

# 2013 Gay Press Report

## TO P L I N E

- **Spending is at a Record High**  
Ad spending in the gay press in 2013 is estimated at \$381.4 million, up 18.2% from 2012.
- **Circulation is Growing**  
While the number of titles remains about the same, circulation is up a remarkable 15.1%.
- **Nine of Every Ten Ad Dollars Continue to be Spent on Local Publications**  
Local publications account for 91.2% of all spending and 95.3% of all ads.
- **Gay-Specific Ads are on the Upswing**  
The percentage of gay-specific ads (ads with explicit references to gay and lesbian lifestyles in graphics and/or messages) stands at 56.2%, up 3.7%.



## 2013 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 2013 Gay Press Report is the 19th annual report that tracks all advertising and revenue in the gay press.

**Methodology:** The report includes all publications that specifically and exclusively target the LGBT market, and covers 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 therein is categorized, measured and tracked. The resulting information is then used to represent the 12 months comprising the calendar year.

**About Rivendell Media:** Rivendell Media was founded in 1979 and is currently in its 35th 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 to help advertising agencies place successful campaigns aimed at LGBT consumers.



# 2013 Gay Press Report

## EXPANDED FINDINGS

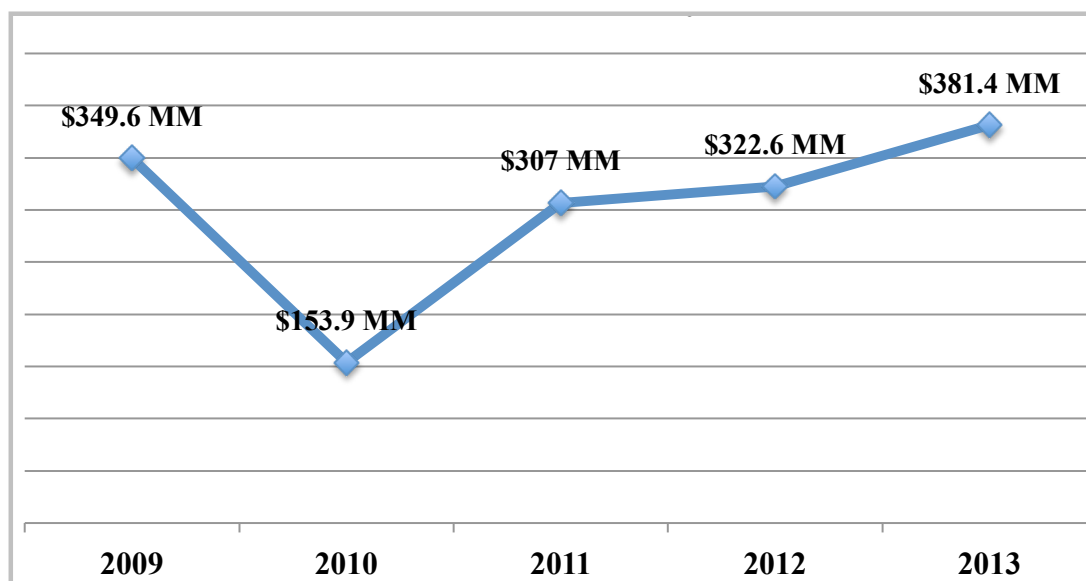
Rivendell Media, the preeminent gay and lesbian media placement firm, presents the nineteenth annual Gay Press Report.

**Advertising spending in the Gay Press has reached a record high of \$381.4 million in 2013, indicating that this sector has more than recovered from the recent recession.**

This year's achievement of \$381.4 million has blown away the previous ceiling by a margin of 9.1% (\$349.6 million in expenditures, set in 2009).

In 2010, spending plummeted to \$153.9 million (-56.0%), a level not seen since 1998. While 2011 saw a significant recovery (\$307 million, +99.5%), in 2012 the number reached an even higher \$322.6 million (+5.1%). 2013 now records an historic \$381.4 million, an impressive gain of 18.2% over a year ago.

### Revenue in the Gay Press

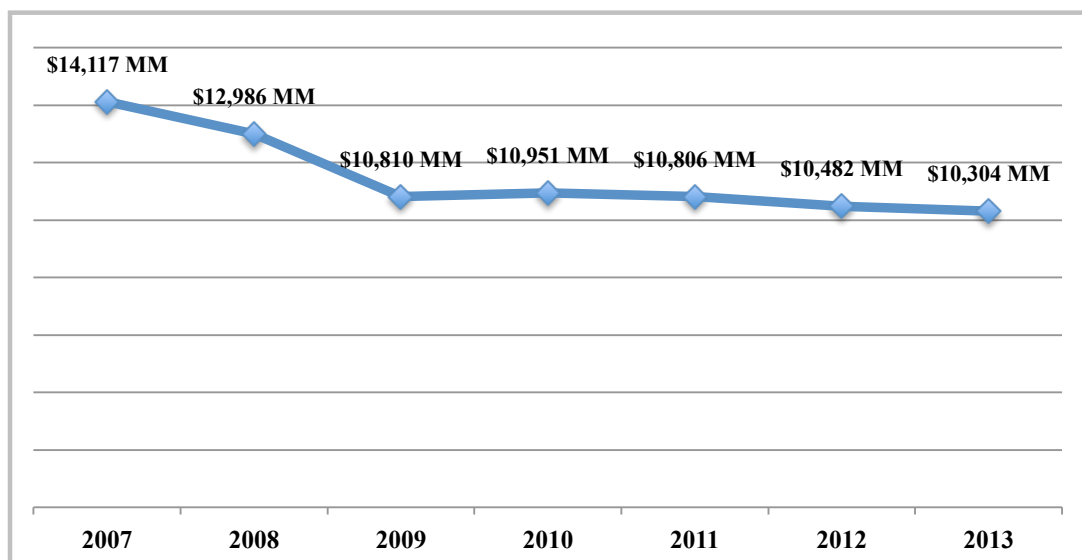


## 2013 Gay Press Report

**At the same time, Consumer Magazine spending — estimated at \$10,304 million (aka \$10.3 billion) for 2013 – has continued to fall, despite a blip of a recovery (+1.3%) in 2010.**

