

# 2012 Gay Press Report

## TO P L I N E

- **Spending is Up**

Total ad spending in the gay press is estimated for the 2012 calendar year at \$322.6 million, an increase of 5.1%.

- **Gay Press Growing**

The number of titles in 2012 increased by 7% and the number of issues increased by 14.5%.

- **Circulation is Up**

The combined circulation of all LGBT publications in 2012 is 2,341,337, which represents a gain of 4.7% over 2011.

- **Gay Specific Ads Are Down**

The percentage of gay-specific ads- those ads that make explicit reference to gay and lesbian lifestyles in terms of graphics and/or message- is down by 20.4% over 2011.



# 2012 Gay Press Report

**About The Gay Press Report:** The Gay Press Report is published by Rivendell Media. This report has been published annually since 1994 and the 2012 Gay Press Report is the 18th annual report which tracks all advertising and revenue in the gay press.

**Methodology:** The report includes all publications that specifically and exclusively target the LGBT market and include all publications regardless of representation by Rivendell. All titles are gathered for the month of April as it is considered an average month in the gay media cycle. All advertising is then categorized, measured and tracked. The information is extrapolated for the 12 months that compose the calendar year.

**About Rivendell Media:** Rivendell Media was founded in 1979 and is currently in its 34th year of business. Rivendell Media currently represents 94% of all gay print media and their digital extensions as well as standalone digital media. Known as the experts in gay media, the company primarily works behind the scenes to help advertising agencies place successful campaigns aimed at the LGBT consumer.



# 2012 Gay Press Report

## EXPANDED FINDINGS

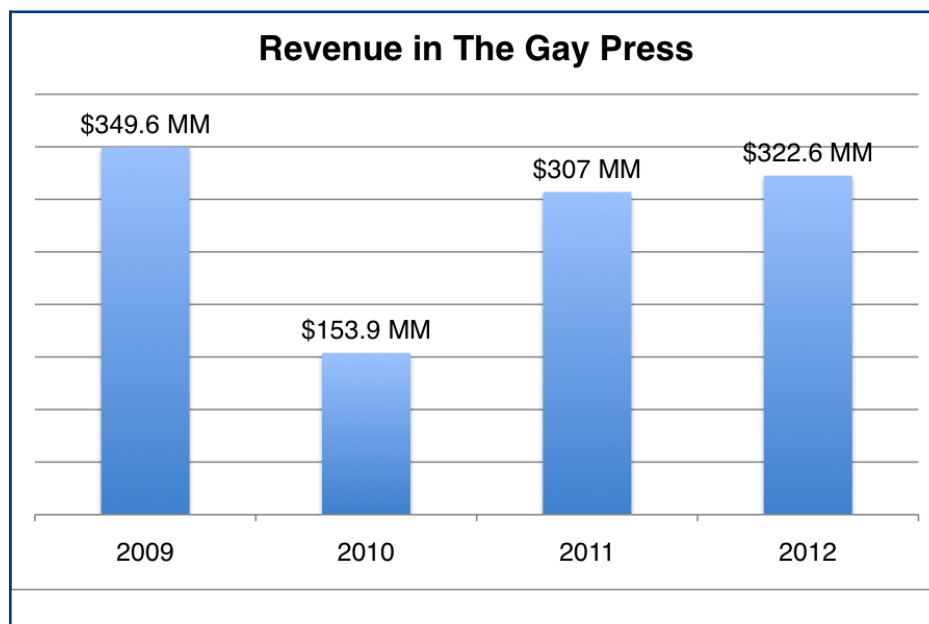
Rivendell Media presents the 18th annual Gay Press Report.

### Ad spending in the Gay Press continues to outperform that of General Market Consumer Magazines on a variety of fronts

Gay Press revenues show a healthy 5.1% gain over 2011 revenues and are rapidly approaching an all-time high, showing that the Gay Press has squarely recovered from the Great Recession. 2012 revenues are now at \$322.6 million compared to \$307 million in 2011 and the all time high of \$349.6 million in 2009\*.

Meanwhile, comparable spending for General Market Consumer Magazines registered declines of 1.3% in 2011 and 3.0% in 2012, after the slight recovery noted in 2010. Revenues for 2012 are estimated at \$10 billion, 482 million, compared to a high of \$14 billion, 117 million in 2007, a drop of 25.7%.\*\*

Since 1996, Gay Press revenues have increased 340.1% (vs. 16.3% for General Market Consumer Magazines). This translates into compound annual growth rates (CAGR) of 9.7% and 1.0% respectively, revealing that from 1996 to 2012, ad revenues for the Gay Press grew almost 10 times faster than those of General Market Consumer Magazines.



\* 2009 numbers may actually have been lower due to the recession not truly hitting the media until after April and the methodologies of the Gay Press Report — see 2010 Gay Press Report.

\*\*See page 8.

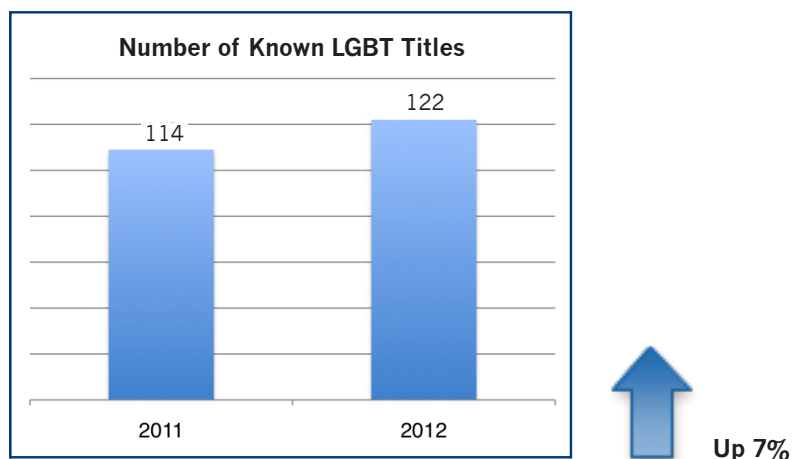
## 2012 Gay Press Report

### **Both the number and circulation of LGBT publications are growing.**

The number of publications is up 7%. The number of titles in the Gay Press rose from 114 in 2011 to 122 in 2012.

