**Market development**

Austria should be considered a Tier-2 development market.  
 Economic assessment Austria is a thriving marketplace for GLBT business.

It benefits from its connections via a common language with Germany and shares GLBT business network connections with its larger neighbour.

A scan of the AG PRO GLBT business directory reveals a variety of national companies that have embraced GLBT individuals as part of their corporate culture.

Further, [gaynet.at](http://gaynet.at) has extensive listings of national and local Austrian GLBT businesses that range in services from gay wedding planning, GLBT driving schools, gay friendly multimedia design and flower shops. Essentially every sector of the Austrian business field has become open in one way or another to GLBT business and individuals.

**STATISTICS**

Total Population: 8,199,783  
 Est. G/L Population (6%): 491,987  
 Est. G/L Individual Income (€): 34,717  
 Est. G/L Spending Power (€): 17 Billion

G/L Media Outlets: Moderate  
 Internet Penetration (GM): 56.7%  
 G/L NGOs: Moderate  
 Political Climate: Moderate  
 Marketplace Readiness Rating: Medium

**Vienna, Austria****INTERNET**

[www.gay.at](http://www.gay.at)  
[www.gaynet.at](http://www.gaynet.at)

**Brazil****Political climate**

Constitutional protection for sexual orientation in some states of Brazil.  
 No laws against homosexuality.  
 Anti-discrimination laws in place.  
 Same-sex unions: Civil unions in Rio Grandedo Sul.  
 Same-sex adoption is allowed.

Brazil is a growing tiger of the Global South with an immense workforce that –given the opportunity for employment–is making the country an economic powerhouse. Key socio-economic issues—unemployment, poverty and crime—restrain Brazil from leadership in the world market. Recognizing this, IBM has invested in significant GLBT workplace programs in Brazil.

**Cultural acceptance**

GLBT individuals enjoy a level of acceptance in Brazil's urban centers that contrast sharply with the relative lack of development in the Global South. An animated activist culture has even spawned national gay rights conferences with major stakeholders and government officials attending. The Rio de Janeiro and Sao Paulo gay pride parade/festivities are the largest in the world with several million people attending.

**Market development**

Brazil should be considered a Tier-3 opportunity due to its large population, tourism industry, and openness to structural adjustment, and foreign business.

**Economic assessment**

Widely recognized as the prime mover of the global south, Brazil also

has unrealized potential in the GLBT tourism industry which is the staple of its GLBT business.

ABRAT GLS, a major GLBT business association, focuses on the GLBT tourism industry. GLBT hotels, tours and travel agencies and the largest GLBT pride festival in the world, combined with long beaches and vibrant nightlife, make Brazil a prime destination.

While the predominant GLBT industry is tourism there is also a market for beachwear and erotic apparel. The nation's large population alludes to a great potential for GLBT business expansion; however the nation is restrained by social problems, poverty and crime.

WTO structural adjustment programs have also led to economic turmoil for many Brazilians. There is limited international GLBT marketing apparent online on Brazilian websites which points to both its potential as a site for multinational growth but also the inherent volatility of such expansion; IBM is the exception. However, national GLBT industries and businesses feature prominently and are quite successful.

#### STATISTICS

Total Population: 190,010,647  
 Est. G/L Population (6%): 11,400,639  
 Est. G/L Individual Income (€): 8,635  
 Est. G/L Spending Power (€): 98 Billion

G/L Media Outlets: Moderate  
 Internet Penetration (GM): 22.4%  
 G/L NGOs: Moderate  
 Political Climate: Fair  
 Marketplace Readiness Rating: Low

## Canada

#### Political climate

Welcoming to diverse peoples of all types.  
 Constitutional non-discrimination since 1991.  
 Same sex marriage since 2005.  
 Elected GLBT officials in more populated provinces.  
 Cultural acceptance and community infrastructure.  
 High level of acceptance in large cities as GLBT population clusters in Toronto, Montreal, Vancouver, Ottawa, Calgary and other cities.  
 Gay tourism campaigns for Toronto, Montreal, Nova Scotia, Vancouver.  
 NGOs serving community include community centers, health organizations, business groups (Canadian Gay and Lesbian Chamber of Commerce), film and theater festivals, sports events (OutGames, Calgary Gay Rodeo).  
 GLBT media includes print, television, internet and OOH clustered in cities.  
 Business environment affected by US trends toward diversity and inclusion.

#### Economic assessment

While the majority of the GLBT community is situated in urban centers, which drives a large GLBT business community, the internet penetration spawns a lively GLBT market outside of the major hubs.

There is a great deal of multinational support for GLBT diversity in Canada from companies such as IBM, XEROX and Delta Hotels along with strong support from major national banks like Toronto Dominion, ING and Desjardins as well as service industries like Air Canada and VIA Rail.

Canadian society enables the smallest of GLBT or GLBT- friendly busi-

ness to thrive in major Canadian urban centers.

Canada is also known for its GLBT tourism, which supports local economies and brings in great revenues for arts and culture, along with GLBT events like the Toronto Gay Pride Week and the Toronto and Vancouver GLBT film festivals.

#### Market development

There are multiple tiers of GLBT business networks in Canada. These include the IGLCC and the "Chambre de commerce gaie du Quebec" situated in Montreal, the CGLCC and Ontario GLCC both located in Toronto, as well as the LAMBDA Business and Professional Association of Manitoba.

There is certainly room to expand networks and open up new ones in other major Canadian cities like Calgary and Vancouver.

The GLBT business directories for Canada demonstrate the volume of business and openness of the society towards the GLBT market.

#### STATISTICS

Total Population: 33,400,000  
 Est. G/L Population (6%): 2,004,000  
 Est. G/L Individual Income (€): 34,004  
 Est. G/L Spending Power (€): 68 Billion

G/L Media Outlets: Good  
 Internet Penetration (GM): 65.9%  
 G/L NGOs: Excellent  
 GLBT Identity Rating: Medium  
 Political Climate: Excellent  
 Marketplace Readiness Rating: High

*For more details on the Canadian market, go to the Top Urban and Secondary Market section above.*

## Denmark

#### Political climate

Denmark is a European leader in GLBT rights and legislation and is very open to the GLBT community.  
 No laws against homosexuality.  
 Anti-discrimination laws in place.  
 Same-sex unions: Registered partnership.  
 No same-sex adoption.  
 First country to legally recognise same-sex partnerships of any kind in 1989.

#### Cultural climate

While tourism is marginal, the Danish people have been historically culturally inclusive and have begun to shift towards conservatism in lager government policy. This however does not affect the potential for GLBT growth and business development in human capital campaigns especially in that nations technology sector.

#### Market development

Denmark's geographic proximity to Germany, the Netherlands and the UK make it a good candidate for market development. It should be a Tier-2 development market.

#### Economic assessment

While Denmark has progressive GLBT values they have not fully embraced the potential that can come from GLBT business.

There is a professional group in Copenhagen named "Copenhagen Gay Life" but it is not as expansive as many other similar organizations around the world.

There are few overt multinational business investments in the GLBT market. Nor is there much advertising that targets to GLBT individuals.

Denmark would benefit from an expansion of GLBT business and openness to diversity capital campaigns especially in light of the upcoming World OutGames in 2009 to be held in Copenhagen.

#### STATISTICS

Total Population: 5,468,120  
 Est. G/L Population (6%): 328,087  
 Est. G/L Individual Income (€): 33,292  
 Est. G/L Spending Power (€): 11 Billion

G/L Media Outlets: Moderate  
 Internet Penetration (GM): 68.8%  
 G/L NGOs: Fair  
 Political Climate: Fair  
 Marketplace Readiness Rating: Medium

### 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)

## France

#### Political climate

No laws against homosexuality.  
 Anti-discrimination laws in place.  
 Same-sex unions: Pacte civil de solidarite - «civil pact of solidarity» which is a type of civil union is a common choice with both homosexual and heterosexual couples.  
 No same-sex adoption.  
 France's economy is large and is currently undergoing reforms that will make it a much more open and successful market. France is changing and is becoming more competitive on the world market.

#### Cultural climate

France has an attitude of "nonchalance" about most all types of sex, including homosexuality. The mayor of Paris is gay and has a partner. But this does not mean that homophobia has been eliminated. GLBT people are not generally out in the workplaces because a general attitude of conformity is still in play.

#### Business climate

France has historically been a friendly destination for gay and lesbian visitors, and Paris and the southern coast have long been popular travel destinations. Both Paris and Marseilles also have annual Gay pride celebrations. But there have never been an GLBT tourism campaign to attract visitors.

#### Market development

France should be considered a Tier-2 development market.

#### Economic assessment

France has one major GLBT business network: "Autre Cercle" which serves to benefit GLBT businesses in France.

With France's strong civil sphere there has also been the rise of other GLBT professional groups such as:  
 A COMPETENCE EGALE (Association de Cabinets de Recrutement pour la promotion de la Diversité)  
 VIGEO (Agence de Notation sociale)  
 SNEG - Syndicat National des Entreprises Gaies

There have been recent moves by the French government to develop France's economy, one of these strategic actions has been the French national equality project "DELEDIOS" which is sponsored by IBM. It aims to bring diversity to the market which is advantageous for GLBT business and individuals.

This means that France is poised to grow as an GLBT business opportunity taking aim at the benchmarks set by their continental competition in Germany and the United Kingdom.

Currently France is in a development phase and GLBT business is not as prominent as in other countries; however, tourism in both the urban centers and the south give France the potential to be a hub of GLBT business.

#### STATISTICS

Total Population: 61,167,000  
 Est. G/L Population (6%): 3,670,060  
 Est. G/L Individual Income (€): 30,088  
 Est. G/L Spending Power (€): 110 Billion

G/L Media Outlets: Fair  
 Internet Penetration (GM): 54.7%  
 G/L NGOs: Fair  
 Political Climate: Fair  
 Marketplace Readiness Rating: Medium

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

## Germany

#### Political climate

Constitutional protection for sexual orientation in some states of Germany.

No laws against homosexuality.

Anti-discrimination laws in place.

Same-sex unions: Registered partnership.

No same-sex adoption.

#### **Cultural climate:**

Germany's history has discouraged segmentation and discussion of diversity. But it is one of the top economies in Europe and through the efforts of leading multinational corporations, like IBM, it is becoming one of the most open to GLBT diversity. Gender discrimination is still a very large issue, which has tended to overshadow GLBT issues at times.

#### **Economic environment**

Its large manufacturing and technology sectors are successfully expanding through GLBT corporate visibility and diversity recruitment. With corporations like IBM, KPMG and other supporting diversity, GLBT individuals are finding successful corporate employment. Tourism to

Germany is somewhat popular though it rises with its large festivals like Love Parade and Oktoberfest. GLBT visitors are welcomed in Germany's large cities and they find vibrant GLBT communities, clubs, and events. Including the upcoming 2010 World Gay Games in Cologne.

#### **Market development**

Germany should be considered a Tier-1 development market.

#### **Economic assessment**

Two prominent German GLBT business networks: Volklinger Kreis E.V. and Wirtschaftsweibern (lesbian section). These groups are among the largest in the world and offer connections internationally, within Europe (in particular to other German speaking nations like Austria and Switzerland), as well as municipal networks in many German cities.

Volklinger Kreis has IBM corporate sponsorship and is working with Unicef and SchLau NRW, which is a demonstration of its clout in the market. VK holds seminars, acts as professional lobbyist group, offers best practise examples such as Hoechst AG and Dresdner Bank.

Germany is an GLBT powerhouse and can serve as an example to other nations on ways to develop diversity capital. Leading German companies like IBM, BASF, and Deutsche Bank AG are realizing the potential of the GLBT market to improve profits and integrate skilled GLBT workers into their companies.

The German free market supports the development of any economic sector. Therefore GLBT business is encouraged though not explicitly differentiated in public due to the general conservative nature of the society.

German GLBT business opportunities exceed travel, tourism and leisure and extend into the fields of banking, industry and technology.

#### **STATISTICS**

Total Population: 82,400,096

Est. G/L Population (6%): 4,994,060

Est. G/L Individual Income (€): 30,622

Est. G/L Spending Power (€): 151 Billion

G/L Media Outlets: Excellent

Internet Penetration (GM): 64.6%

G/L NGOs: Excellent

Political Climate: Fair

Marketplace Readiness Rating: High

## **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)

Schwulenberatung Berlin: [www.schwulenberatungberlin.de](http://www.schwulenberatungberlin.de)

## **Mexico**

### **Political climate**

Mexican Congress reformed the Constitution in 2001, to forbid discrimination of any kind; in 2003, this change produced the Federal Law to Prevent Discrimination that forbids discrimination by sexual orientation. Civil unions (Mexico City and Coahuila).

No laws against homosexuality.

Anti-discrimination laws in place.

Same-sex unions: Civil unions in Mexico City and Coahuila.

No same-sex adoption.

### **Cultural acceptance**

Mexico has a small, subdued provincial GLBT community; gay residents don't make a large mark on the social life of their community.

Conversely, it has a vibrant and expansive urban GLBT community in Mexico City and the district of Coahuila. Growing GLBT public consciousness has led to freer expression and public recognition; albeit

there is still some discrimination.

#### Economic climate

Mexicans in general are restrained economically, and many GLBT do not benefit from the somewhat better economic livelihood that occurs in Europe, North America and Oceania. The small, gentrified class of GLBT in Mexico City constitutes a large number.

#### Market development

Mexico is a Tier-3 development market due to its population and tourism potential from gay hubs in the USA, Canada, and for European GLBT tired of the Mediterranean. Its lack of a major GLBT economy outside of tourism is detrimental to growth.

#### Economic assessment

Mexican GLBT business also appears to be exclusively local and there isn't a major presence of international businesses. GLBT travel and tourism in Mexico is prominent business venture. Touring companies like "Enkidu" and "Mexico From Behind" thrive. Property and real-estate development for GLBT individuals is also well developed. The nightclub and bar scene are also popular GLBT economic drivers. GLBT tourism however is mostly located to Mexico City, Puerto Vallarta, and the Playa del Carmen which are separate from the main tourist hub of Cancun. Lacking a website for the Cámara de Comercio Gay de Mexico, Mexico does not have a centralized GLBT online presence for Mexican GLBT business. Very limited GLBT marketing.

#### STATISTICS

Total Population: 108,700,891  
 Est. G/L Population (6%): 6,522,054  
 Est. G/L Individual Income (€): 11,127  
 Est. G/L Spending Power (€): 73 Billion

G/L Media Outlets: Moderate  
 Internet Penetration (GM): 21.3%  
 G/L NGOs: Moderate  
 Political Climate: Fair  
 Marketplace Readiness Rating: Low

### Mexico

#### INTERNET

[www.anodis.com](http://www.anodis.com)  
[www.gaydivo.com](http://www.gaydivo.com)

### New Zealand

#### Political climate

New Zealand has had a rocky GLBT history. It was once a hub of discrimination and homophobia but has progressed considerably with anti-discrimination laws and an evolving more educated society.

No laws against homosexuality.  
 Anti-discrimination laws in place.  
 Same-sex unions: Civil unions.  
 Same-sex adoption is allowed.

#### Cultural acceptance

While not a world diversity Mecca, New Zealand along with its growing social consciousness is moving towards a growing diversified workforce that is able to meet the challenges of the new century.

A beautiful country with a wonderful climate makes New Zealand an ideal vacation spot for GLBT tourists. The HERO Festival and Parade in Auckland are also large tourist attractions.

#### Market development

New Zealand should be considered a Tier-2 development market.

#### Economic assessment

New Zealand has a small but growing GLBT business network. Spearheaded by the Gay Auckland Business Association. GABA's website includes a business directory that requires a password. GABA holds events and networking celebrations as well as a charitable trust auction.

The New Zealand GLBT market can boom with a successful lobby for full gay marriage rights. New Zealand's chief GLBT industry is tourism with a close second being arts and culture; is there a benefit to marketing New Zealand and Australia together?

There is limited multinational corporate support of the GLBT market in New Zealand with the only prominent sponsor being IBM. There is however a large and expansive national network of businesses that support the GLBT economy in New Zealand which range across all sectors.

#### STATISTICS

Total Population: 4,115,771  
 Est. G/L Population (6%): 246,946  
 Est. G/L Individual Income (€): 24,302  
 Est. G/L Spending Power (€): 6 Billion

G/L Media Outlets: Moderate  
 Internet Penetration (GM): 74.9%  
 G/L NGOs: Fair  
 Political Climate: Fair  
 Marketplace Readiness Rating: Medium

### 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: [nzgta.org.nz/members/Events/](http://nzgta.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: [nzgta.org.nz](http://nzgta.org.nz)

### Spain

#### Political climate

Spain is widely considered to be a world leader in GLBT rights and advocacy. It has the necessary political background, public appeal and environment for GLBT market expansion. While on the forefront of GLBT rights and advocacy, the Spanish trail in corporate diversity and GLBT advertising in comparison to the UK and Germany.

No laws against homosexuality.  
 Anti-discrimination laws in place.

Same-sex unions: Same-sex marriage. June of 2005 the Spanish government approved full marriage rights for homosexual couples, becoming only the third country in the world to offer that status.

Same-sex adoption is allowed.

Unregistered and Registered Cohabitation in a number of regions.

GLBT in government: Pedro Zerolo, openly gay Madrid city council member and former president of FELGT, is a member of the ruling Socialist party's executive committee.

### Cultural climate

As the second-most Catholic country in Europe, there is extensive resistance to GLBT equality, which has an impact on GLBT workplace diversity. In 2007, EuroPride was held in Madrid and attracted nearly 3 million participants.

### Economic environment

Without campaigns focusing on GLBT travelers, Barcelona has become one of the favorite GLBT destinations; it is also the home of Xarxagay, the Catalanian GLBT business association and IGLCC member association.

### Market development

Spain should be considered a Tier-2 development market. Spain can grow and expand economically through leveraging its diversity to its economic benefit.

### Economic assessment

Spain is a second tier hub of GLBT business. This likely is a reflection of its broader national economic standing versus European powerhouses of the UK and Germany.

Spain is well integrated in international GLBT business environment hosting an IGLCC conference in 2007. There is a fantastic potential for growth in Spain because of its legislative inclusion of GLBT individuals and their integration into society. Major international brands like Nissan and IBM have realized potential of GLBT marketing in Spain.