Since 2008 (except for 2010, as mentioned above), advertising spending in Consumer Magazines has steadily decreased (from a high of \$14,117 million in 2007 to \$12,986 million in 2008, -8.0%, then to \$10,810 million in 2009, -16.8% vs. the previous year). While 2010 saw an improved \$10,951 million (+1.3%), 2011's figure dwindled to \$10,806 million, a loss of -1.3%, and in 2012 the number fell to \$10,482 million, down 3.0%. For 2013, expenditures are at \$10,304 million, down 1.7% since last year, and at the lowest level since 1997.

### Revenue in Consumer Magazines



## 2013 Gay Press Report

### Ad spending in the Gay Press persists in outperforming that of Consumer Magazines in a variety of ways:

Gay Press revenues continue to rise, reaching an all-time high of \$381.4 million in 2013, an 18.2% gain since 2012.

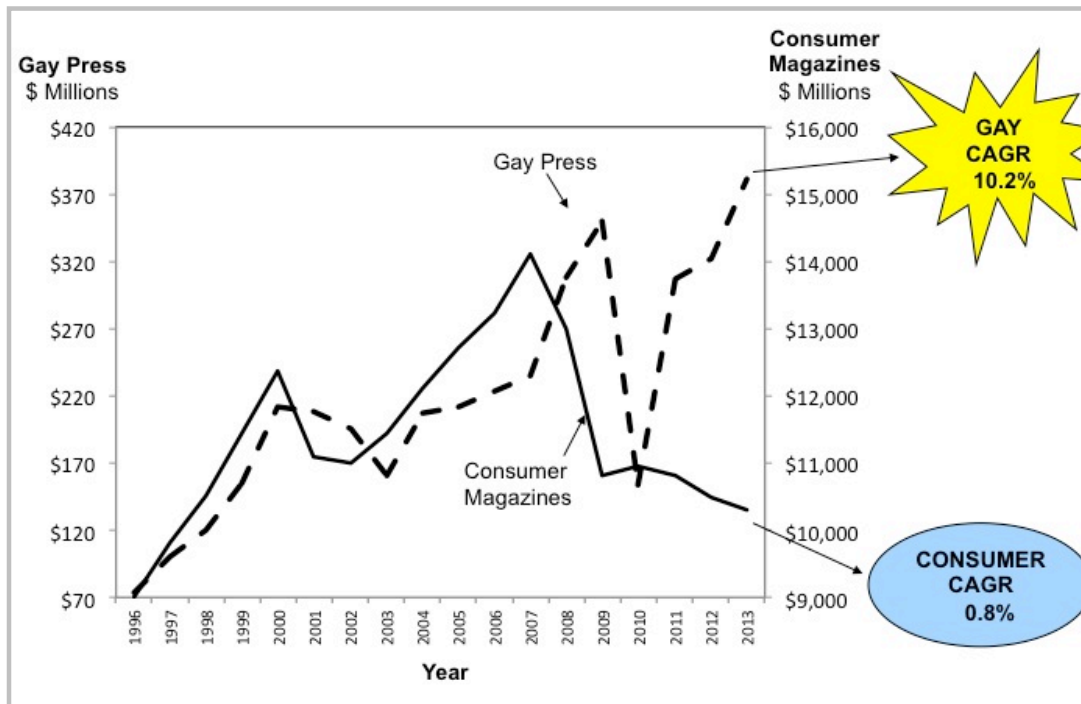
Meanwhile, ad spending for Consumer Magazines has registered declines for five of the past six years (with the exception of 2010).

2013 revenues are estimated at \$10,304 million (aka \$10.3 billion, down 1.7% vs. YAG), compared to a high of \$14,117 million in 2007, a troubling downswing of 27% from then to now.

Since 1996, Gay Press revenues have advanced 420.3% (vs. 14.4% for Consumer Magazines). This translates into a compound annual growth rate (CAGR) of 10.2% and 0.8% respectively, revealing that from 1996 to 2012, ad revenues for the Gay Press grew almost 13 times faster than that of Consumer Magazines.

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

(Compound Annual Growth Rate 1996-2013)





## 2013 Gay Press Report

**While the number of LGBT publications remains steady, circulation is up a remarkable 15.1%.**

The number of LGBT publications is now 125, compared to 122 in 2012.