Additionally, frequency is back on the rise, and so we analyzed 14.5% more issues for the same period than in 2011.

The combined circulation of all LGBT publications in 2012 is 2,341,337, a gain of 4.7% over 2011.

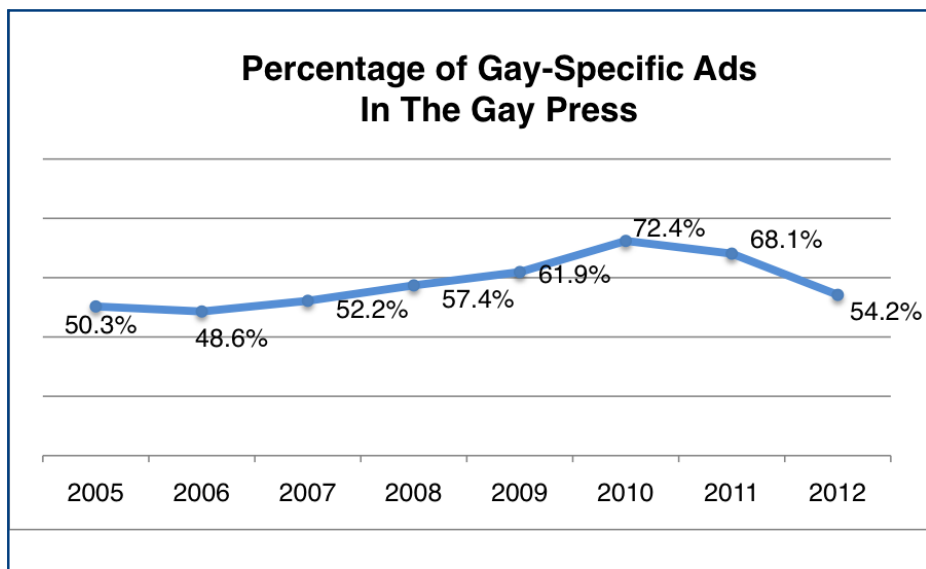


## 2012 Gay Press Report

**The percentages of gay-specific ads — those ads with explicit references to gay and lesbian lifestyles in graphics and/or messages — appear to be trending downward.**

Gay-specific ads — those ads that make explicit reference to gay and lesbian lifestyles in terms of graphics and/or message — have been of particular interest. Over the past few years, the Gay Press Report has been documenting their increase. In 2002, when we first started counting, only 9.9% of all ads were gay-specific. In 2003, that grew to 15.1%, and in 2004 — the year Massachusetts instituted same-sex marriage — it jumped to 44.1%. By 2005, a slight majority of all ads — 50.3% — were gay-specific. In 2006, the percentage fell back to 48.6%, but rebounded and reached 52.2% in 2007. By 2008, it advanced to 57.4%, then rose to 61.9% in 2009 and reached a high of 72.4% in 2010. Since that time, the percentage of gay-specific ads has been declining. In 2011, it dropped to 68.1%, and in 2012, it is 54.2%, a loss of 20.4% in percentage points since last year.

This decline in gay-specific creative may just be a leftover effect of the Great Recession. Creative investment is still generally the largest line item cost for any ad campaign and also requires a much longer investment of time. During economic downturns, it is not unusual for companies to continue their existing campaigns or in LGBT Media's case run their mainstream campaigns, rather than invest in new creative.



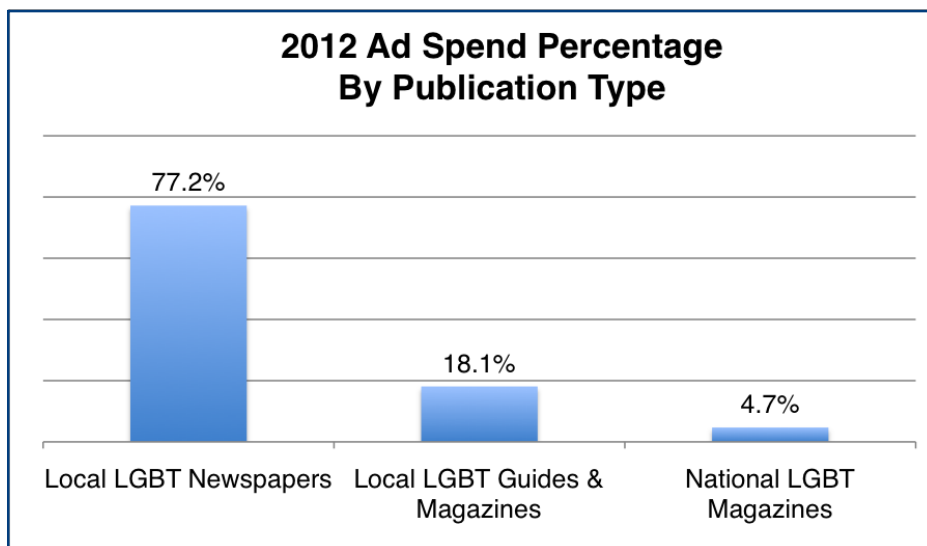
## 2012 Gay Press Report

### Local gay media still rules as highest spend category

Almost all Gay Press ad spending (95.3%) is concentrated in local publications. Local LGBT newspapers account for 77.2% of revenues. Local LGBT Magazines and guides account for 18.1% of revenues. In contrast, national LGBT magazines capture just 4.7%. While overall spending is up 5.1%, local LGBT newspapers account for most of that increase, gaining 119.8% since 2011.