Spain's major GLBT tourist hubs are the Costa del Sol, Sitges, Barcelona and Madrid which have exploded with business since the Spanish government passed the 2005 gay marriage bill. This bill was a catalyst for huge developments in the GLBT business market from tourism, bars, clubs and real estate development. Of course it also sparked a gay wedding industry.

### STATISTICS

Total Population: 40,448,191

Est. G/L Population (6%): 2,426,892

Est. G/L Individual Income (€): 29,999

Est. G/L Spending Power (€): 73 Billion

G/L Media Outlets: Fair

Internet Penetration (GM): 56.5%

G/L NGOs: Fair

Political Climate: Excellent

Marketplace Readiness Rating: Medium

### 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/figlb/](http://www.gaybarcelona.net/figlb/)

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

### 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)

## Switzerland

### Political climate

Constitutional protection for sexual orientation in Switzerland since 2000 based on "way of life": "Our constitution only gives protection to the family and marriage between two heterosexual people. All other lifestyles, including a homosexual way of life, is guaranteed through personal responsibility and must not be regulated by the state," Federal Democratic Union parliamentarian Christian Waber told swissinfo. But Waber also maintains that the legislation is a "cultural break" with Christian values and threatens the institution of marriage.

No laws against homosexuality.

No anti-discrimination laws in place.

Same-sex unions: Registered partnership.

No same-sex adoption.

### Cultural acceptance

Switzerland is a governmentally conservative and financially based nation that is somewhat religiously restrained yet tolerant.

Winter and ski tourism is popular in Switzerland with major cities like Zurich being the seed of GLBT life and culture. Though the city of Herzogenbuchsee is considered by some to be the country's gay capital.

### Market development

It would be considered a Tier-2 development market due to the financial resources sector and inherent openness of the Swiss market which make Switzerland an apt place for development.

### Economic assessment

The Swiss GLBT business market benefits greatly from that nation's geographic location and the multiple languages spoken by its people. Swiss GLBT business networks are connected and linked up with German networks Wirtschafts Weiber and Volkinger Kreis along with the broader European EGMA (European Gay and Lesbian Managers Association).

The internal Swiss GLBT business network Wybernet is open to lesbians and holds cocktail receptions, has protected member directories and online job databases.

There is limited online expressions of multinational corporate investments in the Swiss GLBT market and few if any examples of national business support, other than IBM which supports both EGMA, VK and Prout@work.

There is only an adequate online representation of the Swiss GLBT market. This is perhaps due to the nature of Swiss society and the character of the nation. GLBT business may exist; however it is transparent and not well marketed.

**STATISTICS**

Total Population: 7,554,661  
 Est. G/L Population (6%): 453,280  
 Est. G/L Individual Income (€): 35,429  
 Est. G/L Spending Power (€): 16 Billion

G/L Media Outlets: Moderate  
 Internet Penetration (GM): 69.2%  
 G/L NGOs: Moderate  
 Political Climate: Fair  
 Marketplace Readiness Rating: Medium

**Zurich, Switzerland****INTERNET**

[www.SwitzerlandTourism.com/gay](http://www.SwitzerlandTourism.com/gay)  
[www.gay.ch](http://www.gay.ch)  
[www.gayagenda.ch](http://www.gayagenda.ch)  
[www.pinkcross.ch](http://www.pinkcross.ch)

**United Kingdom****Political climate**

No laws against homosexuality, though public displays of affection are still technically illegal under the Common law. Legislation affording GLBT people equality in all aspects of life have been enacted with little resistance since the late 1990s.

Anti-discrimination laws in place.  
 Same-sex unions: Civil partnership.

Same-sex adoption allowed in England, Wales and Northern Ireland since 2005, Scotland since 2006.

**Cultural climate**

The UK is arguably the leading European GLBT consumer market. With an economy that seeks continual expansion through decentralization and a growing private sector, many multinational corporations are thriving in Britain.

Global corporations are taking advantage of country's diverse workforce and open market policy. Free market policies have contributed to economic growth along with an ability to leverage their diversity into positive market outcomes.

British tourism is predominantly based on its cultural history; GLBT campaigns now focus on London, Manchester and Brighton, while travel companies. The UK's large population ensures that clubs, pubs, concerts and festivals cater to a large GLBT community.

**Market development**

The UK should be considered a Tier-1 development market

**Economic assessment**

The UK is a first class example of what the rest of Europe should aspire to when it comes to GLBT business.

The leading GLBT business organization is Stonewall UK, which has the mission of driving equality in the workplace as well as society at large. An annual diversity conference and the Stonewall Diversity Awards (much like the US's Corporate Equality Index) highlights corporations that are succeeding in their efforts at diversity inclusion.

The firmly established umbrella GLBT association is the Gay Business Association. A variety of professional groups representing specific business interests and professions have developed throughout England, Scotland and N. Ireland. Along side these organizations is an extensive

union support network. Online networks are also extensive.

The UK is a premium site of multinational businesses that market and cater to the GLBT population from Accenture, IBM Renault, Air France, KLM, Credit Suisse, RBS, Morgan Stanley, and Citigroup to name a few.

The UK GLBT business community has benefited from the UK's close ties to the United States. The greatest American import to the UK comes in the form of a political-economic model that has rocketed the UK ahead of its European competition with it comes to diversity marketing and GLBT business.

**STATISTICS**

Total Population: 60,776,238  
 Est. G/L Population (6%): 3,646,574  
 Est. G/L Individual Income (€): 31,423  
 Est. G/L Spending Power (€): 115 Billion

G/L Media Outlets: Good  
 Internet Penetration (GM): 66.4%  
 G/L NGOs: Excellent  
 Political Climate: Good  
 Marketplace Readiness Rating: High

*For more details on the UK market, go to the UK Ga Market section below.*

**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)

**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)

**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)

**Puerto Rico****PRINT**

Conexion G: [www.saliendodelcloset.org](http://www.saliendodelcloset.org)

**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 Reykjavik: [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](http://www.7th-sense.co.za)  
[www.mambaonline.com](http://www.mambaonline.com)  
[www.gape.za.net](http://www.gape.za.net)  
[www.togs.co.za](http://www.togs.co.za)  
[www.capetown.tv](http://www.capetown.tv)  
[www.sceneout.co.za](http://www.sceneout.co.za)

**RADIO**

Out in Africa Gay & Lesbian Film Festival:  
[www.inthepink.co.za](http://www.inthepink.co.za)

**EVENTS**

Mother City Queer Project: [www.mcqp.co.za](http://www.mcqp.co.za)  
 Pride South Africa: [www.sapride.org](http://www.sapride.org)

**ORGANIZATIONS**

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

**Stockholm, Sweden****PRINT**

QX Magazine: [www.qx.se](http://www.qx.se)

**INTERNET**

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

**EVENTS**

Stockholm Pride: [www.stockholmpride.com](http://www.stockholmpride.com)

**Turkey****INTERNET**

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



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



**IGLCC**

International Gay and Lesbian  
Chamber of Commerce

# Advancing diversity in the business world



The IGLCC is the world's leading international LGBT business network. Our membership is made up of 17 business organizations in 14 countries, as well as international corporations, LGBT professionals and business owners.

- Australia ■ Austria ■ Brazil ■ Canada ■ Denmark ■ France ■ Germany ■ Mexico
- Netherlands ■ New Zealand ■ Spain ■ Switzerland ■ United Kingdom ■ United States

The economic power of our network represents 55 million LGBT consumers, adding up to US \$2.1 trillion in purchasing power, the equivalent of the United Kingdom, the world's fifth largest economies.

## **Why become a corporate member of the IGLCC?**

For the exclusive networking opportunities with international business leaders at the IGLCC Annual Congress and Global Summit each year.

For exclusive benefits associated with the IGLCC's three major pillars supporting its work in advancing diversity ;

- International Business Equality Index
- International LGBT Business Data Base
- LGBT Marketing and Bridge Building

## **Become a history maker with us!**

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

# 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.

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.*

## 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.

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:

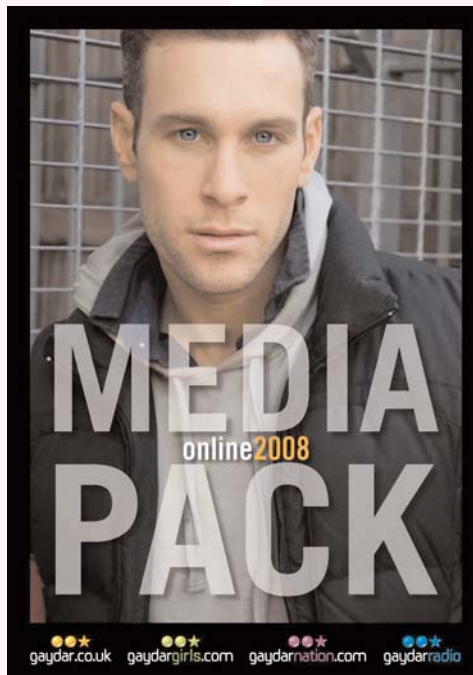
**Total income** = 60 billion pounds per annum (note B for billion)

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>



3Sixty: [www.3SixtyMag.co.uk](http://www.3SixtyMag.co.uk) (Brighton)  
 Boyz : [www.boyz.co.uk](http://www.boyz.co.uk) (London)

**INTERNET**

[www.RainbowNetwork.com](http://www.RainbowNetwork.com)  
[www.GayDarNation.com](http://www.GayDarNation.com)  
[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)

**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)

**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)

# 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 YEHEHI!, 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 is 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 organizations 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 internet users than North America and Europe combined, Asia is hard to ignore. The gay and lesbian communities in this rapidly evolving region represent one of the fastest growing demographics in the world. But vastly different cultures and languages pose a significant barrier for those wanting to venture into this fertile market. **Fridae** is Asia's leading media and events company - operating the region's largest Internet portal and managing events that transform communities. Log into **Fridae** and take a peak into the future.

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

# 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)



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. A newer player in the world of online directories is **GayFriendlyBiz.com**.

There are also a number of print yellow pages directories coming online including **RainbowPages.net**, **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)

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.

## Featured Report: 2006 Gay Press Report

### Advertising In Gay Media Growing Three Times Faster Than Mainstream Media, 2006 Gay Press Report Finds

Ad spending in the gay and lesbian press has grown at almost three times the rate of consumer magazines over the past ten years, according to the **2006 Gay Press Report**, the annual survey produced by advertising agency Prime Access Inc. and gay media representative firm Rivendell Media. Ad spending in gay and lesbian publications in 2006 reached a record \$223.3 million, an increase of 5.2% over 2005 and an increase of 205% since 1996.

Among Fortune 500® brands, more than 183 were active in the GLBT

consumer market (gay, lesbian, bisexual, transgender) in 2006, up from only 19 in 1994. Currently, the most popular product categories among these Fortune 500® brands are travel, financial services, automotive, fashion and entertainment.

Produced annually by advertising agency Prime Access Inc. and gay media representative firm Rivendell Media, the 2006 Gay Press Report provides a unique, historical perspective on the gay and lesbian market. This year's survey analyzed 131 individual publications targeting gay and lesbian consumers, including local and national newspapers, consumer magazines and entertainment guides.

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

# ARE YOU REACHING THE LGBT BUSINESS MARKET?



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The NGLCC is the business voice of the LGBT community in Washington, on Wall Street & down Main Street, USA

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- The largest LGBT business development and economic advocacy organization in the world
- 45 US based affiliate chambers and 8 international
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- The exclusive certifying body for LGBT vendors
- The provider of benefits to help LGBT businesses and entrepreneurs start, grow and capitalize on their enterprise

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- Merrill Lynch
- Avis

# Market Research

By Michael Wilke, [CommercialCloset.org](http://CommercialCloset.org)

Decades after invisibility and reaching critical mass, a breakthrough July 1991 article in the conservative Wall Street Journal called the lesbian and gay community "**a dream market.**" Today the American market is estimated to be valued at \$660 billion, projected to reach \$835 billion by 2011 –based primarily on U.S. population growth and steady 7% representation of gays and lesbians within the overall population.

In 2004, **36% of Fortune 100 companies have advertised directly to the lesbian and gay market**, and American corporations now spend about **\$223.3 million annually in gay print media**, according to the 2006 Gay Press Report ([http://primeaccess.net/downloads/news/GayPressReport\\_2006.pdf](http://primeaccess.net/downloads/news/GayPressReport_2006.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.

Up to another \$27 million is spent in online gay media, an estimated \$20 million on Viacom-owned LOGO gay network, and over \$6 million more spent annually on sponsorships in the gay community, per 2006 and 2007 Commercial Closet reports, **totaling over \$276 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), but between **6%-7% will do so on Internet surveys.** Confirming this finding, a Yahoo survey of its users found 7.1% of adults over age 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 30 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 in major cities.** In late 2006, research analysis from Gary Gates and the Williams Institute on Sexual Orientation Law and Public Policy at the University of California, Los Angeles, concluded that 10 cities exceed 8% in concentrations of bisexuals, gays and lesbians, with San Francisco predictably topping the list at 15.4%, followed in order by Seattle (12.9%), Atlanta (12.8%), Minneapolis (12.5%), Boston (12.3%), Oakland, CA (12.1%), Sacramento (9.8%), Portland, OR (8.8%), Denver (8.2%), and Long Beach, CA (8.1%). Surprisingly, New York, Los Angeles and Chicago didn't make the list. (Source: <http://www.law.ucla.edu/williamsinstitute/home.html>)

Gates used data from the National Survey of Family Growth, a multipurpose survey sponsored by the U.S. Department of Health and Human Services, to conservatively estimate that 4.1% of the US identifies as gay, lesbian or bisexual, totaling 8.8 million people between the ages of 18-45. He then applied that data to the results of the American Community Survey, a periodic census update, to estimate the number of GLB people in cities, metropolitan areas and congressional districts. His formula assumed that the percentage of all same-sex coupled households in any area as provided by the census reflects the percentage of all gays, lesbians and bisexuals in that same area.

Still, 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.

*Media and Marketing Europe* (2002) reported that "at least 6% of Sweden's 8.8 million population are gay." 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.

## Are Lesbians Distinct From Gay Men?

Research often lumps lesbians in with gay men, without offering breakout information. Lesbians certainly have different demographics and buying habits than gay men, though little is known due to a dearth of strong breakout marketing data.

If gay men have the attention of marketers by benefiting from stereotypes about them (they earn more money than the general population, have expensive tastes, enjoy fashion, theater, home decorating, dance music, art, design, gourmet goods, etc. – many important ad categories), then lesbians suffer from the stereotypes about them: they don't like fashion, makeup, or shopping in general because they are political-minded feminists who don't subscribe to consumerism. And the truth is, women in general earn less than men.

Further, gay women can be difficult to target if an advertiser wants to. Dedicated lesbian publications suffer from low circulation, while mixed audience publications don't attract substantial numbers of women, just about 25% for *The Advocate*. There are also far fewer lesbian businesses and places where they specifically congregate, though the Dinah Shore Golf Tournament is considered the largest lesbian event, despite its general audience.

Gay women also have children more often than gay men (roughly a third, compared to a fifth for male couples), lowering their disposable incomes.

Marketers should consider gay women separately from gay men, and be certain to include sizable numbers of both for meaningful breakout information. Subaru is a pioneer in reaching out to gay women, starting in 1995. Olivia Cruises is a highly successful lesbian-owned vacation operator that has also done well targeting gay women exclusively.

## 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.

Overall, less is known about the incidence of bisexuality than homosexuality, due in large part to a lack of agreed upon definition and taboo of sexual orientation research. Once again, as with gays and lesbians, is being bisexual defined by how one identifies, or is it behavior? If so, is it just same-sex thoughts, or must it be actions? Same-sex relationships or just sexual activity? How much, how often, and for how long?

British research in 2006 of hand preference on the BBC Science and Nature web site (and published in the journal *Brain and Cognition*) found that 4%-4.5% of 255,000 male respondents with right- and left-handedness incidentally reported that they were bisexual. Among females, 6.2%-6.3% of right- and left-handers reported they were bisexual, compared with 15.6 per cent among the more ambidextrous (9.2% of the male and 15.6% of the female ambidextrous did so, suggesting some correlation with sexuality.)

Health service organizations seeking to educate about HIV/AIDS avoid using the terms "gay" or "bisexual," instead calling them "men who have sex with men" or MSMs. This is because many men who have same-sex relations don't apply "gay" or "bisexual" to themselves – they are also called being on the "down low" or "DL" in street vernacular. This applies to men who may be married or otherwise are not open about their attraction to men, and may only engage in occasional same-sex behavior to keep up appearances and live up to family or society expectations that they be heterosexual. However, marketers do not seek to reach these individuals.

Transgender people may represent under 1% of the population, and they generally remain poorly understood. Their population is made up of male-to-females (M2F), female-to-males (F2M), and the intersexed, whose sexuality is a distinct issue from their gender. They may or may not be homosexual, either before or after gender transition. Most transgender individuals live their daily lives as a different gender than they were raised as. Many have not had genital surgery due to high costs, insurance companies' refusal to pay for such surgery, and surgery's shortcomings (particularly for F2M transitions). Not all people who have transitioned their genders may actually identify as "transgender," but simply as their new gen-

der instead.

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," "Priscilla: 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 (in ancient Greece, they were known as hermaphrodites, based on the story of Hermaphroditus, son of Hermes and Aphrodite), 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 national transgender group GenderPac leader Riki Wilchins estimates there are "probably more than 100,000" in the U.S. A mid-1990s European study, cited by the American Psychiatric Association, says full gender reassignment surgery occurred in 1 in 11,000 men and 1 in 30,000 women. But many people do not undergo the full surgery and still live as transgenders.

More information is available on transgender web sites:

<http://www.ntac.org/research/details.asp?did=37>  
<http://www.ifge.org/>  
<http://www.nclrights.org/publications/tghandbook.htm>  
<http://www.nctequality.org/>

Among marketers, makeup companies have been first to embrace transgendered individuals, including MAC Cosmetics in the U.S. and Palgantong Fania in Korea.