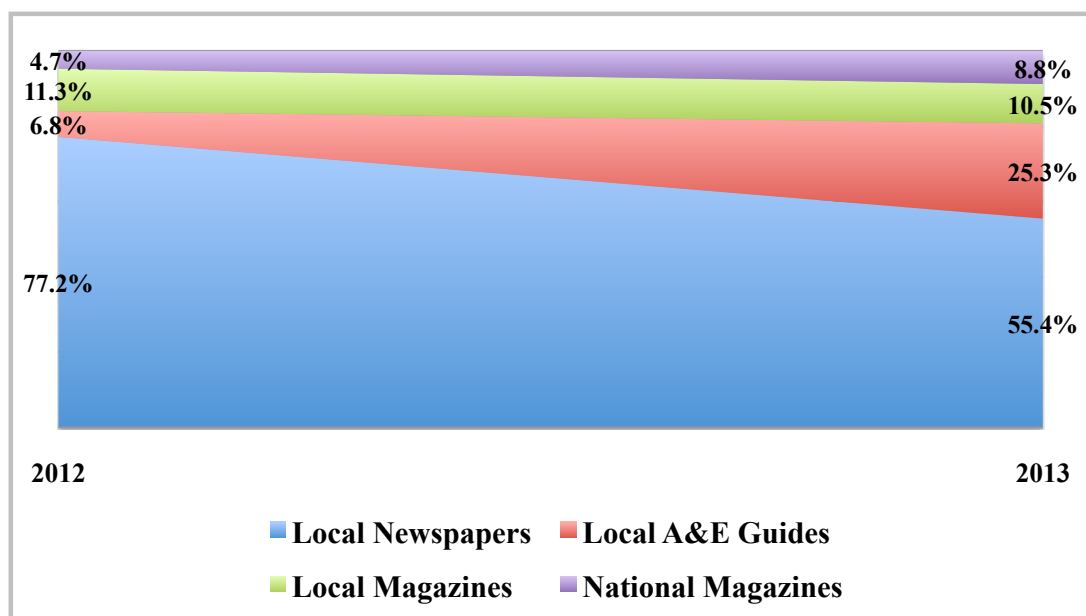
Circulation, meanwhile, has grown from 2,341,337 in 2012 to 2,695,763 in 2013, an increase of 15.1%. The bulk of circulation gains is in National Magazines (up 86.4%), followed by Local A&E Guides (up 39.8%). In contrast, Local Magazines are down 33.7%, while Local Newspapers are essentially unchanged.

**Contrary to most people's expectations, nine of every ten Gay Press advertising dollars continues to be spent on local publications.**

Almost all Gay Press ad spending (91.2% in 2013) is concentrated in local publications. Local Newspapers account for 55.4%, Local A&E Guides capture 25.3% and Local Magazines obtain 10.5%. Thus National Magazines collect only 8.8% of all revenues.

While overall proceeds are up 18.2%, Local A&E Guides are responsible for most of this increase, advancing an impressive 340.2% over 2012. At the same time, spending for National Magazines is also considerably up (+118.3%), but the latter represent only a small proportion of ads in the Gay Press (4.7% in 2013). (In contrast, local publications account for 95.3%.)

### Percent of Advertising Spending by Type of Publication



## 2013 Gay Press Report Appendix

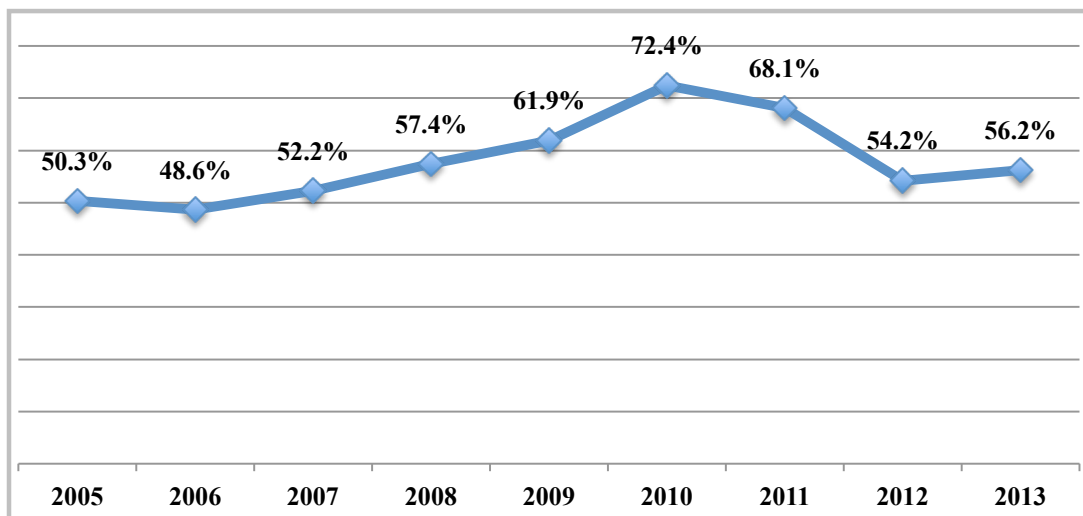
**The percentage of gay-specific ads in the LGBT Press (ads with explicit references to gay and lesbian lifestyles in graphics and/or messages), after a downward drift, appears to be on the up-swing.**

Gay-specific ads – those that make explicit reference to gay and lesbian lifestyles in terms of their graphics and/or messages – have long been of interest.

In 2002, when we first started counting, only 9.9% of all ads were gay-specific. In 2003 that percentage grew to 15.1%, and by 2004 – the year Massachusetts instituted same-sex marriage – it jumped to 44.1%. By 2005, a slight majority – 50.3% – was gay-specific. In 2006, the percentage fell 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% of all ads placed in 2010.

Since then, the percentage of gay-specific ads fell to 68.1% in 2011, and in 2012 it dropped to 54.2%. In 2013, however, that percentage has rebounded, and 56.2% of all ads are now gay-specific, up 3.7% versus a year ago.

### Percent of Gay-Specific Ads in the Gay Press



# 2013 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 2013, their buying power was estimated at \$834 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 2013.