Much of the ad spending follows common sense in the LGBT marketplace as national LGBT magazines have never reached any real large circulation plateaus and newspapers dominate as the most common type of LGBT publication. In the 1990s, we predicted that national titles would grow the most in spending and circulation but that never happened — most likely due largely to the nature of gay rights issues being so localized or at least state by state. Also, when you look at the number of titles in each category, local publications dominate.

Along this same line, when you look at the distribution of ads, we find that 52.3% appear in local newspapers, 41.8% are placed in local magazines and guides, and 5.9% are in national magazines.



## 2012 Gay Press Report Appendix

### Background

Each year, Rivendell Media collects all gay and lesbian publications in the United States, measures the number and scope of the advertising therein, analyzes its content and produces the Gay Press Report. Changes are tracked over time, and comparisons are made across products and industries.

The Gay Press Report therefore serves as both an archive of historical data as well as a record of what has transpired in LGBT advertising during a specific year. As such, it is an indispensable resource for advertisers, publishers and other parties who are interested in and want to better understand and more effectively engage the attention of gay and lesbian consumers.

While it is impossible to determine the exact size of the LGBT community, research indicates that between 6-7% of adults identify themselves as gay, lesbian, bisexual or transgender (approximately 16 million people). Whatever the magnitude of this segment, it is clear that its members have unique characteristics and are influential. In 2012, their buying power was estimated at \$790 billion.

Like all consumers, gays and lesbians gravitate toward products and brands that advertise directly to them. Recent studies have shown that they tend to seek out companies and products that reflect their interests and concerns, and are much more likely than their straight counterparts to remain loyal to these advertisers. As a result, smart marketers choose to make LGBT consumers a priority.

### Methodology

The gay and lesbian press includes all publications specifically targeted to the LGBT market — national magazines as well as all types of local publications — newspapers, magazines and arts & entertainment guides.

As might be expected, the scope of the gay and lesbian press changes from time to time. While some publications have been around for years, others disappear and new ones arrive on the scene. Each year, however, Rivendell Media makes every attempt to gather the totality of what has been published during the month of April.

We chose April as the basis for the Gay Press Report because the industry regards what happens during April as being typical of what happens in advertising during most other months. Thus we use figures from April to represent all that happens in a particular year, here 2012.

Most gay and lesbian titles publish on Fridays. As the number of Fridays in April varies from year to year (four to five), we use a timeframe of five Fridays (four calendar weeks plus one day) to represent each April, beginning with the first Friday in April. Thus for 2012, we began gathering publications dated the first Friday (April 6), and stopped collecting them four weeks and one day later, on the fifth Friday (May 4). This 29-day time



## 2012 Gay Press Report Appendix

period insures methodological consistency from one year to the next, and allows us to make apple-to-apple comparisons.

In preparation for the 2012 Gay Press Report, Rivendell assembled and examined a total of 205 issues (comprised of 114 individual titles), virtually the entirety of the gay and lesbian press published in the United States during April 2012.

To construct the data, we analyzed all ads in each publication, classifying them by type of advertiser (product or industry), and noting whether the content is gay-specific or not (that is, contains explicit references to gay and lesbian identity and lifestyles in either image and/or message).

We also measured the size of each ad and calculated the revenue it represents. Using this methodology, we arrived at an estimate of advertising spending in the gay and lesbian press for the year.

### Advertising Spending

Year	Gay Press		Consumer Magazines	
	\$ Millions	Change	\$ Millions	Change
1994	53.0			
1995	61.6	16.2%		
1996	73.3	19.0	9,010.0	5.0%
1997	100.2	36.7	9,821.0	9.0
1998	120.4	20.2	10,518.0	7.1
1999	155.3	29.0	11,433.0	8.7
2000	211.6	36.3	12,370.0	8.2
2001	208.1	-1.7	11,095.0	-10.3
2002	196.0	-5.8	10,990.0	-0.9
2003	161.2	-17.8	11,435.0	4.0
2004	207.0	28.4	12,121.0	6.0
2005	212.2	2.5	12,729.0	5.0
2006	223.3	5.2	13,239.0	4.0
2007	234.6	5.1	14,117.0	6.6
2008	307.7	31.2	12,986.0	-8.0
2009	349.6	13.6	10,810.0	-16.8
2010	153.9	-56.0	10,951.0	1.3
2011	307.0	99.5	10,806.0	-1.3
2012	322.6	5.1	10,482.0	-3.0