## 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, some research shows that gay men may earn less than straight men but lesbians may do better. A 1998 academic report

(<http://www.iglss.org/pubs/publications.html>) by **University of Massachusetts professor Lee Badgett** found that **gay male earnings were actually 4 percent to 27 percent less than heterosexual men.** And a July 2006 study by the London School of Economics Center for Economic Performance ([http://cep.lse.ac.uk/centrepiece/v11i1/arab-sheibani\\_marin\\_wadsworth.pdf](http://cep.lse.ac.uk/centrepiece/v11i1/arab-sheibani_marin_wadsworth.pdf)) looked at gay and lesbian couples in civil partnerships and married opposite-sex couples. It found that men in same-sex relationships earned 6% less than their straight counterparts and had a 3% higher unemployment rate. However, lesbians in civil partnerships earned about 11% more than straights and were 12% more likely to have a job.

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 **2007 buying power of \$660 billion** and projected to reach \$835 billion by 2011. Not counting the statistical overlap of race and sexuality, 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 \$660 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. Représentations, 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 car-

ried 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 con-

cluded 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 January 2006 survey conducted by Harris Interactive of 1500 LGBT viewers of MTV Networks' one-year-old, 24-hour American gay network, LOGO, the survey found: 73% said they are more inclined to buy a product advertised on Logo than on another channel; 78% said Logo is one of their favorite channels; 61% watch Logo for one or more hour per sitting; and 80% are more likely to watch commercials on Logo compared to when they watch another network.

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.% 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 anticipa-

tion 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.communitymarketinginc.com/mkt\\_mts\\_tdp.htm](http://www.communitymarketinginc.com/mkt_mts_tdp.htm)) the American gay and lesbian community represents a \$64.5 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 Commercial Closet

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**The Gay Games** events were founded in 1982 and now attract more ath-

letes 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.

Most major cities have popular annual gay film festivals as well, many of them over 10 years old, including **Outfest** in Los Angeles and **The New Fest** in New York City.

**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 rihts 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.

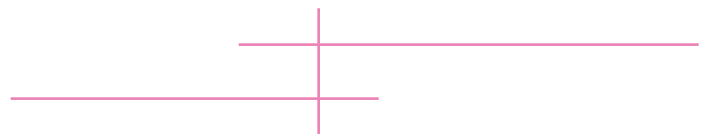
Few advertisers are yet at a point of being sophisticated enough about the market to begin worrying about anything other than medium-aged white men. Lesbians are widely left out of marketing plans, let alone sub-demographics such as people of color, youth, mature gays, couples, gay-parent families, and 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.*



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**Cliché.**



**Cliché.**



**Cliché.**

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# Automotive Advertising in the Gay Market

## Pride and Prejudice - The Automotive Industry and "The Gays"

It wasn't that long ago that it was considered heresy to utter the words "gay" or "lesbian" in the halls of the world's automotive headquarters. It is amazing what a difference time and the efforts of a few daring people can make. Not only are automotive manufacturers recognizing the importance of providing safe and equitable work environments for their GLBT employees, a select few are courting them aggressively in print, TV, online and through grassroots efforts.

### The GLBT Consumer - What the Data Says

The country is slowly acknowledging that the "gay movement" is far from detrimental to the fabric of society and in fact, adds color, texture and panache to the weave. This comfort level brings awareness which leads to curiosity and ultimately the desire to know more about the GLBT consumer. There has been anecdotal evidence of the purchasing power of this demographic but it wasn't until experienced researchers began focusing on the GLBT community did the real power of the market come to light.

The most quoted fact is that statistically, GLBT households have more disposable income. According to the recently updated analysis by Witeck-Combs Communications and Packaged Facts, the total buying power of the U.S. gay, lesbian, bisexual and transgender (GLBT) adult population in 2008 is projected to be \$712 billion.\* That is an upward trend from \$690 billion in 2007 and \$450 Billion in 2004. From a pure purchasing power perspective, this is a desirable segment of the market.

Additional data shows that GLBT consumers are early adopters of technology, fiercely brand loyal and more recently, very interested in spending their money with companies that treat their own GLBT employees equally.

### Data as a Catalyst for Change

The last point is the cornerstone of the founding of Gaywheels.com; the first automotive web site to target the GLBT consumer. The site is a full automotive resource with a twist: it classifies automotive brands as gay-friendly or not based on their corporate policies in the U.S.

Since its inception in June 2005, Gaywheels.com has raised the level of awareness on both sides of the automotive purchase equation. GLBT consumers are using the information to alter their research patterns and the manufacturers have realized the importance of providing an equitable work environment as well as reaching out to the GLBT consumer. In the three years since Gaywheels.com launched, two major automotive manufacturers have changed their corporate policies effectively putting 5 additional brands in the "gay-friendly" column.

### They Have Cash But What Do They Drive?

The nature of Gaywheels.com allows data to be revealed that prior to its existence was difficult to gather. In July 2006, Gaywheels.com published its first Top 10 Most Researched vehicles list which for the first time shed light on what GLBT automotive consumers were researching. The information largely dispelled many stereotypes held as truth in marketing circles about the GLBT automotive buyer. Of the 10 vehicles that were the most popular on the inaugural list, only 1 was from a luxury brand. While

convertibles were strongly represented, so were more mundane vehicles like the Toyota Camry and Yaris. This data seemed to support and dispel certain stereotypes about the GLBT community.

Each quarter since the first Top 10 list, Gaywheels.com has published their Most Researched data. The list tends to be self-perpetuating but new brands enter the ranks and the models surprise even the most educated researchers. The most recent list included six hatchbacks, four of which started under \$16,000 - not exactly the high-end luxury cars that the stereotypes portray.

### The History of Targeted Automotive Advertising

With all the data pointing to early adopter, brand loyal consumers, you'd assume that there would be fierce competition to advertise to and capture this audience. Unfortunately, it seems that until recently prejudice and lack of education have overruled business acumen in the decision to actively market to the GLBT consumer.

With that said, some automotive brands mirrored the early-adopter behavior of this demographic and started marketing the GLBT community as far back as 1994.

GM's **Saab** division was the first automotive company to advertise in the GLBT media but it was **Subaru's** efforts starting two years later that established that brand as the gay-friendly automotive brand. Subaru has been the most consistent auto company to market to the GLBT community and made the bold move to include GLBT imagery and messaging as part of the marketing strategy. It is no surprise then that Subaru has the highest brand recall for this segment.

Other brands followed Saab and Subaru's lead. **VW, Jeep, Saturn, Mercedes-Benz, Lexus** and **Cadillac** have all placed general market ads in gay media but it was Ford's **Jaguar, Volvo** and **Land Rover** that were the first American-owned brands to place gay-specific ads that included GLBT messaging and imagery in both print and online.

### The AFATermath

Unfortunately, what is good for the goose isn't necessarily appetizing for the gander. The ads from Volvo, Lincoln and Jaguar were the catalyst for one of the most publicized and poorly handled PR blowups in recent history. While the GLBT media and consumers applauded the advertising - even awarding the Volvo campaign for its inclusion and messaging - a certain right-wing group took offense to the advertising. The "American Family Association" (AFA) called for a boycott of Ford Motor Company citing their support for the "homosexual agenda". Soon after, Ford announced that it would no longer advertise in gay media.

The AFA quickly took credit for Ford's cancellation of their advertising in GLBT media and Ford was oddly silent, neither confirming nor denying the AFA claim.

Ford's response to the AFA, or lack thereof, set off a cyclone of contempt in both the mainstream and GLBT media. Ford finally made a statement and denied that their decision had anything to do with the AFA and claimed it was solely a financial decision.

From a PR perspective, Ford waited too long to make any statements and most likely lost some loyal GLBT consumers as a result. Some might also argue that the ads that caught the attention of the AFA in the first place were too politicized. Ford was donating money to the GLBT political action group Human Rights Campaign (HRC) for every Volvo, Jaguar or Land Rover that was sold as a result of the ad campaign.

From a GLBT consumer's perspective, it was a great campaign. They were taking an extra step to support the community by donating to a widely known advocacy group. From purely marketing perspective, it was risky move that clearly hit the nerve of the AFA. All they saw was that Ford supported HRC and HRC = gay marriage. Like it or not, gay marriage is a very controversial topic with deep-seeded opposition with heavy religious overtones.

The controversy eventually blew over and when the AFA recently took credit for Ford's sales decline, it barely garnered mention. Unfortunately, the impact that this had on the psyche of automotive marketers is still in effect today. While brands are advertising in GLBT media, including Ford's Volvo, the messaging is not GLBT-specific. The same ads placed in The Advocate or Gaywheels.com show up in TIME or WSJ.com as well.

#### Importance and Impact of GLBT Imagery and Messaging

If you ask a gay consumer or someone involved in GLBT media if targeted ads are important, you will most likely receive an affirmative response. Surveys of GLBT consumers clearly show that the respondents prefer to "see themselves" in the advertising messages in media targeted to them. There is little empirical evidence to support this when it comes to automotive advertising but the one data point available is compelling.

In July - September of 2007 Gaywheels.com had two Saab ads running on the site. Both were the same size (300x250) and both featured the Saab 9-3. The first ad was targeted to U.S. customers only and featured a general market message that called out pricing and lease deals. The second ad was targeted to Canadian customers only and featured a GLBT-targeted message using the tagline of "Because not all roads are straight". The Canadian ad had a click-through rate 6x higher for the same time period than the general market ad targeted to the U.S. customer.

While the example above is not perfect, you have to consider geographic difference and the delta in audience size, it seems to support the published survey data that indicates a targeted message is more effective at reaching the GLBT consumer.

#### Gay Auto Outreach Today

As the competition for consumers gets more intense and technology makes niche marketing more effective, smart companies are increasing their exposure in GLBT media. The automotive companies are far from leading this charge but are definitely in the game when it comes to reaching out the gay demographic. While no U.S.-targeted advertising currently incorporates GLBT-specific messaging and imagery, the auto companies are being more consistent in their ad buys and have branched out to include sponsorships, grassroots promotions and ancillary support of the GLBT community.

General Motors has been the leader in this segment in the recent past.



**gaywheels.com**  
the gay-friendly automotive resource

In addition to advertising in magazines like GENRE and THE ADVOCATE, their Saab, Saturn and Cadillac brands have engaged the gay consumer in other ways.

Cadillac is the official sponsor of vignettes on LOGO, the largest GLBT channel on cable. Saturn has worked with Gaywheels.com in sponsoring Gay Pride events in the Southeast and all three brands were recently featured in a speed-dating event at Motor City Pride in Detroit. GM has also held targeted events for GLBT media and has been very consistent in their message of inclusion and support.

Their approach is admirable in that it has long-term goals and it is continually seeking new methods of messaging the GLBT consumer. Other than past efforts by Subaru, no other major auto company is approaching this market in the same way.

#### Working from the Inside Out

Most coverage of the automotive companies' marketing to the gay consumer focuses on the marketing itself - the ad, the sponsorship, the event. While they are very important, very few have looked at the importance of creating brand advocates from within the organizations themselves.

HRC has something called the Corporate Equality Index (CEI) with ranks companies on their corporate policies. While a site like Gaywheels.com simply uses the availability of same-sex domestic partner benefits to classify a company as gay-friendly, HRC's CEI uses a more complex formula to rank those companies on a scale of 0-100. Six major auto makers have achieved a perfect score of 100 - Toyota, GM, Ford, VW, Subaru and Chrysler. Two of those have done even more to ensure their employees have an equitable place to work.

Both Toyota and GM have strong internal employee resource groups that are supported by management. These organizations provide an internal "voice" for all the GLBT employees within the organization and act as a valuable resource for management to ensure that their external and internal messaging are in-sync.

These groups also advise HR and Marketing on the importance of recruiting and marketing their respective companies to potential employees and

customers. Both Toyota and GM have been active supporters of the Out & Equal conference and of NGLJA.

Ford and Chrysler have internal groups but have not been as active in the past few years.

#### Future Outreach

The future of GLBT automotive advertising is difficult to predict but it is sure to mirror mainstream trends in the move to online and video. As gay media outlets become more pervasive and support for targeting this demographic increase from within the auto companies, more brands will join the early adopters and include GLBT media in their buys. The smart brands will realize that they need not fear GLBT-specific messaging and imagery and that the payoff is far more lucrative than any imagined backlash.

Article by Joe LaMuraglia - GayWheels.com

Automotive companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Toyota Motor Sales, USA	100	
- Subaru	100	
- Chrysler	100	
- General Motors	100	3
- Ford	100	7
- Volkswagen of America	100	
- Visteon Corp.	95	219
- Bridgestone Tires	80	
- Avis Budget Group	60	405
- Nissan North America	50	
- Delphi Corp.	45	83
- Cooper Tire & Rubber	33	701
- Navistar Intl Corp.	30	
- Lear Corp.	20	130
- Dana Corp.	20	255

**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.

## 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 1200-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 and hospitality clients better reach and serve the gay and lesbian communities since 1992. Community Marketing's tourism practice supports their clients with market research, strategies, and cost-effective marketing planning. Clients include leading CVBs and tourism offices world-wide as well as hotel groups, airlines, rental car and cruise companies, tour operators, etc.

With over 15 years of LGBT tourism research expertise, Community Marketing has become the industry's leading source of gay tourism data and insights. 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 annual Gay & Lesbian Travel Industry Directory, reaching travel trade, meeting planners and media in major markets across the US and Canada.

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

Key findings from Community Marketing's **12th Annual Gay & Lesbian Tourism Study** have been compiled from responses from self-identified gay and lesbian consumers who read LGBT publications, visit LGBT web-sites, and attend LGBT events. With over 7,500 responses, this study polls more respondents than any other LGBT tourism survey, and offers valuable insights about consumers who may be reached through LGBT-dedicated marketing initiatives.

In addition to our annual Tourism Study, CMI produces custom online surveys, focus groups, field studies and customer satisfaction evaluations for a wide variety of clients including CVBs, DMOs and tourism offices, tour operators, hospitality groups, developers, etc. In the year 2007 alone, CMI collected and analyzed over 50,000 gay and lesbian survey responses.

Based on tourism industry data from the US Department of Commerce and CMI sample demographics, the annual economic impact of LGBT travelers is approximately \$64.5 billion in the US alone.

Throughout the report, distinctions of various LGBT markets are made based on gender, age, ethnicity, income, geographical location, etc. Below are samples of the findings from the US Profile of the report.

#### Gay & Lesbian Travel Trends

- The majority (76%) of U.S. lesbian and gay respondents have a valid passport, compared to 24% to 30% of all adult US citizens. 57% of gay men and 34% of lesbians traveled internationally in the last twelve months.
- Gay and lesbian travelers took a median of five overnight trips in the preceding twelve months, including two leisure trips, two personal trips and one business trip. 24% took five or more leisure trips; 24%

- took five or more personal trips; 19% took five or more business trips.
- Respondents spent a median of 29 nights away from home (average 6 nights per trip).
- Respondents flew a median of six times in the last twelve months (3 round trips), and 81% purchased an airline ticket online.
- Respondents spent a median of 14 nights in hotels, and 77% of respondents purchased accommodations online at least once during the year.
- The leading motivations for choosing a hotel are: (1) Reputation for gay-friendliness and (2) location near attractions.
- The top three criteria gays and lesbians site when choosing vacation destinations are: (1) Recommendation by friends, (2) unique attraction offerings, and (3) a reputation for gay friendliness.
- 34% of respondents took a cruise vacation in the last year and 62% expressed interest in a cruise. (In comparison, 34% of Cruise Lines International Association's (CLIA) mainstream target market has ever taken a cruise.)
- Respondents indicate that the availability of online information is highly important in getting the necessary information to this audience to plan a trip.
- 25% of U.S. respondents traveled and spent at least one night away from home to attend a gay pride event.
- For a list of the most visited destinations for gays and lesbians by generation visit CMI's website.

#### ***Gay & Lesbian Tourism Study Demographics...***

- 65% of survey respondents were gay men, 28% lesbian, 7% bisexual, transgender, queer or other. (This does not necessarily reflect the national distribution of the LGBT community.)
- 74% of gay men and 67% of lesbians are college graduates. 34% of both groups have a graduate degree or higher.
- 35% are single. Of those in relationships, the median length of the relationship is seven years.
- The median age of respondents is 46.

An abstract of the study, as well as information on CMI's other research projects, custom services, etc. are available at [www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com). Sign up for periodical research updates and insights by email.

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.*

# Comprehensive Travel and Tourism Study of Gays and Lesbians Highlights Leisure Travel Insights

*New national survey by Harris Interactive, Travel Industry Association, and Witeck-Combs Communications also includes consumer rankings on gay-friendly destinations*

Nearly half of all gay men (48%) and lesbians (47%) surveyed in the U.S. say that a destination's gay-friendliness is important to them when making leisure travel choices. In fact, over one-quarter of gay men (27%) and lesbians (28%) say gay-friendliness is "extremely" or "very important" as a consideration in travel planning, according to a new national survey conducted by the Travel Industry Association (TIA) in partnership with Harris Interactive and Witeck-Combs Communications, Inc.

"While we've known the importance of the GLBT travel market for some time, this study really underscores the tremendous economic potential of the market to the travel industry," said Laura Mandala, Vice President of Research for TIA. "This data will be invaluable as the industry increases its efforts to reach out to this historically underserved travel segment."

In addition, majorities of gay men (53%) and lesbians (69%) report that a place generally identified as safe and free from intimidation and threats - especially places "where they can hold their partner's hand in public" - is one of the top three ways they consider a destination as gay-friendly. Bob Witeck, CEO of Witeck-Combs Communications said, "Gay-friendliness is frequently mentioned as a litmus test for how GLBT travelers and consumers favor destinations, travel brands and services. We find they are not looking for special treatment, but, instead expecting consideration and equal respect given all customers."

Four out of ten gay men (40%) and lesbians (40%) also recognize a gay-friendly environment if the city or community "is known to be culturally welcoming and to support diversity and GLBT civil rights." Positive word of mouth is a key consideration for both gays and lesbians, and gay men (33%) and lesbians (18%) also cite "gay nightlife, gay clubs and bars" as one of their top three considerations for gay friendliness.

These are a few of the key highlights from the national survey commissioned by the Travel Industry Association in September. The online study was conducted in conjunction with Harris Interactive, a global leader in market research, along with the leading gay, lesbian, bisexual, and transgender (GLBT) strategic marketing and communications agency, Witeck-Combs Communications, Inc. This study is considered first-of-its-kind because it closely examines the activities and preferences of GLBT travelers in contrast with heterosexual travelers.