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 2013, we began gathering publications dated the first Friday (April 5), and stopped collecting them four weeks and one day later, on the fifth Friday (May 3). This 29-day time



## 2013 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 2013 Gay Press Report, Rivendell assembled and examined a total of 209 issues (comprised of 121 individual titles), virtually the entirety of the gay and lesbian press published in the United States during April 2013.

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

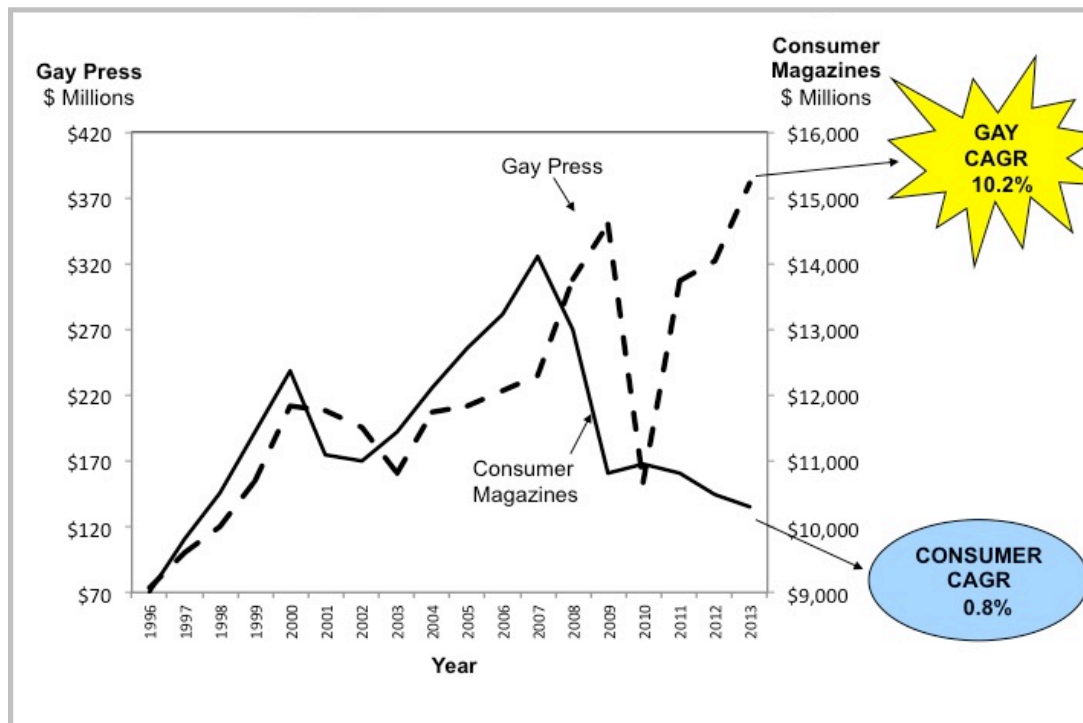
Year	Gay Press		Consumer Magazines	
	\$ Millions	Change	\$ Millions	Change
1994	53.0			
1995	61.6	16.2%		
1996	73.3	19.0	9,010.0	5.0%
1997	100.2	36.7	9,821.0	9.0
1998	120.4	20.2	10,518.0	7.1
1999	155.3	29.0	11,433.0	8.7
2000	211.6	36.3	12,370.0	8.2
2001	208.1	-1.7	11,095.0	-10.3
2002	196.0	-5.8	10,990.0	-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
2013	381.4	18.2	10,304.0	-1.7

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 and 2013, which are projections.

## 2013 Gay Press Report Appendix

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

(Compound Annual Growth Rate 1996-2013)



## 2013 Gay Press Report Appendix

### Advertising Spending by Type of Publication

	2012		2013		Change in % 2012-2013
	\$	%	\$	%	
<b>Total Dollars</b>	<b>322.6</b>	<b>100.0</b>	<b>381.4</b>	<b>100.0</b>	<b>18.2</b>
Local Newspapers	249.0	77.2	211.4	55.4	-15.1
Local A&E Guides	21.9	6.8	96.4	25.3	340.2
Local Magazines	36.4	11.3	40.2	10.5	10.4
National Magazines	15.3	4.7	33.4	8.8	118.3

### Number of Issues Analyzed by Type of Publication

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Issues Analyzed</b>	<b>205</b>	<b>100.0</b>	<b>209</b>	<b>100.0</b>	<b>2.0</b>
Local Newspapers	101	49.3	99	47.4	-2.0
Local A&E Guides	40	19.5	48	23.0	20.0
Local Magazines	49	23.9	41	19.6	-16.3
National Magazines	15	7.3	21	10.0	40.0

## 2013 Gay Press Report Appendix

### Circulation by Type of Publication

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Circulation</b>	<b>2,341,337</b>	<b>100.0</b>	<b>2,695,763</b>	<b>100.0</b>	<b>15.1</b>
National Magazines	640,237	27.3	1,193,663	44.3	86.4
Local Magazines	881,400	37.7	584,350	21.7	-33.7
Local Newspapers	560,200	23.9	555,000	20.6	-0.9
Local A&E Guides	259,500	11.1	362,750	13.4	39.8

### Number of Ads by Type of Publication

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Ads</b>	<b>16,379</b>	<b>100.0</b>	<b>16,694</b>	<b>100.0</b>	<b>1.9</b>
Local Newspapers	8,563	52.3	8,115	48.6	-5.2
Local A&E Guides	3,470	21.2	4,833	29.0	39.3
Local Magazines	3,383	20.6	2,961	17.7	-12.5
National Magazines	963	5.9	785	4.7	-18.5