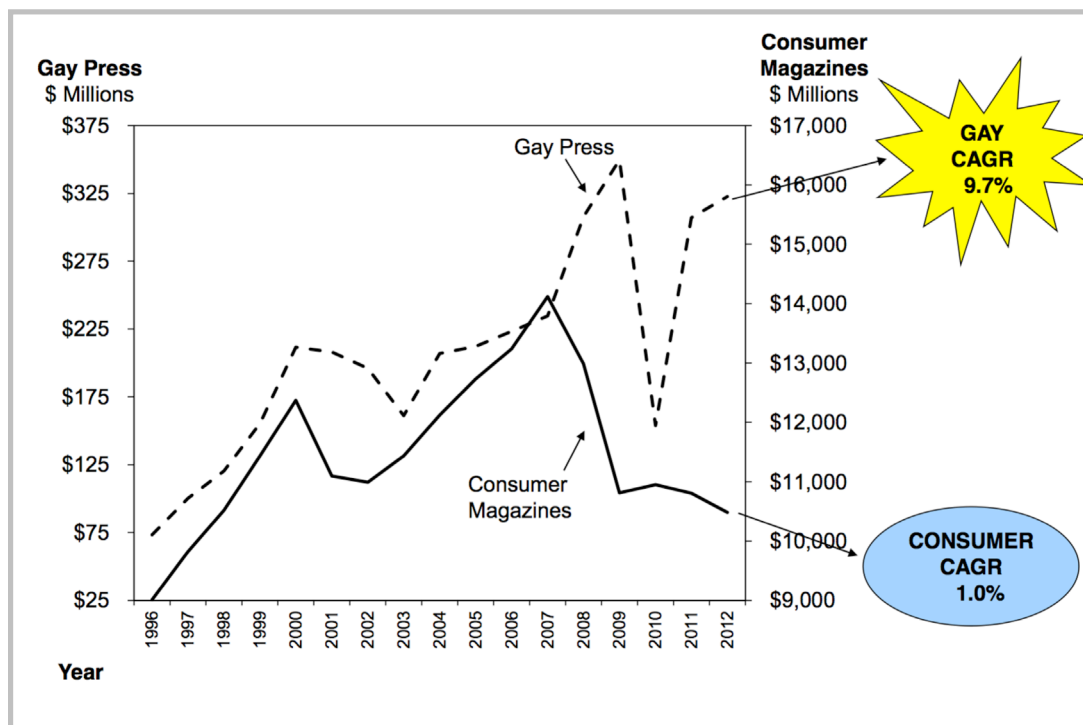
Source: Consumer magazine spending numbers are from Veronis Suhler Stevenson, as featured in its publication, *VSS Communications Industry Forecast, 2012-2016*. All numbers represent actual expenditures except for 2012, which is a projection.



## 2012 Gay Press Report Appendix

### Growth in Ad Spending — Gay Press vs. Consumer Magazines

(Compound Annual Growth Rate 1996-2012)



## 2012 Gay Press Report Appendix

### Advertising Spending by Type of Publication

	2011		2012		Change in % 2011-2012
	\$ Millions	%	\$ Millions	%	
<b>Total Dollars</b>	<b>307.0</b>	<b>100.0</b>	<b>322.6</b>	<b>100.0</b>	<b>5.1</b>
Local Newspapers	113.3	36.9	249.0	77.2	119.8
Local Magazines	106.8	34.8	36.4	11.3	-65.9
Local A&E Guides	35.5	11.6	21.9	6.8	-38.3
National Magazines	51.4	16.7	15.3	4.7	-70.2

### Number of Issues Analyzed by Type of Publication

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Issues Analyzed</b>	<b>179</b>	<b>100.0</b>	<b>205</b>	<b>100.0</b>	<b>14.5</b>
Local Newspapers	84	46.9	101	49.3	20.2
Local Magazines	60	33.5	49	23.9	-18.3
Local A&E Guides	23	12.9	40	19.5	73.9
National Magazines	12	6.7	15	7.3	25.0

## 2012 Gay Press Report Appendix

### Circulation by Type of Publication

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Circulation</b>	<b>2,236,050</b>	<b>100.0</b>	<b>2,341,337</b>	<b>100.0</b>	<b>4.7</b>
Local Magazines	889,500	39.8	881,400	37.7	-0.9
National Magazines	632,650	28.3	640,237	27.3	1.2
Local Newspapers	564,900	25.2	560,200	23.9	-0.8
Local A&E Guides	149,000	6.7	259,500	11.1	74.2

### Number of Ads by Type of Publication

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Ads</b>	<b>17,591</b>	<b>100.0</b>	<b>16,379</b>	<b>100.0</b>	<b>-6.9</b>
Local Newspapers	7,858	44.7	8,563	52.3	9.0
Local A&E Guides	3,883	22.1	3,470	21.2	-10.6
Local Magazines	5,376	30.5	3,383	20.6	-37.1
National Magazines	474	2.7	963	5.9	103.2

## 2012 Gay Press Report Appendix

### Number of Ads by Category

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Number of Ads</b>	<b>17,591</b>	<b>100.0</b>	<b>16,379</b>	<b>100.0</b>	<b>-6.9</b>
<b>Real Estate</b>	<b>690</b>	<b>3.9</b>	<b>802</b>	<b>4.9</b>	<b>16.2</b>
<b>Financial Services</b>	<b>356</b>	<b>2.0</b>	<b>332</b>	<b>2.0</b>	<b>-6.7</b>
Viaticals	2	*	0	0	-100.0
Mortgages	47	0.3	35	0.2	-25.5
Banks	81	0.5	61	0.4	-24.7
Insurance	162	0.9	167	1.0	3.1
Investments	61	0.3	69	0.4	13.1
Credit Cards	3	*	0	0	-100.0
<b>Health/Fitness/Grooming</b>	<b>1,035</b>	<b>5.9</b>	<b>1,004</b>	<b>6.1</b>	<b>-3.0</b>
Fitness/Health	824	4.7	901	5.5	9.3
Cosmetics	175	1.0	89	0.5	-49.1
Hair Growth	20	0.1	12	0.1	-40.0
Vitamins	16	0.1	2	*	-87.5
<b>Medical/Health-Related</b>	<b>1,029</b>	<b>5.8</b>	<b>1,014</b>	<b>6.2</b>	<b>-1.5</b>
Pharmaceuticals	228	1.3	333	2.0	46.1
Medical – HIV	255	1.4	246	1.5	-3.5
Medical – Non-HIV	529	3.0	418	2.6	-21.0
Helpline	17	0.1	17	0.1	0
<b>Arts &amp; Entertainment</b>	<b>1,313</b>	<b>7.6</b>	<b>1,031</b>	<b>6.3</b>	<b>-21.5</b>
Theater/Dance	875	5.0	649	4.0	-25.8
Movies/Video	164	0.9	107	0.7	-34.8
Records/CDs/Concerts	80	0.5	142	0.9	77.5
Books/Bookstores	57	0.3	62	0.4	8.8
Sports	44	0.3	37	0.2	-15.9
Comedy	18	0.1	19	0.1	5.6
TV/Cable	48	0.3	7	*	-85.4
Radio	27	0.2	8	*	-70.4
<b>Travel</b>	<b>862</b>	<b>4.8</b>	<b>527</b>	<b>3.2</b>	<b>-38.9</b>
Hotels/Resorts	476	2.7	320	2.0	-32.8
Travel Agents/Destinations	317	1.8	195	1.2	-38.5
Airlines	26	0.1	8	*	-69.2
Rental Cars	24	0.1	4	*	-83.3
Trains	19	0.1	0	0	-100.0
<b>Eat and Drink</b>	<b>3,464</b>	<b>19.7</b>	<b>3,058</b>	<b>18.7</b>	<b>-11.7</b>
Bars & Clubs	2,630	15.0	2,256	13.8	-14.2
Restaurants	834	4.7	802	4.9	-3.8