The national online survey was conducted among 2,020 self-identified U.S. GLBT adult travelers (ages 21 and older) who have taken at least one leisure trip within the past 12 months and among 1,010 U.S. adults who self-identified as heterosexual and who also have taken at least one leisure trip in the past year. Both the GLBT and Heterosexual adults were randomly invited from among the overall Harris Interactive multimillion member online panel of respondents to participate in the survey.

Harris Interactive Vice President of Travel and Tourism Research Jim

Quilty commented, "Contrasting GLBT activities and preferences with those of heterosexual travelers highlights marketing opportunities for destinations and companies who offer products and services to the GLBT community."

The GLBT respondents also were invited to state, from among given choices which U.S. and Canadian destinations, in their opinion, are gay-friendly. The top 21 gay-friendly U.S. destinations named by the panelists (in order) include: San Francisco, CA (76%), Key West, FL (57%), New York, NY (51%), Fire Island, NY (48%), Provincetown, MA (46%), Los Angeles, CA (38%), Miami/South Beach, FL (37%), Las Vegas, NV (35%), New Orleans, LA (34%), Palm Springs/Palm Desert, CA (33%), Boston, MA (29%), Chicago, IL (29%), Fort Lauderdale/Wilton Manors, FL (29%), San Diego, CA (29%), Seattle/Bellevue, WA (27%), Washington, DC (23%), Honolulu, HI (22%), Palm Beach/West Palm/Boca Raton, FL (20%), Portland, OR (18%), Philadelphia, PA (17%), and Providence, RI (17%) and Rehoboth Beach, DE (17%) tied for twenty-first.

The top 10 gay-friendly Canadian destinations named by the U.S. respondents in the survey include: Montreal, QC (44%), Toronto, ON (39%), Vancouver, BC (38%), Quebec City, QB (20%), Victoria, BC (16%), Niagara Falls, ON (15%), Ottawa, ON (12%), Calgary, AB (9%), Halifax, NS (6%) and Prince Edward Island (6%).

The new study also disclosed that gay men, whether traveling alone or in groups, tend to spend more on trips than lesbians and heterosexuals, as well as for air fare and car rentals. On their most recent trip, traveling alone, gay men on average reported that they spent nearly a third more on their total trip expenses (\$800 on average) than did heterosexuals traveling alone (\$540 on average). When gay men reported their last trip traveling as a group, the average spending of their entire party was \$3,070, which was more than reported by heterosexual groups (\$2,870) or lesbians traveling together (\$2,740).

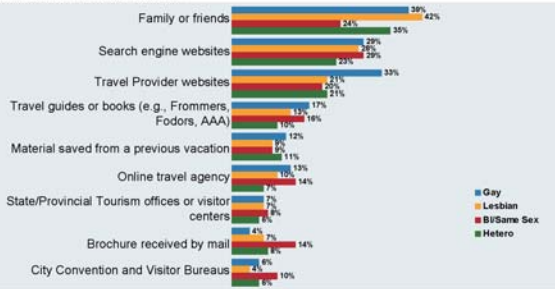
In addition to the lead partners, this comprehensive research also was sponsored in part by the Albuquerque Convention & Visitors Bureau, American Association of Nude Recreation, Atlanta Convention and Visitors Bureau, Expedia.com, Florida Keys & Key West (Monroe County Tourist Development Council), Greater Miami Convention & Visitors Bureau, Greater Philadelphia Tourism Marketing Corporation, Harrah's, Las Vegas Convention & Visitors Authority, LA Inc., The LA Convention and Visitors Bureau, Logo, New Orleans Tourism Marketing Group, VISIT FLORIDA and Washington Convention and Visitors Bureau.

For information on purchasing the survey, interested parties should contact Valerie Hutchinson, TIA, 202-218-3630 or [vhutchinson@tia.org](mailto:vhutchinson@tia.org).

### GLBT Travelers Not So Different Regarding Travel-related Sources of Information



Family and friends was the most commonly used source of information to research the most recent trip among everyone except for Bisexuals with the same sex partners. Bi/Same used search engines more than family or friends as a resource. Overall, Gay men used the internet the most, particularly travel provider websites.

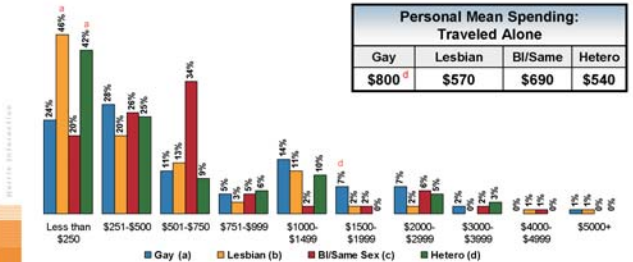


Q600 Which of the following information sources did you use to plan your most recent trip? Base: Qualified Respondents (Base: Gay (n=807) Lesbian (n=484) Bi/Same Sex (n=151) Hetero (n=103))

### When Traveling Alone... Personal Spending on Trips Higher for GLBT Market



Concerning the analysis of the most recent leisure trip of people traveling alone, it can be noted that Gay men spend more than Heterosexuals spend.

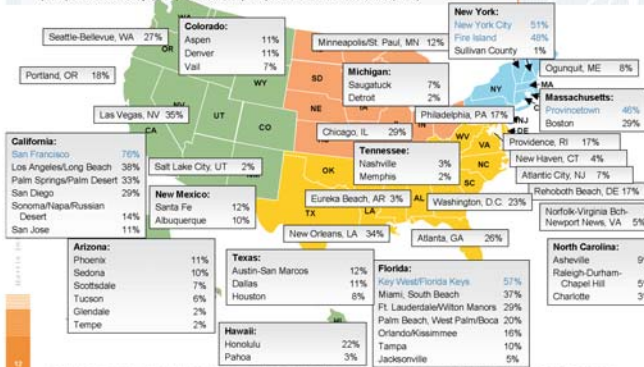


Q677 For your most recent leisure trip, approximately how much did you spend in total on your trip? Please consider spending to include transportation, accommodations, food/beverage, activities, etc. Please include spending on items that you personally paid for, even if they were for other people. Please enter your response to the nearest dollar. Base: Traveled Alone Gay (n=270) Lesbian (n=97) (Insignificant) Bi/Same Sex (n=34) and Hetero (n=133)

### Gay-Friendly Destinations (Aided) U.S. among Total GLBT Respondents



San Francisco is the city that the vast majority (76%) believe to be gay-friendly, followed by Key West/Florida Keys (57%), New York City (51%), Fire Island (48%) and Provincetown, MA (46%).

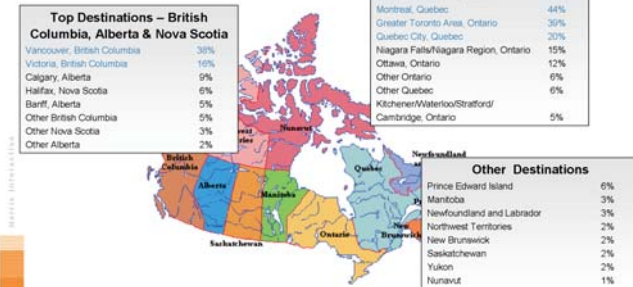


Q735 Which of the following destinations, if any would you consider to be gay-friendly? Please select all that apply. Base: GLBT Respondents (n=2023)

### Gay-Friendly Destinations (Aided) Canada among Total GLBT Respondents



Among GLBT travelers, Montreal (44%), Greater Toronto Area (39%), and Vancouver (38%) are rated highly as gay-friendly Canadian destinations.

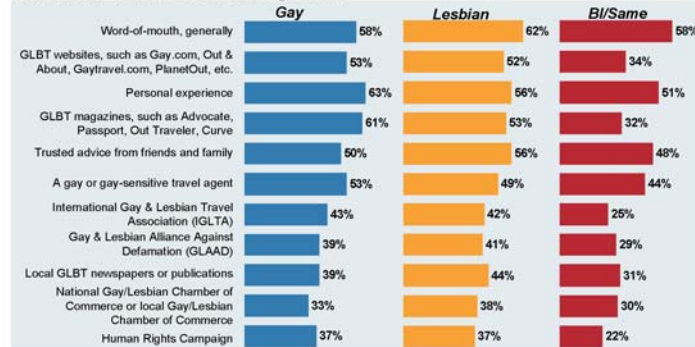


Q705 When thinking about gay-friendly destinations, which of the following Canadian destinations, if any, do you consider to be gay-friendly? Please select all that apply. Base: GLBT Respondents (n=1546)

### Trusted Endorsement for Gay-Friendly Travel Destination or Provider



Personal experience, word of mouth, GLBT media are the most trusted sources for endorsement among GLBT.



Q760 Imagine that you are seeking a travel destination or provider that is gay-friendly. Which of the following sources would you trust as being an endorsement? Base: Qualified GLBT Gay (n=857) Lesbian (n=484) Bi/Same (n=161)

## Spotlight On IGLTA

In 1983, a group of 25 gay Bed & Breakfast proprietors and travel agents came together to discuss how they could support each other in their efforts to provide safe and accepting travel opportunities for gay travelers. This small gathering 25 years ago was the beginning of the IGTA. IGTA is not a misprint as the association's original name was The International Gay Travel Association.

Keep in mind that 25 years ago gay was a more generic term for the community at large. It is worthy to note that there were two women at IGTA's first meeting, held in Ft. Lauderdale, Florida, and at the first convention six months later, held in San Francisco, California, the first president was a woman from Toronto, Canada. Nonetheless, women in the LGBT community felt overshadowed by their male counterparts and fought for a more visible lesbian community. In 1997 IGTA joined that effort and was renamed the IGLTA.

LGBT tourism has not always been considered an important market segment in the minds of the tourism community. In the 80's, the community was shunned to say the least. In those early years IGLTA was about promoting "safe havens" where LGBT travelers could leave the closet at home and travel to a destination where they could feel comfortable to be themselves. Back then there was a relatively "short list" of LGBT friendly destinations such as San Francisco, Amsterdam and Sydney to name a few. This was a grass roots effort spearheaded by small LGBT business owners with no major tourism players involved.

In the 90's, IGLTA took on a new mission, to educate the mainstream tourism community regarding an outstanding business opportunity - LGBT Tourism. They coined a phrase "building bridges where barriers once stood" and began a substantial outreach program to the tourism industry. As corporate tourism professionals learned more about our DINK (dual income no kids) niche with discretionary income and time to travel, they jumped on the IGLTA bandwagon. Major airlines, tourism bureaus, hotels and wholesalers joined the IGLTA and LGBT travel became known as the "golden niche." This substantial growth enabled the association to hire its first paid Executive Director and open their own dedicated office, located in Denver, Colorado.

The dawn of the 21st century found LGBT travel front and center in the tourism industry. LGBT driven booths at ITB, ASTA, WTM and other industry gatherings are always swamped with interest. Major tourism websites not only create LGBT sections but prominently display links to the section on their homepages. This incredible 25 year journey has not only helped strengthen their member's businesses, but has truly "built bridges where barriers once stood!" At 1,300 members and growing, it's one of the leading associations in the GLBT marketplace, addressing the needs of airlines, hotels, travel agents and more.

IGLTA can proudly state that it has truly lived up to its mission statement, which is "IGLTA is the world's leading travel trade association committed to growing and enhancing our members' gay and lesbian tourism business through education, promotion and networking."



International Gay & Lesbian Travel Association

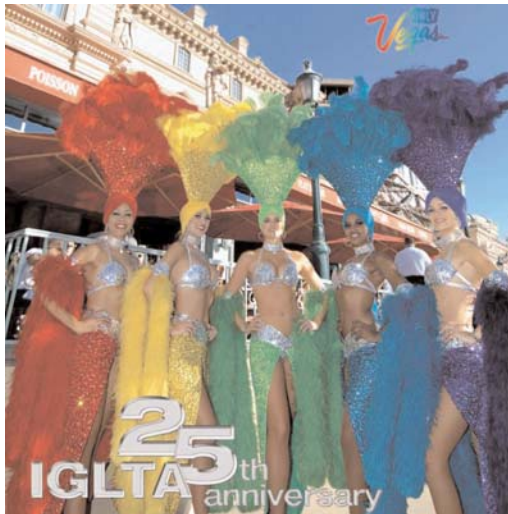
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## Featured Book:

### Gay and Lesbian Tourism: The Essential Guide for Marketing

... a 176-page "how to" manual for destinations, hotels, airlines, cruise lines, tour operators and other companies in the hospitality industry who are seeking to learn the best practices in gay and lesbian marketing. The book is divided into three categories: best practices in tourism marketing, case studies and interviews with the experts in the gay and lesbian travel market today. Readers will learn about how to apply the research; tips on building stakeholder support; strategies to win convention, meeting and international sports market business; find best practices in gay and lesbian marketing; and even a dictionary of terms particularly relevant to the gay traveler that could be used in marketing programs (and even terms that should be avoided!

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

# CMI's 12<sup>th</sup> Annual Gay & Lesbian Tourism Study

*In partnership with*



Key findings from Community Marketing's 12th Annual Gay & Lesbian Tourism Study have been compiled from responses from self-identified gay and lesbian consumers who read LGBT publications, visit LGBT websites, and attend LGBT events. With over 7,500 responses, this study polls more respondents than any other LGBT tourism survey, and offers valuable insights about consumers who may be reached through LGBT-dedicated marketing initiatives.

In addition to our annual Tourism Study, CMI produces online surveys, focus groups, field studies and customer satisfaction evaluations for a wide variety of clients including CVBs, DMOs and tourism offices, tour operators, hospitality groups, developers, etc. In the year 2007 alone, CMI collected and analyzed over 50,000 gay and lesbian survey responses.

Based on tourism industry data from the US Department of Commerce and CMI sample demographics, the annual economic impact of LGBT travelers is approximately \$64.5 billion in the US alone.

Throughout the report, distinctions of various LGBT markets are made based on gender, age, ethnicity, income, geographical location, etc. Below are samples of the findings from the US Profile of the report.

## Gay & Lesbian Travel Trends

- The majority (76%) of U.S. lesbian and gay respondents have a valid passport, compared to 24% to 30% of all adult US citizens.
- Gay and lesbian travelers took a median of five overnight trips in the preceding twelve months, including two leisure trips, two personal trips and one business trip. 24% took five or more leisure trips; 24% took five or more personal trips; 19% took five or more business trips.
- Respondents spent a median of 29 nights away from home (average 6 nights per trip).
- Respondents flew a median of six times in the last twelve months (3 round trips), and 81% purchased an airline ticket online.
- Respondents spent a median of 14 nights in hotels. 77% purchased accommodations online at least once.
- The leading motivations for choosing a hotel are: (1) Reputation for gay-friendliness and (2) location near attractions.
- The top three criteria gays and lesbians site when choosing vacation destinations are: (1) Recommendation by friends, (2) unique attraction offerings, and (3) a reputation for gay friendliness.
- 34% of respondents took a cruise vacation in the last year and 62% expressed interest in a cruise. (In comparison, 34% of Cruise Lines International Association's (CLIA) mainstream target market has ever taken a cruise.)
- Respondents indicate that the availability of online information is highly important in getting the necessary information to this audience to plan a trip.
- 25% of U.S. respondents traveled and spent at least one night away from home to attend a gay pride event.

## Gay & Lesbian Tourism Study Demographics...

- 65% of survey respondents were gay men, 28% lesbian, 7% bisexual, transgender, queer or other. (This does not necessarily reflect the national distribution of the LGBT community.)
- 74% of gay men and 67% of lesbians are college graduates. 34% of both groups have a graduate degree or higher.
- 35% are single. Of those in relationships, the median length of the relationship is seven years.
- The median age is 46.

Additional data, plus analysis, trends and interpretation may be found in the full report. Special cross-tab reports and custom survey studies are available to assist marketers interested in more detail on sub-segments of LGBT markets. For further information or to order the full report, cross-tabs or custom research, please visit [www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com) or contact our office.

**Permission to use this data is granted on the condition that all LGBT research references credit "Community Marketing, Inc., San Francisco, CA"**

## Most-Visited US Destinations

Not all segments of LGBT markets behave the same way. For example, demographic groups frequent different destinations as shown below. (A similar graph is available for int'l destinations.)

Rankings	Gay Men				Lesbians			
	Gen Y	Gen X	Boomers	Seniors	Gen Y	Gen X	Boomers	Seniors
1. New York	1	1	1	1	3	3	2	6
2. Las Vegas	2	2	2	3	2	1	1	10
3. San Francisco	4	4	3	5	1	4	3	3
4. Los Angeles	3	3	6	6	4	7	11	17
5. Fort Lauderdale	9	6	5	2	N/R	12	19	7
6. Palm Springs	12	9	4	3	15	9	13	7
7. Chicago	7	5	7	10	11	8	17	14
8. San Diego	8	10	8	8	7	10	9	2
9. Washington DC	6	8	10	7	7	14	11	11
* Miami	5	7	10	8	12	19	16	14
* Provincetown	18	11	15	13	4	6	4	1



# Community Marketing, Inc.

Gay Market Research +  
Development Lab®

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the gay media company!

## Gay Consumer Index™ 2007 USA Gay Male Abstract n=12,044

CMI's *Gay Consumer Index*™ study is the largest, most comprehensive, and most representative consumer study of its kind in history. The report is produced and published by Community Marketing, Inc., (CMI) in collaboration with Rivendell Media. Community Marketing, established in 1992, is proudly gay-owned and -operated, and we conduct our own research.

The focus of CMI's *Gay Consumer Index*™ is to profile gay male consumer preferences, attitudes, spending patterns, behaviors, and motivations regarding a wide variety of topics, including: credit cards, automobiles, electronics, entertainment, social activities, politics, and television and print media. The study identifies the unique preferences and motivations not only by gender/orientation (i.e. gay or lesbian), but also by age cohorts. In addition, comparisons to findings for mainstream (heterosexual) adults are included throughout. The full report is rich with market data, insights, historical and trend perspectives.