# 2013 Gay Press Report Appendix

## Number of Ads by Category

	2012		2013		Change in %
	#	%	#	%	2012-2013
<b>Total Number of Ads</b>	<b>16,379</b>	<b>100.0</b>	<b>16,694</b>	<b>100.0</b>	<b>1.9</b>
<b>Real Estate</b>	<b>802</b>	<b>4.9</b>	<b>605</b>	<b>3.6</b>	<b>-24.6</b>
<b>Financial Services</b>	<b>332</b>	<b>2.0</b>	<b>398</b>	<b>2.4</b>	<b>19.9</b>
Viaticals	0	0	10	0.1	0
Mortgages	35	0.2	48	0.3	37.1
Banks	61	0.4	63	0.4	3.3
Insurance	167	1.0	187	1.1	12.0
Investments	69	0.4	89	0.5	29.0
Credit Cards	0	0	1	*	0
<b>Health/Fitness/Grooming</b>	<b>1,004</b>	<b>6.1</b>	<b>806</b>	<b>4.8</b>	<b>-19.7</b>
Fitness/Health/Hygiene	901	5.5	691	4.1	-23.3
Cosmetics	89	0.5	110	0.7	23.6
Hair Growth	12	0.1	5	*	-58.3
Vitamins	2	*	0	0	-100.0
<b>Medical/Health-Related</b>	<b>1,014</b>	<b>6.2</b>	<b>1,120</b>	<b>6.7</b>	<b>10.5</b>
Pharmaceuticals	333	2.0	212	1.2	-36.3
Medical – HIV	246	1.5	413	2.5	67.9
Medical – Non-HIV	418	2.6	482	2.9	15.3
Helpline	17	0.1	13	0.1	-23.5
<b>Arts &amp; Entertainment</b>	<b>1,031</b>	<b>6.3</b>	<b>1,049</b>	<b>6.3</b>	<b>1.7</b>
Theater/Dance	649	4.0	602	3.6	-7.2
Movies/Video	107	0.7	104	0.6	-2.8
Records/CDs/Concerts	142	0.9	170	1.0	19.7
Books/Bookstores	62	0.4	96	0.6	54.8
Sports	37	0.2	39	0.2	5.4
Comedy	19	0.1	13	0.1	-31.6
TV/Cable	7	*	9	0.1	28.6
Radio	8	*	16	0.1	100.0
<b>Travel</b>	<b>527</b>	<b>3.2</b>	<b>664</b>	<b>4.0</b>	<b>26.0</b>
Hotels/Resorts	320	2.0	483	2.9	50.9
Travel Agents/Tours/Destinations	195	1.2	148	0.9	-24.1
Airlines	8	*	19	0.1	137.5
Rental Cars	4	*	9	0.1	125.0
Trains	0	0	5	*	0
<b>Eat and Drink</b>	<b>3,058</b>	<b>18.7</b>	<b>3,971</b>	<b>23.8</b>	<b>29.9</b>
Bars & Clubs	2,256	13.8	3,006	18.0	33.2
Restaurants	802	4.9	965	5.8	20.3

## 2013 Gay Press Report Appendix

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

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Number of Ads</b>	<b>16,379</b>	<b>100.0</b>	<b>16,694</b>	<b>100.0</b>	<b>1.9</b>
<b>Events</b>	<b>560</b>	<b>3.4</b>	<b>801</b>	<b>4.8</b>	<b>43.0</b>
Gay Events/Meetings	413	2.5	577	3.5	39.7
Fundraisers	147	0.9	224	1.3	52.4
<b>Retail</b>	<b>1,943</b>	<b>11.9</b>	<b>1,724</b>	<b>10.3</b>	<b>-11.3</b>
Retail Products & Services	1,905	11.6	1,623	9.7	-14.8
Food & Markets	25	0.2	49	0.3	96.0
Electronics	13	0.1	52	0.3	300.0
<b>Home</b>	<b>310</b>	<b>1.9</b>	<b>465</b>	<b>2.8</b>	<b>50.0</b>
Home Furnishings/Décor	263	1.6	284	1.7	8.0
Florists/Nurseries	47	0.3	181	1.1	285.1
<b>Fashion &amp; Accessories</b>	<b>340</b>	<b>2.1</b>	<b>436</b>	<b>2.6</b>	<b>28.2</b>
Fashion/Clothing	268	1.6	326	1.9	21.6
Jewelry	72	0.5	110	0.7	52.8
<b>Beverage Alcohol</b>	<b>101</b>	<b>0.6</b>	<b>134</b>	<b>0.8</b>	<b>32.7</b>
Liquor – Non-Beer	89	0.5	97	0.6	9.0
Beer	12	0.1	37	0.2	208.3
<b>Gay-Oriented Media</b>	<b>180</b>	<b>1.1</b>	<b>383</b>	<b>2.3</b>	<b>112.8</b>
Gay Magazines	36	0.2	100	0.6	177.8
Gay Internet Sites	144	0.9	283	1.7	96.5
<b>Automotive</b>	<b>249</b>	<b>1.5</b>	<b>230</b>	<b>1.4</b>	<b>-7.6</b>
Dealers	106	0.6	96	0.6	-9.4
Manufacturers	143	0.9	134	0.8	-6.3
<b>Professional Services (small space ads)</b>	<b>1,150</b>	<b>7.0</b>	<b>856</b>	<b>5.1</b>	<b>-25.6</b>
<b>Services/Non-Medical</b>	<b>1,934</b>	<b>11.8</b>	<b>1,330</b>	<b>8.0</b>	<b>-31.2</b>
<b>Phone Services/Personals</b>	<b>929</b>	<b>5.7</b>	<b>790</b>	<b>4.7</b>	<b>-15.0</b>
<b>Classifieds</b>	<b>363</b>	<b>2.2</b>	<b>354</b>	<b>2.1</b>	<b>-2.5</b>
<b>Other</b>	<b>552</b>	<b>3.4</b>	<b>578</b>	<b>3.5</b>	<b>4.7</b>
Recruiting/Jobs	76	0.5	78	0.5	2.6
Churches/Synagogues	227	1.4	187	1.1	-17.6
Pets & Vets	184	1.1	238	1.4	29.3
Funeral Services/Cemeteries	17	0.1	14	0.1	-17.6
Tobacco	10	0.1	1	*	-90.0
Politics	30	0.2	59	0.4	96.7
Long Distance/Cellular	8	*	0	0	-100.0
Magazines (non-gay)	0	0	1	*	0