## 2012 Gay Press Report Appendix

### Number of Ads by Category *(continued)*

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Number of Ads</b>	<b>17,591</b>	<b>100.0</b>	<b>16,379</b>	<b>100.0</b>	<b>-6.9</b>
<b>Events</b>	<b>380</b>	<b>2.2</b>	<b>560</b>	<b>3.4</b>	<b>47.4</b>
Gay Events/Meetings	124	0.7	413	2.5	233.1
AIDS Events/Fundraisers	256	1.5	147	0.9	-42.6
<b>Retail</b>	<b>1,597</b>	<b>9.1</b>	<b>1,943</b>	<b>11.9</b>	<b>21.7</b>
Retail Products & Services	1,475	8.4	1,905	11.6	29.2
Food & Markets	57	0.3	25	0.2	-56.1
Electronics	65	0.4	13	0.1	-80.0
<b>Home</b>	<b>246</b>	<b>1.4</b>	<b>310</b>	<b>1.9</b>	<b>26.0</b>
Home Furnishings/Décor	164	0.9	263	1.6	60.4
Florists/Nurseries	82	0.5	47	0.3	-42.7
<b>Fashion &amp; Accessories</b>	<b>303</b>	<b>1.7</b>	<b>340</b>	<b>2.1</b>	<b>12.2</b>
Fashion/Clothing	235	1.3	268	1.6	14.0
Jewelry	68	0.4	72	0.5	5.9
<b>Beverage Alcohol</b>	<b>178</b>	<b>1.0</b>	<b>101</b>	<b>0.6</b>	<b>-43.3</b>
Liquor – Non-Beer	121	0.7	89	0.5	-26.4
Beer	57	0.3	12	0.1	-78.9
<b>Gay-Oriented Media</b>	<b>391</b>	<b>2.2</b>	<b>180</b>	<b>1.1</b>	<b>-54.0</b>
Gay Magazines	176	1.0	36	0.2	-79.5
Gay Internet Sites	215	1.2	144	0.9	-33.0
<b>Automotive</b>	<b>302</b>	<b>1.7</b>	<b>249</b>	<b>1.5</b>	<b>-17.5</b>
Dealers	155	0.9	106	0.6	-31.6
Manufacturers	147	0.8	143	0.9	-2.7
<b>Professional Services (small space ads)</b>	<b>1,080</b>	<b>6.1</b>	<b>1,150</b>	<b>7.0</b>	<b>6.5</b>
<b>Services/Non-Medical</b>	<b>2,269</b>	<b>12.9</b>	<b>1,934</b>	<b>11.8</b>	<b>-14.8</b>
<b>Phone Services/Personals</b>	<b>1,083</b>	<b>6.2</b>	<b>929</b>	<b>5.7</b>	<b>-14.2</b>
<b>Classifieds</b>	<b>346</b>	<b>2.0</b>	<b>363</b>	<b>2.2</b>	<b>4.9</b>
<b>Other</b>	<b>667</b>	<b>3.8</b>	<b>552</b>	<b>3.4</b>	<b>-17.2</b>
Recruiting/Jobs	146	0.8	76	0.5	-47.9
Churches/Synagogues	211	1.2	227	1.4	7.6
Pets & Vets	201	1.1	184	1.1	-8.5
Funeral Services/Cemeteries	12	0.1	17	0.1	41.7
Tobacco	6	*	10	0.1	66.7
Politics	82	0.5	30	0.2	-63.4
Long Distance/Cellular	9	0.1	8	*	-11.1
Magazines (non-gay)	0	0	0	0	0

## 2012 Gay Press Report Appendix

### Number of Ads by Category — Changes 2011–2012

<i>Number of Ads by Category – Changes 2011-2012</i>					
	2011		2012		Change in %
	#	%	#	%	2011-2012
<b>Notable Increases</b>					
Events	380	2.2	560	3.4	47.4
Home	246	1.4	310	1.9	26.0
Retail	1,597	9.1	1,943	11.9	21.7
Real Estate	690	3.9	802	4.9	16.2
Fashion & Accessories	303	1.7	340	2.1	12.2
<b>About The Same</b>					
Professional Services (small space ads)	1,080	6.1	1,150	7.0	6.5
Classifieds	346	2.0	363	2.2	4.9
Medical/Health-Related	1,029	5.8	1,014	6.2	-1.5
Health/Fitness/Grooming	1,035	5.9	1,004	6.1	-3.0
Financial Services	356	2.0	332	2.0	-6.7
<b>Notable Decreases</b>					
Eat and Drink	3,464	19.7	3,058	18.7	-11.7
Phone Services/Personals	1,083	6.2	929	5.7	-14.2
Services/Non-Medical	2,269	12.9	1,934	11.8	-14.8
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Arts & Entertainment	1,313	7.6	1,031	6.3	-21.5
Travel	862	4.8	527	3.2	-38.9
Beverage Alcohol	178	1.0	101	0.6	-43.3
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## 2012 Gay Press Report Appendix