12,044 respondents who identified themselves as gay men and reside in the United States completed this survey in the 34 day period from April 13, 2007 through May 16, 2007. Respondents were sourced through Community Marketing's proprietary survey pool and through partnerships with over 75 LGBT (lesbian, gay, bisexual, transgender) magazines, newspapers, websites and event organizers throughout the United States. To encourage completion of the survey, respondents were offered an incentive to win one of four travel vouchers good for travel in North America (value estimated at \$500 each). Survey respondents totalled over 25,000, and a parallel *Lesbian Consumer Index*™ (n=10,380) report has also been published, representing US lesbian consumers.

The methodology employed polls consumers representing the target audience who can be reached using LGBT print and Internet distribution resources. It should be kept in mind that the findings derive from those who identify openly as gay, and read gay publications and/or websites. These results should not necessarily be extrapolated to the entire gay male population; however, report findings do provide guidance regarding the perceptions and opinions of "out" gay men who can be reached by marketers through gay websites and publications.

*Following are key findings derived from the full 100+ page report:*

### Respondent demographics

Median age: 45  
- Under 30: 10%  
- Over 55: 17%  
46% are in relationships and living together, and 43% are single.  
5% have children under age 18 living in home.  
61% have a pet; 28% a cat and 38% a dog

### Occupation

Work in the Medical / Health Industry: 8%  
Work in Education: 6%  
Work in Legal/Government: 6%  
Retired: 7%

### Home ownership

Own residence: 61%  
Rent residence: 36%

### Income

Median annual household income: \$83,000  
- Singles \$62,000  
- Couples living together \$130,000

### Representative cross-section:

Respondents are well distributed throughout the United States, with the largest percentages residing in California, New York, Texas, Florida, and New England.

*Continued on next page...*

#### What gay men do with their time

- Spend 12 hours per week of personal time (not work) on the Internet.
- 95% made purchases on the internet in the last year, and 81% use the internet for banking and bill paying.
- Watch TV for 10 hours per week. US gay men show the most likelihood of watching the major networks: NBC, ABC, CBS and Fox, followed by cable channels Bravo and gay-focused Logo.

#### Active in politics and community

- 84% voted in the 2006 mid-term election
- 92% voted in the 2004 Presidential election
- 40% contributed to a political party in the last year
- 24% attend a community fundraising event monthly
- 36% believe political leaders should "Continue the fight for gay and lesbian marriage equality. It should be a priority."

#### Communications

- US gay men are most likely to read national gay-specific publications and local gay publications, and mainstream publications that cater to a specific topic.

#### Social and entertainment

- 88% go out to dinner with friends at least monthly
- 72% of respondents consume at least one alcoholic beverage per week at a bar or restaurant. The median number consumed by those who have at least one drink is 4 drinks.
- 66% go shopping at brick and mortar stores at least monthly
- 63% go to see a movie at least monthly
- 53% work out in a gym at least monthly
- 50% go to a club or bar at least monthly
- 39% attend live theater at least monthly
- 24% attend a music concert at least monthly
- 24% visit a museum at least monthly
- 22% visit the beach at least monthly
- 20% go dancing at least monthly
- 13% attend a live sporting event at least monthly

#### Psychographics and motivations

- 89% are more likely to support companies with favorable LGBT employment practices.
- 88% are more likely to support companies that sponsor LGBT events and fundraisers.
- 85% consider advertising in LGBT publications to be a favorable motivator to purchase.
- 77% believe that increasing corporate recognition of the "buying power" of the LGBT community has been advantageous in advancing LGBT causes... *but* 73% believe that homosexuality will still be a divisive issue in the US in 10 years.
- 60% prefer that marketers refer to the "community" as "Gay & Lesbian" in their communications.

#### Purchases: How gay men spend their money

- 80% purchased with a Visa credit card in the last month
- The median US gay male respondent spent \$5,200 dining out in the last year, with a median of 4 times per week and a median of one of those in a fine dining establishment.
- Downloaded music or video from the internet: 46% purchased in the last year
- Cell Phone: 37% purchased in the last year
- Home computer or laptop: 30% purchased in the last year
- MP3 player (e.g. iPod, Creative, etc.): 26% purchased in the last year
- Digital camera or video recorder: 21% purchased in the last year
- HD or plasma TV: 20% purchased in the last year
- Video recorder/DVR (such as TiVo): 17% purchased in the last year
- Satellite Radio: 11% purchased in the last year
- PDA (e.g. Palm, Blackberry, etc.): 10% purchased in the last year
- Travel: median \$2,000 per year
- 25% consulted a retail travel agent in the last year
- Clothing: median \$500 per year
- Coffee drinks: median \$260 per year
- Bottled water & sports drinks: median \$260 per year

#### Automobile ownership

- 88% own an automobile
  - Own an SUV: 31%
  - Own a mid-size car: 27%
  - Own a luxury car: 21%
  - Own an economy car: 21%
  - Own a truck: 14%
- Length of ownership of automobile: 5+ years
- Motivated by purchase price: 52%
- Motivated by fuel efficiency: 38%
- Motivated by model's reliability: 34%
- 4% said they purchase a new car at least every two years
- Those who purchase a new car every two years are less concerned about fuel efficiency, and more concerned about safety features

#### Health, Fitness and Retirement

- 30% got a massage in the last month
- 16% went to a spa in the last month
- 65% take a daily vitamin supplement
- 92% know their HIV status
- 11% of respondents born between 1950 and 1969 indicate they would move to a LGBT retirement community when they retire.

*Additional data, plus comparisons, observations, trends, commentaries and recommendations are found in the full report.*

Please visit [www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com) for more information about the *Gay Consumer Index™*, and to order the full 100+ page report. Also available is the parallel *Lesbian Consumer Index™* study of 10,380 US lesbian consumers. Full reports contain data, graphics, analysis, observations, comparisons, commentaries from community leaders, and practical recommendations based on Community Marketing's 15 years of market research and client services leadership in this dynamic market segment. Community Marketing also offers Cross-Tab reports derived from the *Gay Consumer Index™*, and provides custom survey, focus group and field study services.



# Community Marketing, Inc.

Lesbian Market Research +  
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the gay media company!

## Lesbian Consumer Index™ 2007

### USA Lesbian Abstract n=10,380

CMI's *Lesbian Consumer Index*™ study is the largest, most comprehensive, and most representative consumer study of its kind in history. The report is produced and published by Community Marketing, Inc., (CMI) in collaboration with Rivendell Media. Community Marketing, established in 1992, is proudly gay-owned and -operated, and we conduct our own research.

The focus of CMI's *Lesbian Consumer Index*™ is to profile lesbian consumer preferences, attitudes, spending patterns, behaviors, and motivations regarding a wide variety of topics, including: credit cards, automobiles, electronics, entertainment, social activities, politics, and television and print media. The study identifies the unique preferences and motivations not only by gender/orientation (i.e. gay or lesbian), but also by age cohorts. In addition, comparisons to findings for mainstream (heterosexual) adults are included throughout. The full report is rich with market data, insights, historical and trend perspectives.

10,380 respondents who identified themselves as lesbian and reside in the United States completed this survey in the 34 day period from April 13, 2007 through May 16, 2007. Respondents were sourced through Community Marketing's proprietary survey pool and through partnerships with over 75 LGBT (lesbian, gay, bisexual, transgender) magazines, newspapers, websites and event organizers throughout the United States. To encourage completion of the survey, respondents were offered an incentive to win one of four travel vouchers good for travel in North America (value estimated at \$500 each). Survey respondents totalled over 25,000, and a parallel *Gay Consumer Index*™ (n=12,044) report has also been published, representing US gay male consumers.

The methodology employed polls consumers representing the target audience who can be reached using LGBT print and Internet distribution resources. It should be kept in mind that findings derive from those who identify openly as lesbian, and read LGBT publications and/or websites. These results should not necessarily be extrapolated to the entire US lesbian population; however, report findings do provide guidance regarding the perceptions and opinions of "out" lesbians who can be reached by marketers through LGBT websites and publications.

*Following are key findings derived from the full 100+ page report:*

#### **Respondent demographics**

Median Age: 44

- Under 30: 12%
- Over 55: 14%

65% are in relationships and living together, and 23% are single.

20% have children under age 18 living in home.

83% have a pet. 51% a cat and 58% a dog.

#### **Occupation**

Work in the Medical / Health Industry: 15%

Work in Education: 9%

Work in Legal/Government: 7%

Retired: 6%

#### **Home ownership**

Own residence: 69%

Rent residence: 27%

#### **Income**

Median annual household income: \$80,000

- Singles \$52,000

- Couples living together \$96,000

#### **Representative cross-section:**

Respondents are well distributed throughout the United States, with the majority residing in California, Texas, New England, the Southern Atlantic, Florida, Illinois and New York.

*Continued on next page...*

#### What lesbians do with their time

- Lesbians spent 10 hours using the internet per week for non-work purposes.
- 94% of lesbians purchased something off the internet in the last year.
- 76% use the internet for online bill paying.
- 45% downloaded music or videos from the internet in the last year.
- The median lesbian spends 10 hours per week watching TV. Lesbians are most likely to watch the major networks: NBC, ABC, and CBS, followed by Showtime (which airs "The L Word"), Fox, and gay-focused Logo.

#### Social and entertainment

- 97% dine out at least once per week.
- 65% dine out at least three times per week.
- 64% eat at a fine dining establishment at least once a week.
- 89% go out to dinner with friends at least once per month. This equates to an annual median of \$3,640 for dining, significantly higher than that of the average American household of \$2,434.
- 60% go shopping at brick and mortar stores at least monthly
- 53% saw at least one movie in the last month.
- 31% attended a musical concert and 26% attended live theater in the last month.
- 30% go to a bar at least monthly.
- 62% of lesbian respondents consume at least one alcoholic beverage at a bar or restaurant per week. The median number consumed by those who have at least one drink is 3 drinks.

#### Psychographics and motivations

- 85% of lesbian respondents said that advertising in LGBT media influences their decision to purchase products or do business with a company.
- 44% of those who consumed at least one alcoholic beverage in a bar or restaurant per week indicated that advertising in LGBT publications influenced their selection of a beverage.
- 92% of lesbian respondents reported that the way a company treats its gay and lesbian employees impacts their decision to do business with that company.
- 91% of lesbian respondents report that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT charities.
- 68% of lesbians responded that the buying power of the LGBT market has worked to the community's advantage when it comes to recognition and social acceptance, however progress is slow as 73% of US lesbians believe that homosexuality will still be a divisive social issue in the USA in ten years.

#### Purchases: How lesbians spend their money

- 96% of US lesbian respondents hold at least one credit card, whereas 76% of American households have at least one credit card
- 79% of lesbian respondents used a Visa Card in the last month. 56% used a MasterCard and 24% used an American Express card.
- Clothing: median \$500 per year.
- Travel: median \$2,000 per year.

#### Communications

- US lesbians are most likely to read a wide variety of local and national LGBT publications. The five most read national mainstream publications include; *People*, *AARP*, *O*, *Time* and *Newsweek*. Readership of nationally distributed newspapers, especially the *New York Times*, is also high for lesbians.

#### Automobile ownership

- 42% of lesbians drive an SUV, and 10% drive a motorcycle or scooter.
- Purchase price (52%), fuel efficiency (46%), and reliability (36%) were cited as the most important factors lesbians consider when purchasing a new vehicle.

#### Active in politics and community

- 78% voted in the November 2006 mid-term election.
- 91% voted in the November 2004 Presidential election, considerably higher than the national average.
- 22% attend a community fundraising event monthly.

#### Retirement Planning

- 29% of lesbians, who have considered where they would like to retire, indicated they plan to retire to a LGBT retirement community.
- An additional 13% plan to retire to a private home in a LGBT resort community.
- Age plays a significant role in how lesbians responded to this question, with the majority of younger lesbians responding that it is too soon to start planning retirement, and the majority of older lesbians already settling into the home in which they plan to stay.

*Additional data, plus comparisons, observations, trends, commentaries and recommendations are found in the full report.*

# 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*

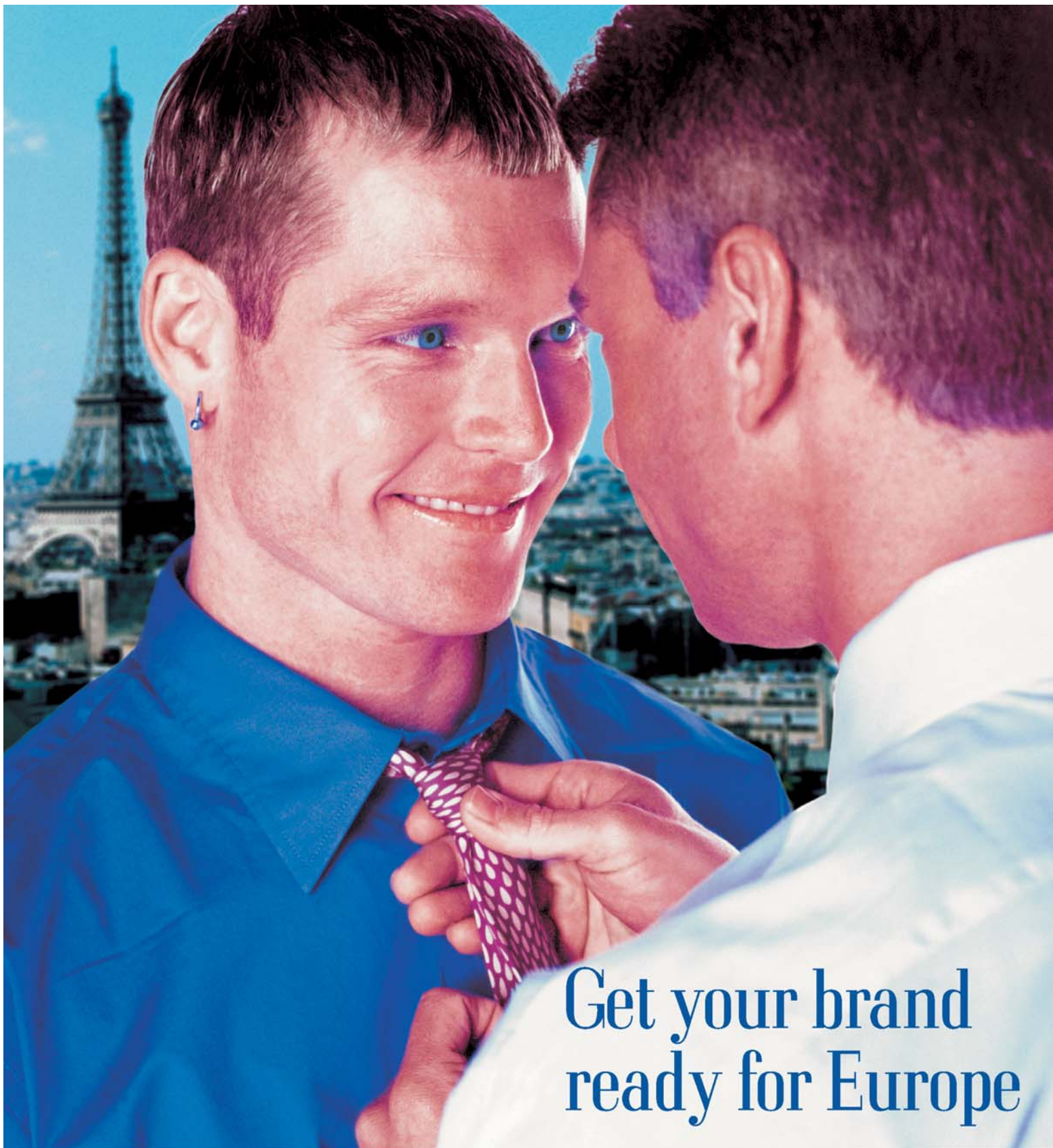
## Featured Organization: Witeck-Combs Communications

**Witeck-Combs Communications, Inc.** is the nation's premier marketing communications and consulting firm, specializing in developing and implementing effective strategies reaching the gay and lesbian consumer market. With 15 years experience in this unique market, Witeck-Combs Communications not only serves as a bridge between corporate America and gay, lesbian, bisexual and transgender consumers (GLBT), but also provides counsel to countless non-profit organizations that aim to educate the public on gay and lesbian issues or to better reach their GLBT membership.

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, and in 2006 **Bob Witeck** and **Wes Combs** co-authored **Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers** (Kaplan Publishing), considered the first-ever book on marketing insights, practical tips and strategies targeting the gay, lesbian, bisexual and transgender market. They have appeared in worldwide media outlets including Fortune, CNBC, CNN, Reuters, Associated Press, Ad Age, New York Times and Washington Post.  
*LINK: [www.witeckcombs.com](http://www.witeckcombs.com)*

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# Buying Power of Gay Men and Lesbians in 2008

by Witeck-Combs Communications

Marketers, economists and journalists often puzzle over guesstimating the purchasing power of America's gay and lesbian households. Some tend to ballyhoo the gay market as a dream market precisely because of its presumed affluence. But is it really true?

Over the past several years, we've given this question considerable thought and research. We conclude that projections of gay wealth are likely overstated or simply a flat misconception, and therefore we come to rely most often on the excellent analysis conducted by economist and academic Dr. Lee Badgett and the work of the Williams Institute at UCLA.

Dr. Badgett and others have shown that it appears likely that gay men earn slightly less than their heterosexual counterparts, while lesbians appear to earn a bit more than other women. Over time, we will continue to examine these studies and to analyze their implications for public policy as well as for market strategies.

But let's step back a moment. It stands to reason that a certain portion of America's gay population enjoys wealth or merely higher than average earnings. But the real questions that marketers and journalists raise should go beyond earnings and household income, and instead focus on key lesbian and gay consumer traits such as brand loyalty and early adopting behaviors.

So how should we understand buying power, and attempt to measure the economic clout of gays and lesbians in today's market? When any company decides to pursue the gay dollar and to reach out to gay households, they're smart to understand their customers and to determine what market share they hope to achieve.

Since 2000, we have worked with an expert research team at Packaged Facts to evaluate the economic clout of gay households - in contrast with other households. For this purpose, we therefore use the term "buying power" (or "purchasing power") to measure the size of the gay and lesbian market in the United States based on its estimated population. Buying power is another term for "disposable personal income (DPI)," which is defined by the U.S. Bureau of Economic Affairs as the total after-tax income available to an individual to spend on personal consumption, personal interest payments, and savings.