## 2013 Gay Press Report Appendix

### Number of Ads by Category — Changes 2012–2013

	2012		2013		Change in % 2012-2013
	#	%	#	%	
Notable Increases					
Gay-Oriented Media	180	1.1	383	2.3	112.8
Home	310	1.9	465	2.8	50.0
Events	560	3.4	801	4.8	43.0
Beverage Alcohol	101	0.6	134	0.8	32.7
Eat and Drink	3,058	18.7	3,971	23.8	29.9
Fashion & Accessories	340	2.1	436	2.6	28.2
Travel	527	3.2	664	4.0	26.0
Financial Services	332	2.0	398	2.4	19.9
Medical/Health-Related	1,014	6.2	1,120	6.7	10.5
About The Same					
Arts & Entertainment	1,031	6.3	1,049	6.3	1.7
Classifieds	363	2.2	354	2.1	-2.5
Automotive	249	1.5	230	1.4	-7.6
Notable Decreases					
Retail	1,943	11.9	1,724	10.3	-11.3
Phone Services/Personals	929	5.7	790	4.7	-15.0
Health/Fitness/Grooming	1,004	6.1	806	4.8	-19.7
Real Estate	802	4.9	605	3.6	-24.6
Professional Services (small space ads)	1,150	7.0	856	5.1	-25.6
Services/Non-Medical	1,934	11.8	1,330	8.0	-31.2

# 2013 Gay Press Report Appendix

## Number of Ads by Individual Items — Changes 2012–2013

	2012		2013		Change in % 2012-2013
	#	%	#	%	
Notable Increases					
Electronics	13	0.1	52	0.3	300.0
Florists/Nurseries	47	0.3	181	1.1	285.1
Beer	12	0.1	37	0.2	208.3
Gay Magazines	36	0.2	100	0.6	177.8
Airlines	8	*	19	0.1	137.5
Rental Cars	4	*	9	0.1	125.0
Radio	8	*	16	0.1	100.0
Politics	30	0.2	59	0.4	96.7
Gay Internet Sites	144	0.9	283	1.7	96.5
Food & Markets	25	0.2	49	0.3	96.0
Medical – HIV	246	1.5	413	2.5	67.9
Books/Bookstores	62	0.4	96	0.6	54.8
Jewelry	72	0.5	110	0.7	52.8
Fundraisers	147	0.9	224	1.3	52.4
Hotels/Resorts	320	2.0	483	2.9	50.9
Gay Events/Meetings	413	2.5	577	3.5	39.7
Mortgages	35	0.2	48	0.3	37.1
Bars & Clubs	2,256	13.8	3,006	18.0	33.2
Pets & Vets	184	1.1	238	1.4	29.3
Investments	69	0.4	89	0.5	29.0
TV/Cable	7	*	9	0.1	28.6
Cosmetics	89	0.5	110	0.7	23.6
Fashion/Clothing	268	1.6	326	1.9	21.6
Restaurants	802	4.9	965	5.8	20.3
Records/CDs/Concerts	142	0.9	170	1.0	19.7
Medical – Non-HIV	418	2.6	482	2.9	15.3
Insurance	167	1.0	187	1.1	12.0
About The Same					
Liquor – Non-Beer	89	0.5	97	0.6	9.0
Home Furnishings/Décor	263	1.6	284	1.7	8.0
Sports	37	0.2	39	0.2	5.4
Banks	61	0.4	63	0.4	3.3
Recruiting/Jobs	76	0.5	78	0.5	2.6
Viaticals	0	0	10	0.1	0

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### Number of Ads by Individual Items — Changes 2012–2013

	2012		2013		Change in % 2012-2013
	#	%	#	%	
About The Same (continued)					
Trains	0	0	5	*	0
Credit Cards	0	0	1	*	0
Magazines (non-gay)	0	0	1	*	0
Movies/Video	107	0.7	104	0.6	-2.8
Automobile Manufacturers	143	0.9	134	0.8	-6.3
Theater/Dance	649	4.0	602	3.6	-7.2
Automobile Dealers	106	0.6	96	0.6	-9.4
Notable Decreases					
Retail Products & Services	1,905	11.6	1,623	9.7	-14.8
Funeral Services/Cemeteries	17	0.1	14	0.1	-17.6
Churches/Synagogues	227	1.4	187	1.1	-17.6
Fitness/Health/Hygiene	901	5.5	691	4.1	-23.3
Helpline	17	0.1	13	0.1	-23.5
Travel Agents/Tours/Destinations	195	1.2	148	0.9	-24.1
Comedy	19	0.1	13	0.1	-31.6
Pharmaceuticals	333	2.0	212	1.2	-36.3
Hair Growth	12	0.1	5	*	-58.3
Tobacco	10	0.1	1	*	-90.0
Vitamins	2	*	0	0	-100.0
Long Distance/Cellular	8	*	0	0	-100.0