### Number of Ads by Individual Items — Changes 2011-2012

	2011		2012		Change in % 2011-2012
	#	%	#	%	
Notable Increases					
Gay Events/Meetings	124	0.7	413	2.5	233.1
Records/CDs/Concerts	80	0.5	142	0.9	77.5
Tobacco	6	*	10	0.1	66.7
Home Furnishings/Décor	164	0.9	263	1.6	60.4
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Comedy	18	0.1	19	0.1	5.6
Insurance	162	0.9	167	1.0	3.1
Helpline	17	0.1	17	0.1	0
Magazines (non-gay)	0	0	0	0	0
Automobile Manufacturers	147	0.8	143	0.9	-2.7
Medical – HIV	255	1.4	246	1.5	-3.5
Restaurants	834	4.7	802	4.9	-3.8
Pets & Vets	201	1.1	184	1.1	-8.5
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Sports	44	0.3	37	0.2	-15.9
Medical – Non-HIV	529	3.0	418	2.6	-21.0
Banks	81	0.5	61	0.4	-24.7
Mortgages	47	0.3	35	0.2	-25.5
Theater/Dance	875	5.0	649	4.0	-25.8
Liquor – Non-Beer	121	0.7	89	0.5	-26.4
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	2011		2012		Change in % 2011-2012
	#	%	#	%	
Notable Decreases (continued)					
Movies/Video	164	0.9	107	0.7	-34.8
Travel Agents/Destinations	317	1.8	195	1.2	-38.5
Hair Growth	20	0.1	12	0.1	-40.0
AIDS Events/Fundraisers	256	1.5	147	0.9	-42.6
Florists/Nurseries	82	0.5	47	0.3	-42.7
Recruiting/Jobs	146	0.8	76	0.5	-47.9
Cosmetics	175	1.0	89	0.5	-49.1
Food & Markets	57	0.3	25	0.2	-56.1
Politics	82	0.5	30	0.2	-63.4
Airlines	26	0.1	8	*	-69.2
Radio	27	0.2	8	*	-70.4
Beer	57	0.3	12	0.1	-78.9
Gay Magazines	176	1.0	36	0.2	-79.5
Electronics	65	0.4	13	0.1	-80.0
Rental Cars	24	0.1	4	*	-83.3
TV/Cable	48	0.3	7	*	-85.4
Vitamins	16	0.1	2	*	-87.5
Viaticals	2	*	0	0	-100.0
Credit Cards	3	*	0	0	-100.0
Trains	19	0.1	0	0	-100.0

## 2012 Gay Press Report Appendix

### Number of Ads by Category by Type of Publication

	2011		2012		Change in %
	#	%	#	%	2011-2012
<b>Local Newspapers</b>	<b>7,858</b>	<b>100.0</b>	<b>8,563</b>	<b>100.0</b>	9.0
Services/Non-Medical	1,438	18.3	1,153	13.5	-19.8
Eat and Drink	818	10.4	1,021	11.9	24.8
Professional Services (small space)	836	10.7	870	10.2	4.1
Retail	623	7.9	742	8.7	19.1
Arts & Entertainment	646	8.2	647	7.6	0.2
Real Estate	426	5.4	627	7.3	47.2
Health/Fitness/Grooming	395	5.0	603	7.0	52.7
Medical/Health-Related	582	7.4	589	6.9	1.2
Phone Services/Personals	332	4.2	341	4.0	2.7
Events	170	2.2	307	3.6	80.6
Classifieds	103	1.3	272	3.2	164.1
Financial Services	196	2.5	232	2.7	18.4
Travel	266	3.4	202	2.4	-24.1
Home	155	2.0	192	2.2	23.9
Automotive	193	2.5	153	1.8	-20.7
Fashion & Accessories	73	0.9	133	1.5	82.2
Gay-Oriented Media	165	2.1	61	0.7	-63.0
Beverage Alcohol	65	0.8	38	0.4	-41.5
Other	376	4.8	380	4.4	1.1
<b>Local Magazines</b>	<b>5,376</b>	<b>100.0</b>	<b>3,383</b>	<b>100.0</b>	<b>-37.1</b>
Eat and Drink	1,076	20.0	544	16.1	-49.4
Services/Non Medical	628	11.7	535	15.8	-14.8
Professional Services (small space)	203	3.8	280	8.3	37.9
Retail	554	10.3	247	7.3	-55.4
Arts & Entertainment	524	9.7	240	7.1	-54.2
Medical/Health-Related	251	4.7	208	6.1	-17.1
Travel	209	3.9	187	5.5	-10.5
Phone Services/Personals	379	7.0	152	4.5	-59.9
Events	144	2.7	149	4.4	3.5
Real Estate	175	3.3	146	4.3	-16.6
Health/Fitness/Grooming	326	6.1	137	4.1	-58.0
Fashion & Accessories	108	2.0	112	3.3	3.7
Financial Services	143	2.7	77	2.3	-46.2
Home	65	1.2	73	2.2	12.3
Classifieds	94	1.7	66	2.0	-29.8
Automotive	60	1.1	52	1.5	-13.3
Gay-Oriented Media	139	2.6	34	1.0	-75.5
Beverage Alcohol	60	1.1	21	0.6	-65.0
Other	238	4.4	123	3.6	-48.3