## America's Gay and Lesbian Population

Social scientists and market researchers alike grapple with the likely dimensions of the gay, lesbian and bisexual population. These estimates today range between 4 percent and 10 percent of American adults. In a nation with more than 300 million people, the U.S. Census Bureau estimates today that we have roughly 225 million adults (over the age of 18.)

Therefore, the most reliable projections of the GLB population may be as low as nine million or as high as 22 million adults. Demographers such as Dr. Gary Gates at the Williams Institute tend to estimate at the lower end of this range based largely on social science data and Census household data; while marketers forecast a higher percentage.

We tend to rely on a reasonably conservative estimate of 6.8% of adults, based on nearly a hundred general surveys conducted online over the

past eight years by our research partner, Harris Interactive, which frequently invites respondents to anonymously self-identify online by sexual orientation. We believe this is a reasonable benchmark, and this therefore suggests the U.S. population may be as high as 15 to 16 million. [Interestingly, in 2005, the United Kingdom (with a total population one fifth of the United States, roughly 60 million residents) officially estimated a combined population of 3.6 million gay men, lesbians and bisexuals - which approaches 8% of that nation's adult population.]

## Buying Power Methodology

The methodology we chose to apply is similar to the approach taken by the Selig Center for Economic Growth at the University of Georgia in calculating the purchasing power of other multicultural consumer segments such as Hispanics and African Americans. This methodology uses aggregate disposable income data compiled by the Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce, a data source that provides the most comprehensive view 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 gay and lesbian consumers that is equivalent to their percentage of the overall population aged 18 years old and over. The most basic premise underlying this estimate of gay and lesbian buying power is that the income-generating power of the gay and lesbian population essentially mirrors that of the adult population as a whole. [Note: Although for the purposes of this article, we stipulate "gay and lesbian," we intend for it to mean individuals who self-identify as lesbian, gay and bisexual.

[Note: We do not customarily include transgender people in this analysis for two simple reasons. First, transgender people may be either heterosexual or homosexual in their orientation, and therefore do not necessarily and uniformly have same-sex relationships or attractions. Second, and as important, their true number in the total population has been very difficult to gauge given the scarcity of credible data. Until we have better data sources and understanding, we assume the number of transgender people may be as few as one-tenth of one percent to one percent of the adult population. That proportion also makes projections about their economic contributions difficult if not impossible to analyze.]

Reliable estimates of buying power for each multicultural population segment in the nation- including African-Americans, Hispanics and Asian-Americans-are reported widely by the University of Georgia's Selig Center and by others. Of course, gays, lesbians and bisexuals come from all walks of life, all ethnicities and all races. Thus, the projected buying power for gay adults includes individuals who will be part of buying power projections for other groups as well, including African Americans, Hispanics and Asian Americans.

Consequently, it is difficult to accurately compare gay and lesbian buying power to that of other populations without mischaracterizing the relative strengths of each.

Another key consideration in assessing the relative buying power of major multicultural consumer groups is that the buying power calculation for

gay Americans is based only on adults over the age of 18, while ethnic and racial buying power calculations include all members of all ages within each target household. It stands to reason one may easily identify a person's ethnicity or racial composition at birth, while sexual orientation is a naturally occurring characteristic that only becomes apparent in later adolescence or adult life. Thus, our estimates are based more appropriately and somewhat more conservatively on gay, lesbian and bisexual adults over the age of 18.

#### "Disposable Income" Not the Same as "Discretionary"

Although "disposable income" often is equated with "discretionary income," the two terms have different meanings. As mentioned above, disposable income refers to the total amount an individual has available after taxes for saving, making interest payments on loans, and spending of all kinds. Discretionary income refers to the amount that an individual has available to spend for non-essentials after taking care of necessities and fixed payments such as rent, car payments, and basic food costs.

#### Gay and Lesbian Buying Power Reached \$690 Billion in 2007 and Likely Will Top \$712 Billion in 2008

Gay and lesbian buying power has been calculated as follows:

- Based on the latest available data from BEA, it is expected that aggregate DPI totaled \$10,006 billion (or put another way, \$10 trillion) in 2007.
- 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 adult population as a whole.
- Thus, the buying power of gay men and lesbians totaled an estimated \$690 billion in 2000 (.068 X \$10,006 billion).

#### Gay and Lesbian Buying Power Expected to Reach \$835 Billion by 2011

The Bureau of Labor Statistics has projected that aggregate disposable personal income will increase at an average annual rate of 4.9% during the period from 2004 through 2014. However, various U.S. government and private-sector sources have forecast that the economy now is growing at a relatively slower rate during late 2007 and 2008. As a result, we estimate that aggregate disposable personal income will grow at a rate of 4.5% between 2007 and 2008 and is then likely to grow at an average rate of 4.9% thereafter through 2011.

Based on these assumptions, the buying power of gay and lesbian consumers is expected to total \$835.3 billion by three years from now. This represents cumulative growth of 26.5% during the forecast period.

Table 9-1  
Projected Growth in Total Gay and Lesbian Buying Power, 2007-2011

Year	Population (thousands)	Per Capita Buying Power	Aggregate Buying Power (millions)	Cumulative Growth
2011	16,314	\$51,204	\$835,337	26.5%
2010	16,115	49,415	796,317	20.6
2009	15,919	47,686	759,120	15.0
2008	15,726	45,298	712,368	9.4
2007	15,535	44,407	689,858	4.5

Source: *Packaged Facts, Witeck-Combs Communications.*

## Featured Book:

### Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers

In this book, marketing experts Robert Witeck and Wesley Combs share more than thirteen years of real-life, research-based lessons that provide a complete approach to successfully targeting this emerging market. Harris Interactive® and Witeck and Combs have long partnered on learning the estimated size, strength, spending habits and brand loyalty factors of gay consumers.

In *Business Inside Out*, Witeck and Combs apply this knowledge to provide insights into how best to approach this valuable market segment, including:

- Why gay consumers have such high potential for brand loyalty
- Determining if a targeted or .gay-vague. approach is best for your business
- What strengths and weaknesses within a company have an impact on brand loyalty
- How to strike a balance between addressing this specialized audience and maintaining the interest of other customers

- How to manage negative consumer response and respond to tactics such as the threat of backlash
- Understanding how to leverage the emerging trends within the GLBT market, such as the increase of same-sex parents as well as retirement communities

*Business Inside Out* also profiles campaigns from major Fortune 500 brands that target gay consumers and includes an extensive list of resources for marketers interested in reaching this audience. It is the first book to provide a complete overview of the GLBT market from a business perspective.

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



# 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 Pink Banana Media

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.

### **Altus Group**

Dave Jefferys  
[www.altus-group.com](http://www.altus-group.com)  
215-977-9900

### **Communication Services**

Libby Post  
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)

### **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

### **grapeVine Public Relations**

Steven Le Vine  
[www.thePRgrapevine.com](http://www.thePRgrapevine.com)  
(732) 610-5545

### **House of Market Research**

(qualitative/quantitative)  
Amy Siadak  
[www.HMR-Research.com](http://www.HMR-Research.com)  
626-486-1400

### **15 Minutes**

(media relations, crisis communication)  
Howard Bragman  
[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

### **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

### **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

### **MDG Marketing Group, Inc.**

Misti Graham  
[www.mdgmarketinggroup.com](http://www.mdgmarketinggroup.com)  
(480) 516-7116

### **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](http://www.nichemg.com)  
310-396-1020

### **OpusComm Group**

Jeff Garber  
[www.opuscommgroup.com](http://www.opuscommgroup.com)  
315-637-2018

### **Osmosis Media Lab** (EarthLink, Casio)

Shawn Thomson  
Travis Pagel  
[www.osmosismedialab.com](http://www.osmosismedialab.com)  
212-279-2680

### **Pinnacle Promotion and Marketing**

William Michael Fernandes  
[www.pinnaclepromotion.com](http://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

**Rivendell Media** (*represents most US and Canadian gay publications*)

Todd Evans  
www.rivendellmedia.com  
www.gaymarket.com  
212-242-6863

**Roth Strategic Communications**

Stephan Roth  
www.rothcommunications.com  
(323) 936-1831

**Smart + Strong**

(*health marketing, POZ Magazine*)  
www.smartstrong.com  
212-229-0228

**SPI Marketing** (*Absolut vodka*)

Scott Seitz  
www.spimarketing.com  
212-760-1400

**Target 10 Niche Marketing & PR**

Matthew Tumminello  
www.target-10.com  
212-245-6040

**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

**YesDesignGroup**

LJ Posner  
www.yesdesigngroup.com  
323-330-9300

**U.S. Academic****Annenberg School for Communication, Univ. of Pennsylvania**

Katherine Sender, PhD  
ksender@asc.upenn.edu  
215-573-1958  
Author of "*Business Not Politics*": *Gays, Lesbians, Bisexuals, Transgender People and the Consumer Sphere*" report for GLAAD (Gay & Lesbian Alliance Against Defamation), 2002  
<http://www.glaad.org/org/projects/center/index.html>

**The Brookings Institution, Urban Institute Population Studies Center**

Richard Florida and Gary J. Gates, PhD  
202-261-5750 www.brook.edu  
Authors of "*Technology and Tolerance: The Importance of Diversity to High-Technology Growth*" report, June 2001  
<http://www.brook.edu/es/urban/floridaexsum.htm>

**Univ. of Denver**

Dr. John J. Burnett, Prof. of Marketing  
303-871-2168 www.du.edu  
Author of "*Assessing the Media-Related Behaviors and Attitudes of the Homosexual Consumer*" report, 1998

**Univ. of Massachusetts, Amherst**

M.V. Lee Badgett, Dept. of Economics  
badgett@iglss.org  
413-545-0159 www.iglss.org  
Author of "*Income Inflation: The Myth of Gay Affluence Among Gay, Lesbian and Bisexual Americans*" report, 1998  
<http://www.iglss.org/pubs/publications.html>

**U.S. Research****Census Bureau**

www.census.gov (PDF FILE - Married-Couple and Unmarried Partner Households: 2000)

**GLCensus** (*Gay market studies from OpusComm Group, S.I. Newhouse School at Syracuse University, G Society*)

www.glcensus.org  
Jeffrey Garber  
315-637-2018

**GayDemographics.org****Greenfield Online**

www.greenfieldonline.com  
Gay & Lesbian Market Study Info (paid)

**Harris Interactive**

www.harrisinteractive.com (47 related polls, found under search)  
Gay & Lesbian Pulse surveys

**Mariposa Group LGBT research**

Fred Bové  
www.mariposa-group.com  
415-864-4814

**New American Dimensions**

David Morse  
www.newamericandimensions.com  
310-670-7889

**Packaged Facts/Kalorama**

www.marketresearch.com

**Simmons Market Research Bureau**

www.smr.com

**Yankelovich Partners**

www.yankelovich.com

**CANADA****BeeCause**

Nina Penteadó  
416-944-3977  
www.because.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**

Ian Johnson  
+44-(0)20-8123 5288  
www.outnowconsulting.com

**Target Multimedia**

44-020 7209 0191  
www.targetmultimedia.co.uk

grapevine<sup>®</sup>  
public relations

"...perhaps the first firm to specifically serve gay and gay-friendly actors, writers, and musicians..."

-The Advocate

212.537.0611  
info@theprgrapevine.com



# gay media buying made easy

Did you know there are over 200 local gay and lesbian publications in the U.S. and Canada? Of course not, but we do!

**Rivendell Media, is the recognized expert on gay and lesbian media.**

- we represent almost every existing gay publication
- we provide effective media plans fast by market, region or budget
- with one call you can buy one, or one hundred publications
- we make it simple and profitable — one insertion, one bill and no extra cost

**CALL FOR FAST INFORMATION!**

**Rivendell — the gay media company!**

**[www.gaymarket.com](http://www.gaymarket.com)**

**212-242-6863**

# Rivendell Media

## FRANCE

### Les Uns, Les Autres

Christophe Wilart  
33 (0)1 53 06 62 84  
www.lesunslesautres.com

## The Netherlands

### Out Now Consulting

Ian Johnson  
+31-(0)61-325 2316  
www.outnowconsulting.com

## Belgium/France/Germany

### Out Now Consulting

Ian Johnson  
+32-(0)4-7376 0886  
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 & marketing services)

Michael Stuber  
www.homoeconomics.de  
www.rosabrille.com (German gay marketing column)  
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

### 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  
+61-(0)2-8003 5253

## 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&chkRoyaltyFree=on&txtSearch=gay&subSearch=Begin+search&UQR=aynssj>

### Queerstock

<http://queerstock.com/>

### Real People Stock Photos

[http://www.rpsp.com/nav\\_index.shtml](http://www.rpsp.com/nav_index.shtml)

### Super Stock

[http://www.superstock.com/NewSearch/NewSearchPage2.aspx?FromNav=1&\\$User1ID=0&SearchType=20&KeywordOr=gay&KeywordAnd=&KeywordExact=&KeywordWithout=&Collection=7&RFType=2&ImageNumber=&FileCode=&PGBelow=&PGAbove=&ExlCatShots=1&ExlFileShots=1](http://www.superstock.com/NewSearch/NewSearchPage2.aspx?FromNav=1&$User1ID=0&SearchType=20&KeywordOr=gay&KeywordAnd=&KeywordExact=&KeywordWithout=&Collection=7&RFType=2&ImageNumber=&FileCode=&PGBelow=&PGAbove=&ExlCatShots=1&ExlFileShots=1)

<http://www.veer.com/search/results.aspx?RF=1&RM=1&txtpixperpage=24&ProductType=-1&txtkeys1=gay&submit.x=8&submit.y=6>

### Veer

<http://www.veer.com/search/results.aspx?RF=1&RM=1&txtpixperpage=24&ProductType=-1&txtkeys1=gay&submit.x=8&submit.y=6>

## Books/Journal Articles

Badgett, M.V. Lee. Money, Myths & Change – The Economic Lives of Lesbians and Gay Men, University of Chicago Press, 2001.

Baker, Dan. "A History in Ads: The Growth of the Lesbian and Gay Market" Homo Economics: Capitalism, Community, and Lesbian and Gay Life. Amy Gluckman and Betsy Reed, eds. Routledge, 1997. 11-20.

Baker, Dan, Sean Strub, and Bill Henning. Cracking the Corporate Closet. Harper Collins, 1995.

Bhat, Subodh, Leigh, Thomas W. and Wardlow, Daniel L. "The Effect of Consumer Prejudices on Ad Processing: Heterosexual Consumers' Responses to Homosexual Imagery in Ads." Journal of Advertising Vol.XXVII (1998): 9-25.

Capsuto, Steven. Alternate Channels: The Uncensored Story of Gay and Lesbian Images on Radio and Television, 1930s to the Present, Ballantine Books, 2000.

Chasin, Alexandra. Selling Out: The Gay and Lesbian Movement Goes to Market, St. Martin's Press/Palgrave, 2000.

Clark, Danae. "Commodity Lesbianism" Camera Obscura 25-26 (1991): 181-201. Rpt. The Gay and Lesbian Studies Reader. Henry Abelove, Michèle Aina Barale, and David M. Halperin, eds. Routledge, 1993: 186-201.

Gates, Gary; Ost, Jason. The Gay & Lesbian Atlas, Urban Institute Press, 2004.

Haslop, Craig; Hill, Helene; Schmidt, Ruth A. "The gay lifestyle – spaces for a subculture of consumption", Marketing Intelligence & Planning, pp. 318-326, MCB University Press, England, 1998.

Hennessy, Rosemary. Profit and Pleasure: Sexual Identities in Late Capitalism. Routledge, 2000.

Kates, Steven Maxwell. Twenty Million New Customers: Understanding Gay Men's Consumer Behavior, Haworth, 1998.

Kates, Steven. "Out of the Closet and Out on

the Street!: Gay Men and Their Brand Relationships", *Psychology and Marketing*, 2000.

Levina, M. & Waldo, C.R. "We're here, we're queer, we're on TV: The effects of visual media on heterosexuals attitudes toward gay men and lesbians", *Journal of Advertising*, 2000.

Lukenbill, Grant. *Untold Millions: Positioning Your Business for the Gay and Lesbian Consumer Revolution*, Harper Business, 1999.

Reichert, Tom. "'Lesbian Chic' Imagery in Advertising: Interpretations and Insights of Female Same-Sex Eroticism." *Journal of Current Issues and Research in Advertising*. Vol. 23, 2001: 9-22.

Schulman, Sarah. *Stagestruck: Theater, Aids, and the Marketing of Gay America*, Duke University Press, 1998.

Tropiano, Stephen. *The Prime Time Closet: A History of Gays & Lesbians on TV*, Applause Theatre & Cinema Book Publishers, 2002.

Wardlow, Daniel L. *Gays, Lesbians, and Consumer Behavior: Theory, Practice and Research Issues in Marketing - Monograph Published Simultaneously as the Journal of Homosexuality*, Haworth Gay & Lesbian Studies, 1996.

### Selected Academic Reports

(PDF file) Non-Target Markets and Viewer Distinctiveness: The Impact of Target Marketing on Advertising Attitudes, By Sonya A. Grier, Anne M. Brumbaugh and Jennifer L. Aaker; *Journal of Consumer Psychology*, 9 (3), 127-140; 2000  
<http://faculty-gsb.stanford.edu/aaker/PDF/Nontarget-Markets-and-Viewer-etc.pdf>

Out of the Closet and into the Marketplace  
*The Journal of Homosexuality*,  
Vol. 31, Nos. 1-2; 1996  
<http://carmen.artsci.washington.edu/jeb/jebart3.htm>

*Resource List compiled by Michael Wilke, Commercial Closet*  
[www.CommercialCloset.org](http://www.CommercialCloset.org)  
Some additions and modifications done by Pink Banana Media

## 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)*

# Community Marketing's proven products and services...



**Community Marketing, Inc. (CMI)** pioneered gay and lesbian tourism marketing beginning in 1992. Our dedicated team of research and marketing professionals have worked together for more than a decade, offering exceptional customer service (we usually return your calls and emails within 24-hours), and unparalleled experience (we work with over 1,000 tourism and hospitality businesses every year, so we know what works). Our 2008 LGBT Tourism products and services help large and small companies maximize the value of their marketing investments.