## 2013 Gay Press Report Appendix

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

	2012		2013		Change in %
	#	%	#	%	2012-2013
<b>Local Newspapers</b>	<b>8,563</b>	<b>100.0</b>	<b>8,115</b>	<b>100.0</b>	<b>-5.2</b>
Eat and Drink	1,021	11.9	1,157	14.2	13.3
Retail	742	8.7	904	11.1	21.8
Services/Non-Medical	1,153	13.5	810	10.0	-29.7
Medical/Health-Related	589	6.9	647	8.0	9.8
Arts & Entertainment	647	7.6	590	7.3	-8.8
Professional Services (small space)	870	10.2	552	6.8	-36.6
Events	307	3.6	444	5.5	44.6
Real Estate	627	7.3	391	4.8	-37.6
Phone Services/Personals	341	4.0	389	4.8	14.1
Home	192	2.2	332	4.1	72.9
Health/Fitness/Grooming	603	7.0	284	3.5	-52.9
Financial Services	232	2.7	260	3.2	12.1
Travel	202	2.4	239	2.9	18.3
Classifieds	272	3.2	213	2.6	-21.7
Gay-Oriented Media	61	0.7	180	2.2	195.1
Automotive	153	1.8	151	1.9	-1.3
Fashion & Accessories	133	1.5	113	1.4	-15.0
Beverage Alcohol	38	0.4	55	0.7	44.7
Other	380	4.4	404	5.0	6.3
<b>Local Magazines</b>	<b>3,383</b>	<b>100.0</b>	<b>2,961</b>	<b>100.0</b>	<b>-12.5</b>
Eat and Drink	544	16.1	499	16.9	-8.3
Retail	247	7.3	423	14.3	71.3
Services/Non Medical	535	15.8	296	10.0	-44.7
Professional Services (small space)	280	8.3	269	9.1	-3.9
Arts & Entertainment	240	7.1	256	8.6	6.7
Events	149	4.4	174	5.9	16.8
Medical/Health-Related	208	6.1	146	4.9	-29.8
Health/Fitness/Grooming	137	4.1	133	4.5	-2.9
Travel	187	5.5	124	4.2	-33.7
Real Estate	146	4.3	117	4.0	-19.9
Financial Services	77	2.3	96	3.2	24.7
Fashion & Accessories	112	3.3	92	3.1	-17.9
Home	73	2.2	68	2.3	-6.8
Classifieds	66	2.0	60	2.0	-9.1
Gay-Oriented Media	34	1.0	47	1.6	38.2
Automotive	52	1.5	37	1.3	-28.8
Beverage Alcohol	21	0.6	22	0.7	4.8
Phone Services/Personals	152	4.5	19	0.6	-87.5
Other	123	3.6	83	2.8	-32.5

## 2013 Gay Press Report Appendix

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

	2012		2013		%
	#	%	#	%	2012-2013
<b>Local A&amp;E Guides</b>	<b>3,470</b>	<b>100.0</b>	<b>4,833</b>	<b>100.0</b>	<b>39.3</b>
Eat & Drink	1,459	42.0	2,249	46.5	54.1
Health/Fitness/Grooming	262	7.6	386	8.0	47.3
Phone Services/Personals	435	12.5	360	7.5	-17.2
Retail	321	9.3	339	7.0	5.6
Medical/Health Related	194	5.6	285	5.9	46.9
Services/Non-Medical	183	5.3	189	3.9	3.3
Travel	112	3.2	167	3.5	49.1
Arts & Entertainment	116	3.3	144	3.0	24.1
Events	92	2.7	140	2.9	52.2
Real Estate	25	0.7	94	1.9	276.0
Classifieds	25	0.7	81	1.7	224.0
Gay-Oriented Media	7	0.2	79	1.6	1,028.6
Home	44	1.3	57	1.2	29.5
Beverage Alcohol	41	1.2	50	1.0	22.0
Fashion & Accessories	46	1.3	49	1.0	6.5
Automotive	44	1.3	34	0.7	-22.7
Financial Services	18	0.5	31	0.6	72.2
Professional Services (small space)	0	0	17	0.4	0
Other	46	1.3	82	1.7	78.3
<b>National Magazines</b>	<b>963</b>	<b>100.0</b>	<b>785</b>	<b>100.0</b>	<b>-18.5</b>
Fashion & Accessories	49	5.1	182	23.2	271.4
Travel	26	2.7	134	17.1	415.4
Gay-Oriented Media	78	8.1	77	9.8	-1.3
Eat and Drink	34	3.5	66	8.4	94.1
Arts & Entertainment	28	2.9	59	7.5	110.7
Retail	633	65.7	58	7.4	-90.8
Events	12	1.3	43	5.5	258.3
Medical/Health-Related	23	2.4	42	5.3	82.6
Services/Non-Medical	63	6.6	35	4.5	-44.4
Phone Services/Personals	1	0.1	22	2.8	2,100.0
Professional Services (small space)	0	0	18	2.3	0
Financial Services	5	0.5	11	1.4	120.0
Home	1	0.1	8	1.0	700.0
Automotive	0	0	8	1.0	0
Beverage Alcohol	1	0.1	7	0.9	600.0
Real Estate	4	0.4	3	0.4	-25.0
Health/Fitness/Grooming	2	0.2	3	0.4	50.0
Classifieds	0	0	0	0	0
Other	3	0.3	9	1.1	200.0