## 2012 Gay Press Report Appendix

### Number of Ads by Category by Type of Publication

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Local A&amp;E Guides</b>	<b>3,883</b>	<b>100.0</b>	<b>3,470</b>	<b>100.0</b>	<b>-10.6</b>
Eat & Drink	1,518	39.1	1,459	42.0	-3.9
Phone Services/Personals	350	9.0	435	12.5	24.3
Retail	374	9.6	321	9.3	-14.2
Health/Fitness/Grooming	299	7.7	262	7.6	-12.4
Medical/Health Related	147	3.8	194	5.6	32.0
Services/Non-Medical	186	4.8	183	5.3	-1.6
Arts & Entertainment	103	2.7	116	3.3	12.6
Travel	303	7.8	112	3.2	-63.0
Events	59	1.5	92	2.7	55.9
Fashion & Accessories	84	2.2	46	1.3	-45.2
Automotive	49	1.3	44	1.3	-10.2
Home	24	0.6	44	1.3	83.3
Beverage Alcohol	44	1.1	41	1.2	-6.8
Classifieds	117	3.0	25	0.7	-78.6
Real Estate	82	2.1	25	0.7	-69.5
Financial Services	5	0.1	18	0.5	260.0
Gay-Oriented Media	63	1.6	7	0.2	-88.9
Professional Services (small space)	41	1.1	0	0	-100.0
Other	35	0.9	46	1.3	31.4
<b>National Magazines</b>	<b>474</b>	<b>100.0</b>	<b>963</b>	<b>100.0</b>	<b>103.2</b>
Retail	46	9.7	633	65.7	1,276.1
Gay-Oriented Media	24	5.1	78	8.1	225.0
Services/Non-Medical	17	3.6	63	6.6	270.6
Fashion & Accessories	38	8.0	49	5.1	28.9
Eat and Drink	52	11.0	34	3.5	-34.6
Arts & Entertainment	40	8.4	28	2.9	-30.0
Travel	84	17.7	26	2.7	-69.0
Medical/Health-Related	49	10.3	23	2.4	-53.1
Events	7	1.5	12	1.3	71.4
Financial Services	12	2.5	5	0.5	-58.3
Real Estate	7	1.5	4	0.4	-42.9
Health/Fitness/Grooming	15	3.2	2	0.2	-86.7
Phone Services/Personals	22	4.6	1	0.1	-95.5
Beverage Alcohol	9	1.9	1	0.1	-88.9
Home	2	0.4	1	0.1	-50.0
Classifieds	32	6.8	0	0	-100.0
Professional Services (small space)	0	0	0	0	0
Automotive	0	0	0	0	0
Other	18	3.8	3	0.3	-83.3

## 2012 Gay Press Report Appendix

### Percent of Gay-Specific Ads by Type of Publication

	2011		2012		Change % 2011-2012
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>11,979</b>	<b>68.1</b>	<b>8,878</b>	<b>54.2</b>	<b>-20.4</b>
National Magazines	345	72.8	867	90.0	23.6
Local A&E Guides	3,500	90.1	2,433	70.1	-22.2
Local Magazines	3,822	71.1	1,738	51.4	-27.7
Local Newspapers	4,312	54.9	3,840	44.8	-18.4

### Number of Gay-Specific Ads by Type of Publication

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>11,979</b>	<b>100.0</b>	<b>8,878</b>	<b>100.0</b>	<b>-25.9</b>
Local Newspapers	4,312	36.0	3,840	43.2	-10.9
Local A&E Guides	3,500	29.2	2,433	27.4	-30.5
Local Magazines	3,822	31.9	1,738	19.6	-54.5
National Magazines	345	2.9	867	9.8	151.3

## 2012 Gay Press Report Appendix

### Number of Gay-Specific Ads by Category

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Number of Ads</b>	<b>11,979</b>	<b>100.0</b>	<b>8,878</b>	<b>100.0</b>	<b>-25.9</b>
<b>Real Estate</b>	<b>239</b>	<b>2.0</b>	<b>211</b>	<b>2.4</b>	<b>-11.7</b>
<b>Financial Services</b>	<b>139</b>	<b>1.2</b>	<b>63</b>	<b>0.7</b>	<b>-54.7</b>
Viaticals	0	0	0	0	0
Mortgages	26	0.2	8	0.1	-69.2
Banks	26	0.2	28	0.3	7.7
Insurance	56	0.5	15	0.2	-73.2
Investments	30	0.3	12	0.1	-60.0
Credit Cards	1	*	0	0	-100.0
<b>Health/Fitness/Grooming</b>	<b>848</b>	<b>7.1</b>	<b>597</b>	<b>6.7</b>	<b>-30.0</b>
Fitness/Health	760	6.3	569	6.4	-25.1
Cosmetics	80	0.7	28	0.3	-65.0
Hair Growth	0	0	0	0	0
Vitamins	8	0.1	0	0	-100.0
<b>Medical/Health-Related</b>	<b>378</b>	<b>3.2</b>	<b>217</b>	<b>2.4</b>	<b>-42.6</b>
Pharmaceuticals	44	0.4	44	0.5	0
Medical – HIV	172	1.4	105	1.2	-39.0
Medical – Non-HIV	145	1.2	53	0.6	-63.4
Helpline	17	0.2	15	0.1	-11.8
<b>Arts &amp; Entertainment</b>	<b>961</b>	<b>8.0</b>	<b>434</b>	<b>4.9</b>	<b>-54.8</b>
Theater/Dance	630	5.3	235	2.7	-62.7
Movies/Video	151	1.3	63	0.7	-58.3
Records/CDs/Concerts	53	0.4	48	0.5	-9.4
Books/Bookstores	42	0.3	38	0.4	-9.5
Sports	42	0.3	34	0.4	-19.0
Comedy	18	0.2	9	0.1	-50.0
TV/Cable	13	0.1	3	*	-76.9
Radio	12	0.1	4	0.1	-66.7
<b>Travel</b>	<b>809</b>	<b>6.8</b>	<b>452</b>	<b>5.1</b>	<b>-44.1</b>
Hotels/Resorts	453	3.8	278	3.1	-38.6
Travel Agents/Destinations	303	2.5	174	2.0	-42.6
Airlines	23	0.2	0	0	-100.0
Rental Cars	11	0.1	0	0	-100.0
Trains	19	0.2	0	0	-100.0
<b>Eat and Drink</b>	<b>3,041</b>	<b>25.4</b>	<b>2,332</b>	<b>26.3</b>	<b>-23.3</b>
Bars & Clubs	2,620	21.9	2,225	25.1	-15.1
Restaurants	421	3.5	107	1.2	-74.6