## **Marketing Plan Development & Management**

Community Marketing, Inc. has produced industry-leading trade shows and educational conferences, and designed, implemented and managed powerful marketing campaigns – big and small. In fact, we work with companies that have gay and lesbian marketing budgets ranging from as little as \$1,000 to over \$1 million. Let us be your guide.

### **CMI's Marketing Management Services Include:**

- Advertising and direct marketing campaign design and implementation
- LGBT sales strategies and tracking management
- Sponsorship prospecting and management
- Consulting with your sales and marketing staff and/or advertising agencies



### **TAG Approved® Accommodations Program**

Established in 1998, the Travel Alternatives Group (TAG) presents a unique opportunity for “gay-welcoming” hotels, resorts and B&Bs to qualify with objective standards, and cooperatively reach and serve the gay and lesbian community. Nearly 1,000 hotels, resorts and inns worldwide now enjoy the benefits of the TAG Approved® Accommodations program. You certainly don't need to be known as a “gay hotel” to participate. In fact, most are “mainstream,” branded properties or collections. Annual membership is just \$150, and the benefits and marketing savings are likely to pay off within the first month. Visit [www.TAGApproved.com](http://www.TAGApproved.com) for more information and to download the registration materials.

## **Community Marketing's 9<sup>th</sup> International Conference on Gay & Lesbian Tourism**

*October 5-8, 2008 Sheraton Wall Centre, Vancouver*

CMI's annual conference presents a serious (but enjoyable!) educational and networking opportunity. The gay market is constantly changing and growing. Keep a pulse on the market and your customers by attending CMI's annual client conference. Our clients learn from their peers and top LGBT marketing professionals. Discover how you can meet your sales goals with minimum risk and maximum potential.

This is the “must-attend” educational & networking opportunity for tourism offices, accommodations, tour operators, and suppliers.

## **On-Site Educational Workshops & Training**

Learn how to create and communicate a genuinely LGBT-welcoming environment for your destination, accommodation or travel business. Community Marketing offers on-site training workshops, custom-developed to meet your needs. Our team has over 15 years of LGBT tourism training expertise. We have already provided custom training to many of the most successful destinations in the world, and our staff regularly conducts workshops at leading conferences and trade shows.

### **Seminars and workshops may include these and other important topics:**

- How to cost-effectively reach and professionally serve the LGBT community, terminology, sensitivity issues
- LGBT demographic overview and research key findings
- Sales strategies, tracking and reporting
- Case study overview of strategies used by successful destinations and corporations

## **CMI's Direct Marketing Services connect you to Consumers, Travel Agents and the LGBT Media**

The gay and lesbian market has a place in every successful marketing plan. Community Marketing has developed some of the most targeted direct mail and email lists in the industry, with over 30,000 active gay and lesbian travel consumers, 2,000 gay-friendly travel agents, and 500 LGBT publications and travel writers. We can help you get the word out quickly, inexpensively and efficiently. Contact us about a custom quote for direct mail, direct email, or co-op direct marketing programs.

...help connect you with gay & lesbian communities.



The Gay & Lesbian Convention & Visitors Bureau (GLCVB) is a cost-effective and comprehensive package of some of our most popular products and services. It is a great value for tourism offices and CVBs looking to outreach to LGBT consumers, tour operators, travel agents, the LGBT media, and meeting planners. Taken together, you have a “turn key” solution for market success.

Visit [www.GLCVB.org](http://www.GLCVB.org) or contact Community Marketing.

## Gay Market Research + Development Lab®

**Community Marketing's** perspective is unique in the world. We have an online research panel of over 40,000 LGBT consumers that we have developed in over a decade of service. These gay and lesbian travel consumers complete our surveys and participate in our focus groups because they trust CMI as a gay-owned company, and because we do not use this list for marketing purposes.

CMI's Gay Market Research + Development Lab® collected and analyzed over 50,000 gay and lesbian consumer survey responses in the past year alone. That, plus over 100 annual focus groups, customer service surveys, field surveys, exit surveys, and advisory boards puts us in a position to analyze and deeply understand trends in the marketplace.

### **CMI'S MARKET RESEARCH METHODOLOGIES INCLUDE:**

#### **Custom Internet Surveys**

We craft in-depth surveys to reveal unique information that applies specifically to your market and your competition. We build the surveys using state-of-the-art software, and distribute them via our own proprietary lists of highly qualified consumers. LGBT traveler surveys help identify and fine-tune your best approaches to these segments.

### **Publications**

Community Marketing offers two print publications:

The annual *Gay & Lesbian Travel Industry Directory* is distributed to 15,000 gay and gay-friendly travel agents, tour operators, meeting planners and press in January of every year.

The *TAG Approved Directory* is distributed twice each year to 25,000 gay and lesbian consumers, and offers a complete list of over 1,000 TAG-Approved Hotels and destination features. Advertising space is available.

### **Focus Groups**

We pre-qualify candidates using our survey software and telephone interviews, then facilitate sessions of 8-12 participants in dedicated venues in key origin markets. A typical package is four groups held in two different cities, but we can do more depending on the need. Savvy gay and/or lesbian consumers provide qualitative depth and perspective to what we learn from quantitative surveys.

### **“Community Think Tank” Advisory Boards**

Community Marketing can further identify your opportunities and challenges by gathering local business and community leaders, as well as well-traveled locals, and facilitating “Community Think Tank” advisory board sessions. Participants contribute their perspectives on your products and services. Our clients have found this invaluable.

### **Field Surveys, Exit Surveys and Customer Service Surveys**

These techniques further round out our understanding of your gay and lesbian customers, taking advantage of specific timing, places and situations that can reveal important intelligence.

*It's not just about data and charts. CMI's 15 years of tourism experience and relationships contribute to the analysis and interpretation. Please contact us for a custom plan and proposal to help you reach your goals, and measure your results.*

Information and pricing for each product is available at

**[www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com)**

Contact [David@CommunityMarketingInc.com](mailto:David@CommunityMarketingInc.com) for more information.

584 Castro St. #834, San Francisco, CA 94114 USA Tel 415/437-3800 Fax 415/552-5104

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# 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.

### Campus Climate Index

A vital tool for assisting campuses in learning ways to improve their LGBT campus life and ultimately shape the educational experience to be more inclusive, welcoming and respectful of LGBT and Ally people. The index is owned and operated by Campus Pride, the only national nonprofit organization for student leaders and campus groups working to create safer, more LGBT-Friendly learning environments at colleges and universities.  
*LINK: [www.campusclimateindex.org](http://www.campusclimateindex.org)*

### 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*

#### **International Gay & Lesbian Chamber of Commerce (IGLCC)**

The IGLCC is the world's leading international LGBT business network. Their membership is made up of organizations that span 3 continents, represented by 15 chambers of commerce and business organizations in 13 countries. Their network connects business leaders locally and worldwide. Together they represent millions of LGBT business owners, entrepreneurs, professionals and consumers.

*LINK: [www.IGLCC.org](http://www.IGLCC.org)*

#### **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.LGBTHealth.net](http://www.LGBTHealth.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.NCLRrights.org](http://www.NCLRrights.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*

#### **Point Foundation**

Point Foundation provides financial support, mentoring and hope to meritorious students who are marginalized due to sexual orientation or gender identity.

*LINK: [www.PointFoundation.org](http://www.PointFoundation.org)*

#### **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)*

## NGLCC's Local Chambers

### ARIZONA

#### Greater Phoenix Gay & Lesbian Chamber of Commerce (Phoenix, AZ)

The Greater Phoenix Gay & Lesbian Chamber of Commerce has been a part of gay life in Phoenix for nearly 30 years. GPGLCC has about 460 members, and is pushing to hit 600 by the end of 2007. In addition to its networking and business development events, the chamber has forged extensive ties with the business community at large. GPGLCC maintains partnerships with Phoenix's Chamber of Commerce and the Convention and Visitors Bureau, and makes it a point to welcome members of the city's other business organizations to chamber events. But the chamber is perhaps most visible through its "GLBT Visitor and Relocation Guide," which touts Phoenix to gay travelers and potential new residents. The chamber distributes up to 50,000 guides worldwide every year.

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

#### Tucson GLBT Chamber of Commerce (Tucson, AZ)

The Tucson GLBT Chamber of Commerce evolved from a group founded in 1992 as a safe space for gay businesspeople to network and find support. The chamber now boasts more than 200 members, making it the second-largest LGBT chamber of commerce in Arizona. In addition to traditional networking events, TGLBTCC prides itself on its political activism, and played an active role with other community groups—both gay and non-gay—in uniting to defeat Arizona's Proposition 107 at the ballot box, which would have amended the state constitution to ban same-sex marriage. The chamber regularly partners with other business and community groups for various activities, and is planning to roll out a supplier diversity initiative for the benefit its members.

Web site: [www.tucsonglbtchamber.org](http://www.tucsonglbtchamber.org)

### CALIFORNIA

#### Long Beach Community Business Network (Long Beach, CA)

The Long Beach Community Business Network was founded in 1992 by area LGBT business owners to serve as a network for gay-owned and gay-friendly businesses in this city 20 miles south of Los Angeles. LBCBN now has more than 150 members who participate in the chamber's many networking and social events, including member mixers and beach parties. The group publishes a print directory with a yearly circulation of 15,000.

Web site: [www.lbcbn.com](http://www.lbcbn.com)

#### Los Angeles Gay & Lesbian Chamber of Commerce (Los Angeles, CA)

The roots of the Los Angeles Gay & Lesbian Chamber of Commerce stretch back to 1979, when members of the gay community formed the area's first organization for LGBT businesspeople. Among its many early achievements was its instrumental role in opening the first AIDS hospice in the San Fernando Valley. Today's LAGLCC has the same commitment to the community while growing its profile in the business world, establishing partnerships and gaining sponsors among some of the area's largest companies. LAGLCC holds an array of networking and new member events, with a focus on adding to the existing 200 members. The chamber also holds joint events with other chambers of commerce, creating what they informally call "L.A.'s largest mixer." With both membership and visibility increasing, LAGLCC hopes in the near future to hire a full-time executive director and support staff.

Web site: [www.laglcc.org](http://www.laglcc.org)

#### Greater San Diego Business Association (San Diego, CA)

In 1979 the Greater San Diego Business Association began with 21 charter members, and in just over a year grew to 100 members. It hired its first paid employee a year after that, and has gone on to become the second-largest LGBT chamber in the country with more than 800 members. GSDBA offers its members a variety of networking events, affinity groups, and community outreach efforts to participate in. Indeed, the chamber prides itself on connecting with the greater community: GSDBA participates in a vendor outreach program with the city's Hispanic Chamber of Commerce, and is the first LGBT chamber to gain recognition by the U.S. Small Business Administration as a minority business association.

Web site: [www.gsdba.org](http://www.gsdba.org)

#### Golden Gate Business Association (San Francisco, CA)

The Golden Gate Business Association, founded in 1974, has the distinction of being the first LGBT chamber of commerce in the United States. And its place in history doesn't stop there. After launching the first charitable foundation devoted to LGBT causes in 1980, GGBA went on to award groups like the National Center for Lesbian Rights and the Names Project with their first-ever grants. The chamber also helped found larger LGBT business organizations in the region, and on the national level was a founding member of NGLCC. In 2006 GGBA expanded its geographic reach in the area through its Business Exchange Network, a networking and referral program that has generated \$2 million for member businesses so far. The chamber also recently partnered with the San Francisco Visitors & Convention Bureau as a resource for LGBT tourists.

Web site: [www.ggba.com](http://www.ggba.com)

### CANADA

#### Canadian Gay & Lesbian Chamber of Commerce

The Canadian Gay & Lesbian Chamber of Commerce was founded in 2003 with the encouragement of NGLCC. In just a few short years, this nationwide chamber has gained 700 members, and is still growing. With active affiliates in British Columbia, Ontario, Quebec and Manitoba, CGLCC is working to expand to northern Canada and the Atlantic region. It has just introduced a supplier diversity program to certify member businesses as gay-owned, and is training Canadian companies to provide gay-friendly customer service. The chamber is also conducting the first-ever major study of gay Canadians' travel habits, and recently spun off its tourism site, [travelgaycanada.com](http://travelgaycanada.com), as an autonomous partner.

Web site: [www.cglcc.org](http://www.cglcc.org)

### COLORADO

#### Denver Gay and Lesbian Chamber of Commerce (Denver, CO)

The Denver Gay and Lesbian Chamber of Commerce was founded in 1992 to encourage networking and increase visibility for LGBT businesses in the Denver area. The chamber offers its 400 members a variety of events every month—indeed, its mission is to promote "professional development, business diversity and personal enrichment." In addition to networking, the chamber organizes an annual awards banquet, a business expo, and monthly "after hours" events. DGLCC has also begun to offer educational seminars, and plans to launch a print directory in the near future.

Web site: [www.denverglc.org](http://www.denverglc.org)

## DISTRICT OF COLUMBIA

### **PEN (Washington, D.C.)**

Washington, D.C.'s LGBT chamber of commerce started life as the Potomac Executive Network, but as more business owners and entrepreneurs joined, the group changed its focus to being a chamber rather than a networking group, and now goes by its acronym, PEN. The group organizes a wide array of networking and professional development events, as well as lectures by business leaders. Entrepreneurs can take advantage of the Triangle Business Advisory Council, a weekly networking, referral, coaching and skills development group that helps members start, run and grow a business. Now with about 350 members, PEN plans to launch both a new web site and print directory this year.

*Web site: [www.pendc.org](http://www.pendc.org)*

## FLORIDA

### **Miami-Dade Gay & Lesbian Chamber of Commerce (Miami, FL)**

The Miami-Dade Gay & Lesbian Chamber of Commerce was founded in 1999, the result of a merge between the Miami Network (founded 1982) and the South Beach Business Guild (founded 1992). This 400-member strong chamber also serves as the area's LGBT tourism bureau on behalf of the Miami Beach Visitor and Convention Authority—travel queries alone account for 4 million hits on the chamber's web site. In the near future MDGLCC plans to launch a "gay friendly" certification program, which will educate Miami's hospitality industry about the needs of gay travelers, and refer them to member businesses. Also in the works is a beachfront arts-themed tourist center that will sell tickets to cultural events, supporting the chamber's many creative professionals by supporting the arts.

*Web site: [www.gogaymiami.com](http://www.gogaymiami.com)*

### **Space Coast Business Guild ('Space Coast' of Florida)**

Eastern Florida's Space Coast Business Guild was founded in May of 2006 to increase business for LGBT-owned companies, and to coalesce the area's dispersed LGBT business community. As one of the newest LGBT chambers in the country, it has more than 30 members up and down Florida's "Space Coast," a 72-mile stretch of Atlantic coastline that is home to the Kennedy Space Center and other important NASA sites. The Guild currently holds monthly board and member meetings, and has plans for a membership drive and a print directory.

*Web site: [www.spacecoastbusinessguild.org](http://www.spacecoastbusinessguild.org)*

## GEORGIA

### **Atlanta Gay & Lesbian Chamber of Commerce (Atlanta, GA)**

The Atlanta Gay & Lesbian Chamber of Commerce was founded in 1994 as the Greater Atlanta Business Coalition. But the roots of today's chamber reach back to 1982, when the lesbian networking group Fourth Tuesday began meeting in local restaurants. The group organized the Atlanta area's first Gay & Lesbian Business Expo in 1988, whose growing success led to the founding of AGLCC. The chamber published its first print directory in 2003, at which time it changed to its current name. A membership drive in 2005 saw a 50% surge in new members, with the rolls at an all-time high of 350 business owners, professionals and non-profits reaching more than 3,000 employees in metropolitan Atlanta.

*Web site: [www.atlantagaychamber.com](http://www.atlantagaychamber.com)*

## INDIANA

### **Indianapolis Rainbow Chamber of Commerce (Indianapolis, IN)**

The Indianapolis (or "Indy") Rainbow Chamber of Commerce was founded in 2001 to strengthen the LGBT business community, and to raise their visibility in the larger community. With more than 100 members, the

chamber hosts monthly networking and educational events, and donates funds to a variety of LGBT causes. Indy recently celebrated a major, though narrow, victory as a coalition member with the gay rights group Indiana Equality to keep an anti-marriage amendment out of the state constitution. Future plans for the chamber include the publishing of a print business directory.

*Web site: [www.indyrainbowchamber.org](http://www.indyrainbowchamber.org)*

## MAINE

### **Rainbow Business & Professional Association (Maine)**

The Rainbow Business & Professional Association was founded in 1992 with the intention of helping LGBT business professionals come out, and to encourage Maine's gay consumers to buy from gay businesses. Now with 160 members, RBPA hosts an array of well-attended networking events and lectures. The chamber also recently established an endowment to for the long-term support of its scholarship fund, which first started awarding scholarships to students, gay or straight, who support RBPA's goals of fostering diversity and respecting human rights.

*Web site: [rbpa.org](http://rbpa.org)*

## MINNESOTA

### **Twin Cities Quorum (Minneapolis/St. Paul, MN)**

Like a lot of LGBT chambers of commerce, Twin Cities Quorum grew out of an informal networking group that took different forms and names over the years. Today's Quorum was born in its current incarnation about ten years ago, and it has made tremendous strides since then. The organization's membership of 250 supports four networking events, including one for young professionals that has been enthusiastically received by the community. Quorum also publishes a glossy, advertising-supported quarterly newsletter called QNotes that is distributed to Twin Cities businesses, raising the profile of the chamber and its members in the local community. Quorum awards scholarships to deserving students and hosts two major annual events, a Coming Out Day luncheon and a community leadership awards dinner. The group is also looking forward to hosting the 2008 NGLCC national conference.

*Web site: [www.twincitiesquorum.com](http://www.twincitiesquorum.com)*

## OHIO

### **Plexus (Cleveland, OH)**

Cleveland's Plexus—Latin for "network"—is one of the newest LGBT chambers of commerce in the country. It began in June of 2006, and its leadership already reports that 225 people have signed up on the chamber's mailing list, and that its mixers attract about 40 people each month. The chamber plans to start a formal membership drive in the near future. Also in the works for Plexus are professional and business development seminars, networking events, and an LGBT business expo.

*Web site: [www.thinkplexus.org](http://www.thinkplexus.org)*

## OREGON

### **Portland Area Business Association (Portland, OR)**

The Portland Area Business Association was the brainchild of three businesspeople who first proposed starting an organization for the Portland area's LGBT business community. Using the Greater Seattle Business Association as a model, and with GSBA's help, PABA launched in 1992 with more than 100 charter members. Now with 325 members, the chamber maintains an active calendar of networking and business development events. It also awards scholarships to area students, and has plans to establish an affinity group program in the near future.

*Web site: [www.paba.com](http://www.paba.com)*

## PENNSYLVANIA

### Independence Business Alliance (Philadelphia, PA)

Philadelphia's Independence Business Alliance is one of the newest LGBT chambers of commerce to appear, having launched in early 2007 after extensive groundwork and community-building. During this roll-out phase, Independence is focusing on raising visibility and membership, and is already holding events with an existing networking group in the area. Plans for the near future include quarterly educational activities for business owners, with talks on such topics as supplier diversity, tax and legal issues, and challenges facing LGBT business owners. The chamber's leadership also has plans to work with Philadelphia's commerce department to promote member businesses.

*Web site: [www.independencebusinessalliance.com](http://www.independencebusinessalliance.com)*

## TENNESSEE

### Greater Memphis GLBT Chamber of Commerce (Memphis, TN)

Founded in 2006, the Greater Memphis GLBT Chamber of Commerce is one of NGLCC's newer affiliates. The chamber's leaders report "great interest" in their new organization, and already have 220 members on the rolls. Events now include monthly membership meetings and quarterly social events, with an emphasis on membership recruitment and retention. The chamber is also working to reach out to the business community at large.

*Web site: [www.memphisglbtchamber.com](http://www.memphisglbtchamber.com)*

### Nashville GLBT Chamber of Commerce (Nashville, TN)

The Nashville GLBT Chamber of Commerce was founded in 1997 as the Nashville Association of Professional Persons, a social group for the area's gay business community, as well as a support mechanism against discrimination. With the influx of more business owners, the group reorganized as a chamber of commerce, and now has 150 members. The chamber also reaches out to the Nashville community through its annual Business Expo and Job Fair, where member businesses as well as major corporations can exhibit and recruit employees. The event is open to all recruiters and job seekers, gay or straight, chamber members or not, and represents the progress NGLBTCC has made in making Nashville's LGBT business community a more visible part of Nashville.

*Web site: [www.nashvilleglbtchamber.com](http://www.nashvilleglbtchamber.com)*

## TEXAS

### Austin Gay & Lesbian Chamber of Commerce (Austin, TX)

The Austin Gay & Lesbian Chamber of Commerce was founded in 1997, having originated from an earlier group called the Stonewall Network. The chamber has quickly gained prominence in Austin as a high-profile LGBT organization—it is the only LGBT chamber of commerce to organize a local Pride parade, which it started in 2001. It also recently launched a quarterly print magazine, "Forward Austin," which focuses on LGBT business themes and also functions as a member directory. Because there is no centralized gay neighborhood or community center in Austin, AGLCC is dedicated to bringing together Austin's gay community through its commitment to the city's gay-owned businesses.

*Web site: [www.aglcc.org](http://www.aglcc.org)*

### North Texas GLBT Chamber (Dallas, TX)

The North Texas GLBT Chamber kicked off in 2005 from the hard work of a diverse group of business and community leaders. The groundwork they laid paid off right from the start—the chamber launched with more than three hundred members in the Dallas/Fort Worth Metroplex. Now with 400 members, the North Texas chamber maintains a full schedule of mixers, networking meetings, and business development events. It has also forged strong ties with the Dallas Convention and Visitors Bureau, and is now the CVB's LGBT tourism partner, with member businesses fea-

tured prominently on the CVB's web site. The chamber also hopes to drive more business to its members through a print directory it expects to launch in the near future.

*Web site: [www.northtexasglbtchamber.org](http://www.northtexasglbtchamber.org)*

## WASHINGTON

### Greater Seattle Business Association (Seattle, WA)

The Greater Seattle Business Association is one of the oldest LGBT chambers of commerce in the United States, founded in 1981, and with 1,000 members in its ranks today. In addition to its regular networking events, GSBA publishes a business directory with a circulation of 35,000 and a newsletter that goes to 1,600 recipients every month. The chamber's signature event is "Taste of GSBA," which showcases member restaurants and caterers, with proceeds going to its scholarship fund, which has awarded \$660,000 to LGBT and allied students since 1990. GSBA's latest initiative focuses on tourism, with the aim of establishing Seattle and the Puget Sound Region as a nationally acclaimed LGBT tourist destination.

*Web site: [www.thegsba.org](http://www.thegsba.org)*

### Inland Northwest Business Alliance (Spokane, WA)

The Spokane, Wash.-based Inland Northwest Business Alliance was founded in 1994 with 25 charter members. Today INBA boasts more than 120 members in the eastern Washington area. The chamber's principal event is its monthly lunch, held at a different member's restaurant each time. INBA concentrates on maintaining a sense of community in this sparsely populated region, and sends its business directory to neighboring Idaho and Montana in addition to Spokane. It has awarded scholarships to gay and gay-friendly students for several years, and recently organized a 501(c)(3), "INBA Outreach," to support it. INBA also hopes to establish a scholarship endowment in the future.

*Web site: [www.inbaspokane.org](http://www.inbaspokane.org)*

## OTHER REGIONAL CHAMBERS

### Sacramento, CA

Rainbow Chamber of Commerce  
*[www.rainbowchamber.com](http://www.rainbowchamber.com)*

### San Jose, CA

Silicon Valley Rainbow Chamber of Commerce  
*[www.rainbowchamber.org](http://www.rainbowchamber.org)*

### Albuquerque, NM

Sandia Out Professionals Association  
*[www.sopanm.org](http://www.sopanm.org)*

### Oklahoma City, OK

Diversity Business Association  
*[www.dbametro.org](http://www.dbametro.org)*

### Houston, TX

Greater Houston GLBT Chamber of Commerce  
*[www.thechamberhouston.org](http://www.thechamberhouston.org)*

### Chicago, TX

Chicago Gay & Lesbian Chamber of Commerce  
*[www.glchamber.org](http://www.glchamber.org)*

### Tampa, FL

Tampa Bay Business Guild  
*[www.tbbg.org](http://www.tbbg.org)*

### Key West, FL

Key West Business Guild  
*[www.gaykeywestfl.com](http://www.gaykeywestfl.com)*

### Virginia Beach / Norfolk, VA

Hampton Roads Business Outreach  
*[www.hrbor.org](http://www.hrbor.org)*

# Spotlight On

# MDG Marketing Group

## A New GLBT Marketing & Advertising Agency! "Dynamic Marketing for Diverse Consumers"



**MDG Marketing Group** is a unique, full-service marketing and advertising agency specializing in targeted programs aimed at the \$600 billion gay and lesbian consumer market segment. Their personal understanding of this demographic allows them to bring unparalleled insight and knowledge to their

clients, giving their clients an invaluable look into the lifestyles of these diverse individuals.

At MDG Marketing Group, it is their objective to introduce the gay and lesbian audience to their clients in a way that reflects compassion, caring and consideration for their diversity. They believe that education is critical when considering this audience... therefore their team can help you understand the importance of this market segment's spending habits, buying power and impact on your bottom line.

In order to accomplish these goals, they've compiled a vast array of gay and lesbian-specific marketing and advertising services which include:

- Strategic Planning
- Project Management
- Market Research
- Integrated Online Advertising
- E-Mail Marketing
- Print Advertising
- Public Relations
- Graphic Design

If your company is looking to build brand awareness and loyalty within the gay and lesbian demographic, then look no further than the experts at *MDG Marketing Group...Dynamic Marketing for Diverse Consumers*.

### About Misti D. Graham, President

As President of MDG Marketing Group, Misti Graham has created a niche marketing and advertising agency focusing exclusively on the \$600 billion gay and lesbian consumer market segment. Her unique insight and familiarity of this demographic is unparalleled which allows her to bring a wealth of knowledge to each client project her agency manages.

In realizing her dream of building her own agency, Misti decided to combine both her personal life with her passion for marketing therefore making MDG Marketing Group a reality. She formed MDG Marketing Group as a way to introduce the gay and lesbian community to "Corporate America" and in doing so, is able to educate her clients on such topics as gay and lesbian buying power, economic influence, lifestyle interests and travel habits.

Misti currently resides in Phoenix, Arizona and is proudly committed to her partner, Tiffany and their family of two dogs and two cats.

If your company would like to learn more about reaching this diverse and dynamic audience, please contact Misti today at 877-282-3550 or via e-mail at [misti@mdgmarketinggroup.com](mailto:misti@mdgmarketinggroup.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.



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)

# 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*

MEMBERS ONLY

- Join / Renew
- About NLGJA
- Programs
- Publications
- News
- Chapters
- Links
- Events
- Job Board
- Students
- NLGJA Store

SAVE THE DATE

**Out in the Heartland**  
NLGJA's 15th Anniversary Celebration & Convention  
September 22-25, 2005  
The Palmer House Hilton | Chicago

NEW! 2005 Call for Panels & Workshops

**Rapid Response Task Force Alert**  
Contribute to NLGJA's journal to journalist work within the industry to foster fair and accurate coverage of lesbian, gay, bisexual and transgender issues. [Click here](#) to email to NLGJA's Rapid Response Task Force a link to inaccurate or unfair news coverage of the LGBT community. Email a description of the piece if a web based version is not available.

online resources

**Journalists' Toolbox**

NEW! Marriage Coverage Section

**STYLEBOOK SUPPLEMENT**  
GAY, LESBIAN, BISEXUAL AND TRANSGENDER

nlgja news

Save the Date!  
March 3, 2005

Headlines & Headliners:  
10th Annual NLGJA New York Benefit

Time Warner Center | New York, NY  
Hosted by QNY

Free sponsorship opportunities, contact Director of Development Kelly Stinson at 909.956.9500 ext. 13 or [kstinson@nlgja.org](mailto:kstinson@nlgja.org)

COVERAGES OF NLGJA'S 10th ANNUAL NEW YORK BENEFIT

NLGJA honored outstanding coverage of lesbian, gay, bisexual and transgender issues at its annual Excellence in Journalism Awards Ceremony on October 4, 2004 in Las Vegas, NV.

current headlines

NLGJA Announces 2004 Excellence in Journalism Award Winners

gaylinkcontent.com

Linking web sites and magazines with gay & lesbian writers, cartoonists and more!

Original Gay & Lesbian Content

GayLinkContent.com, part of the [GayWebsiteTools.com](http://www.GayWebsiteTools.com) network, links content creators (authors, photographers, videographers and cartoonists) to content buyers (websites and magazines) seeking to expand their content offerings. What makes [GayLinkContent.com](http://GayLinkContent.com) unique is that the author is in control. The author chooses the content to post, how often it is posted, and the price. It's all fully automated and allows the author to not only post content, but to also manage it online through a user-friendly, administration interface.

Authors also receive full online reports as to how many buyers have examined their content for purchase, as well as who has purchased and for what purpose.

Content buyers will also receive full online reports summarizing the content they have acquired, it's terms of use, and more.

Search our Content

Search By Category: A&L - Interviews

Search By Content Posted: Last 24 Hours

Search By Content: Free

Search By Author: QTMagazine, Inc.

Search By Publication:

Search By Column:

Author Login

Email:   
Password:

Enable Auto-Login

Author Sign Up

Syndicate

Providing Content and Community to the Gay and Lesbian Press

COLUMNS	FEATURES	PROJECTS
Deep Inside Hollywood	A Couple of Guys	Vice Versa Awards
Lesbian Notions	Bitter Girl	Press Pass Q
On Q	Book Marks	Q Network
Out of Town	Crossword Puzzles	Press Summit
Past Out	Editorial Cartoons	

# 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

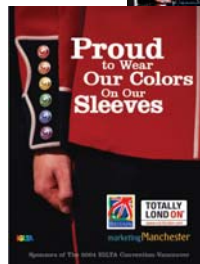
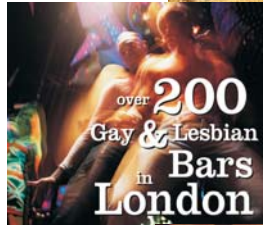
In order to create enough impressions for potential customers to contact your company, they need to recognize that they have seen your display ad in the paper in the past. This does not mean that you must place the same art every week. However, the overall appearance of the ad, logo, and general style 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.HomoStock.com](http://www.HomoStock.com)

### Additional Links:

- [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 - **OutNewsWire.com** 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.

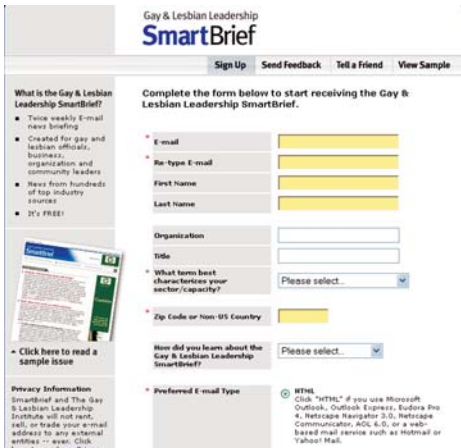
**GayLinkNews.com** offers the latest press releases, as well as a news feed excerpted by NewsNow.co.uk, filtering gay & lesbian news articles found in mainstream online publications around the world.

To be included, simply add "editor@gaylinknews.com" and "post@pinkbananamedia.com" to your press release distribution list.



Recently launched **SmartBrief** takes over where **FenceBerry** left off, offering a twice-weekly e-mail newsletter pooling thousands of news articles, research and media reports. SmartBrief combines proprietary technology with human intelligence, offering digestible knowledge to keep decision makers abreast of their issue areas and industries.

LINK:  
www.smartbrief.com/lgbt/



Several companies highlighted above in the **Marketing, Resources and PR section** of our guide also offer PR services to those organizations needing the assistance of a PR professional. **Witeck-Combs Communications** is one of the leaders in gay & lesbian public relations, as well as **Community Marketing Inc.** in the gay travel industry.



- ▼ About
- ▼ Membership
- ▼ Chapters
- ▼ Convention
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- ▼ Programs
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**OUTNEWSWIRE**

Targeted • Direct

About OutNewsWire  
[Submit a Release](#) | [Join Our List](#)

OutNewsWire is a news distribution service dedicated to the LGBT community. We therefore serve news organizations and media professionals interested in receiving information, announcements and event updates of specific interest to the LGBT audience and readership.

Distributed to a [growing network](#) of LGBT and mainstream media contacts at regional and national publications and Web sites, we aspire to make this the most trusted and efficient press release distribution service serving LGBT audiences. It is intended to provide direct access to editors, writers and bloggers who voluntarily wish to receive targeted press releases via e-mail. Like other respected news release distributions services, all recipients have opted into this news service.

OutNewsWire is presented jointly by NLGJA and **Witeck-Combs Communications**. A portion of all proceeds generated by OutNewsWire will support the mission and programs of NLGJA.

How OutNewsWire Works  
[Submit a Release](#) | [Join Our List](#)

OutNewsWire offers a [trusted list](#) of journalists and media professionals with nearly 250 US and Canadian contacts and growing. Organizations and individuals who wish to use our targeted media list must begin by [registering online](#) and creating an account with us. Once an account is established, it is simple to use our online form to upload press releases for distribution.

There is no cost to [subscribe](#) to receive new releases put out by OutNewsWire. However, akin to using other news release services, there is a fee for the distribution of each news release.

- \$300 USD/Release for Corporate and For-Profit Organizations
- \$150 USD/Release for Non-Profit Organizations
- \$150 USD/Release for Non-NLGJA Member Authors
- \$100 USD/Release for NLGJA Member Authors

Please see our [Rules of the Road](#) for more detailed information about new release length, format and our hours of distribution.

Questions about OutNewsWire? Please contact us Monday-Friday from 9:00 AM to 5:00 PM ET at [info@outnewswire.com](mailto:info@outnewswire.com) or 202-887-0500, ext. 16.

NLGJA 1420 K Street, NW, Suite 910, Washington, DC 20005  
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Your Authoritative Resource for  
LGBT Market Research and Strategies

# Gay Market Research + Development Lab<sup>®</sup>

Available now: **Community Marketing's** breakthrough **Gay Consumer Index™** and **Lesbian Consumer Index™** reports, providing insights into the purchasing habits and motivations of over **25,000 LGBT consumers**.

Community Marketing, Inc. has researched the gay and lesbian community since 1992, for international brands and small businesses alike. No one matches our experience—or our valuable list of qualified survey and focus group participants.

Before you begin your next gay & lesbian marketing program, start with our complimentary **Gay & Lesbian Consumer Index** abstracts. Please visit us at **CommunityMarketingInc.com**, phone us at **415.437.3800**, or email your request to **research@CommunityMarketingInc.com**. If you plan to invest marketing dollars, we'll show you how to make them work harder and smarter.



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

Gay Market Research + Development Lab and Gay & Lesbian Consumer Index  
are service marks of Community Marketing, Inc.

# “Witeck-Combs, the preeminent gay marketing & consulting firm.”

Fortune Magazine,  
Dec. 11, 2006



- *GLBT Market Specialists*
- *Marketing Communications*
- *Public Relations*

 **OUTNEWSWIRE**

is your news channel dedicated to reaching  
America's LGBT communities and media.

## Targeted + Direct

OutNewsWire is a unique, specialized newswire distribution service presented by the National Lesbian & Gay Journalists Association and Witeck-Combs Communications.

Visit [OutNewsWire.com](http://OutNewsWire.com) today for your LGBT news release and announcement needs.

Journalists, bloggers and editors are invited to register to join our distribution list. Email us at [subscribe@outnewswire.com](mailto:subscribe@outnewswire.com).

# 2009 Gay Market Report

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, including Social Networking
- 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.PinkBananaMedia.com/MarketReport/](http://www.PinkBananaMedia.com/MarketReport/)



## **About The Editor:**

Matthew Skallerud, President of Pink Banana Media, began his career in the gay & lesbian marketplace when he founded GayWired.com in May of 1995. He successfully led GayWired.com into one of the premiere and dominant gay websites worldwide, translating that success to LesbiaNation.com and QTMagazine.com (gay travel site). In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented websites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of websites, which included GayMonkey.com, GaySports.com, Navigaytion.com, PrideParenting.com and GayBusinessWorld.com, just to name a few.

Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.

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Phone: 323 908-3653