## 2012 Gay Press Report Appendix

### Number of Gay-Specific Ads by Category *(continued)*

	2011		2012		Change in % 2011-2012
	#	%	#	%	
<b>Total Number of Ads</b>	<b>11,979</b>	<b>100.0</b>	<b>8,878</b>	<b>100.0</b>	<b>-25.9</b>
<b>Events</b>	<b>322</b>	<b>2.7</b>	<b>443</b>	<b>5.0</b>	<b>37.6</b>
Gay Events/Meetings	108	0.9	354	4.0	227.8
AIDS Events/Fundraisers	214	1.8	89	1.0	-58.4
<b>Retail</b>	<b>843</b>	<b>7.0</b>	<b>936</b>	<b>10.5</b>	<b>11.0</b>
Retail Products & Services	764	6.4	936	10.5	22.5
Food & Markets	19	0.1	0	0	-100.0
Electronics	60	0.5	0	0	-100.0
<b>Home</b>	<b>53</b>	<b>0.4</b>	<b>29</b>	<b>0.3</b>	<b>-45.3</b>
Home Furnishings/Décor	31	0.2	28	0.3	-9.7
Florists/Nurseries	22	0.2	1	*	-95.5
<b>Fashion &amp; Accessories</b>	<b>165</b>	<b>1.4</b>	<b>39</b>	<b>0.4</b>	<b>-76.4</b>
Fashion/Clothing	142	1.2	29	0.3	-79.6
Jewelry	23	0.2	10	0.1	-56.5
<b>Beverage Alcohol</b>	<b>77</b>	<b>0.6</b>	<b>25</b>	<b>0.3</b>	<b>-67.5</b>
Liquor – Non-Beer	39	0.3	15	0.2	-61.5
Beer	38	0.3	10	0.1	-73.7
<b>Gay-Oriented Media</b>	<b>379</b>	<b>3.2</b>	<b>170</b>	<b>1.9</b>	<b>-55.1</b>
Gay Magazines	176	1.5	36	0.4	-79.5
Gay Internet Sites	203	1.7	134	1.5	-34.0
<b>Automotive</b>	<b>75</b>	<b>0.6</b>	<b>33</b>	<b>0.4</b>	<b>-56.0</b>
Dealers	43	0.3	23	0.3	-46.5
Manufacturers	32	0.3	10	0.1	-68.8
<b>Professional Services (small space ads)</b>	<b>740</b>	<b>6.2</b>	<b>651</b>	<b>7.3</b>	<b>-12.0</b>
<b>Services/Non-Medical</b>	<b>1,132</b>	<b>9.4</b>	<b>877</b>	<b>9.9</b>	<b>-22.5</b>
<b>Phone Services/Personals</b>	<b>1,076</b>	<b>9.0</b>	<b>928</b>	<b>10.5</b>	<b>-13.8</b>
<b>Classifieds</b>	<b>328</b>	<b>2.7</b>	<b>241</b>	<b>2.7</b>	<b>-26.5</b>
<b>Other</b>	<b>374</b>	<b>3.1</b>	<b>200</b>	<b>2.3</b>	<b>-46.5</b>
Recruiting/Jobs	108	0.9	55	0.6	-49.1
Churches/Synagogues	201	1.7	130	1.5	-35.3
Pets & Vets	38	0.3	6	0.1	-84.2
Funeral Services/Cemeteries	1	*	4	*	300.0
Tobacco	2	*	4	*	100.0
Politics	17	0.1	0	0	-100.0
Long Distance/Cellular	7	0.1	1	*	-85.7
Magazines (non-gay)	0	0	0	0	0

## 2012 Gay Press Report Appendix

### Percent of Gay-Specific Ads by Category

	2011		2012		Change % 2011-2012
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>11,979</b>	<b>68.1</b>	<b>8,878</b>	<b>54.2</b>	<b>-20.4</b>
Phone Services/Personals	1,076	99.4	928	99.9	0.5
Gay-Oriented Media	379	96.9	170	94.4	-2.6
Travel	809	93.9	452	85.8	-8.6
Events	322	84.7	443	79.1	-6.6
Eat and Drink	3,041	87.8	2,332	76.3	-13.1
Classifieds	328	94.8	241	66.4	-30.0
Health/Fitness/Grooming	848	81.9	597	59.5	-27.4
Professional Services (small space ads)	740	68.5	651	56.6	-17.4
Retail	843	52.8	936	48.2	-8.7
Services/Non-Medical	1,132	49.9	877	45.3	-9.2
Arts & Entertainment	961	73.2	434	42.1	-42.5
Real Estate	239	34.6	211	26.3	-24.0
Beverage Alcohol	77	43.3	25	24.8	-42.7
Medical/Health-Related	378	36.7	217	21.4	-41.7
Financial Services	139	39.0	63	19.0	-51.3
Automotive	75	24.8	33	13.3	-46.4
Fashion & Accessories	165	54.5	39	11.5	-78.9
Home	53	21.5	29	9.4	-56.3



# Rivendell Media

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