## 2013 Gay Press Report Appendix

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

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>8,878</b>	<b>54.2</b>	<b>9,386</b>	<b>56.2</b>	<b>3.7</b>
Local Newspapers	3,840	44.8	3,984	49.1	9.6
Local A&E Guides	2,433	70.1	3,638	75.3	7.4
Local Magazines	1,738	51.4	1,327	44.8	-12.8
National Magazines	867	90.0	437	55.7	-38.1

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

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>8,878</b>	<b>100.0</b>	<b>9,386</b>	<b>100.0</b>	<b>5.7</b>
Local Newspapers	3,840	43.2	3,984	42.4	3.8
Local A&E Guides	2,433	27.4	3,638	38.8	49.5
Local Magazines	1,738	19.6	1,327	14.1	-23.6
National Magazines	867	9.8	437	4.7	-49.6



## 2013 Gay Press Report Appendix

### Number of Gay-Specific Ads by Category

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Number of Ads</b>	<b>8,878</b>	<b>100.0</b>	<b>9,386</b>	<b>100.0</b>	<b>5.7</b>
<b>Real Estate</b>	<b>211</b>	<b>2.4</b>	<b>192</b>	<b>2.0</b>	<b>-9.0</b>
<b>Financial Services</b>	<b>63</b>	<b>0.7</b>	<b>92</b>	<b>1.0</b>	<b>46.0</b>
Viaticals	0	0	5	0.1	0
Mortgages	8	0.1	4	*	-50.0
Banks	28	0.3	16	0.2	-42.9
Insurance	15	0.2	56	0.6	273.3
Investments	12	0.1	11	0.1	-8.3
Credit Cards	0	0	0	0	0
<b>Health/Fitness/Grooming</b>	<b>597</b>	<b>6.7</b>	<b>617</b>	<b>6.6</b>	<b>3.4</b>
Fitness/Health/Hygiene	569	6.4	566	6.0	-0.5
Cosmetics	28	0.3	51	0.6	82.1
Hair Growth	0	0	0	0	0
Vitamins	0	0	0	0	0
<b>Medical/Health-Related</b>	<b>217</b>	<b>2.4</b>	<b>251</b>	<b>2.7</b>	<b>15.7</b>
Pharmaceuticals	44	0.5	6	0.1	-86.4
Medical – HIV	105	1.2	130	1.4	23.8
Medical – Non-HIV	53	0.6	107	1.1	101.9
Helpline	15	0.1	8	0.1	-46.7
<b>Arts &amp; Entertainment</b>	<b>434</b>	<b>4.9</b>	<b>467</b>	<b>5.0</b>	<b>7.6</b>
Theater/Dance	235	2.7	191	2.0	-18.7
Movies/Video	63	0.7	84	0.9	33.3
Records/CDs/Concerts	48	0.5	69	0.7	43.8
Books/Bookstores	38	0.4	81	0.9	113.2
Sports	34	0.4	33	0.4	-2.9
Comedy	9	0.1	4	*	-55.6
TV/Cable	3	*	2	*	-33.3
Radio	4	0.1	3	*	-25.0
<b>Travel</b>	<b>452</b>	<b>5.1</b>	<b>581</b>	<b>6.2</b>	<b>28.5</b>
Hotels/Resorts	278	3.1	427	4.6	53.6
Travel Agents/Tours/Destinations	174	2.0	135	1.4	-22.4
Airlines	0	0	17	0.2	0
Rental Cars	0	0	2	*	0
Trains	0	0	0	0	0
<b>Eat and Drink</b>	<b>2,332</b>	<b>26.3</b>	<b>3,053</b>	<b>32.5</b>	<b>30.9</b>
Bars & Clubs	2,225	25.1	3,004	32.0	35.0
Restaurants	107	1.2	49	0.5	-54.2

## 2013 Gay Press Report Appendix

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

	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Number of Ads</b>	<b>8,878</b>	<b>100.0</b>	<b>9,386</b>	<b>100.0</b>	<b>5.7</b>
<b>Events</b>	<b>443</b>	<b>5.0</b>	<b>668</b>	<b>7.1</b>	<b>50.8</b>
Gay Events/Meetings	354	4.0	506	5.4	42.9
Fundraisers	89	1.0	162	1.7	82.0
<b>Retail</b>	<b>936</b>	<b>10.5</b>	<b>489</b>	<b>5.2</b>	<b>-47.8</b>
Retail Products & Services	936	10.5	466	5.0	-50.2
Food & Markets	0	0	3	*	0
Electronics	0	0	20	0.2	0
<b>Home</b>	<b>29</b>	<b>0.3</b>	<b>55</b>	<b>0.6</b>	<b>89.7</b>
Home Furnishings/Décor	28	0.3	16	0.2	-42.9
Florists/Nurseries	1	*	39	0.4	3,800.0
<b>Fashion &amp; Accessories</b>	<b>39</b>	<b>0.4</b>	<b>127</b>	<b>1.3</b>	<b>225.6</b>
Fashion/Clothing	29	0.3	113	1.2	289.7
Jewelry	10	0.1	14	0.1	40.0
<b>Beverage Alcohol</b>	<b>25</b>	<b>0.3</b>	<b>12</b>	<b>0.1</b>	<b>-52.0</b>
Liquor – Non-Beer	15	0.2	5	*	-66.7
Beer	10	0.1	7	0.1	-30.0
<b>Gay-Oriented Media</b>	<b>170</b>	<b>1.9</b>	<b>325</b>	<b>3.5</b>	<b>91.2</b>
Gay Magazines	36	0.4	100	1.1	177.8
Gay Internet Sites	134	1.5	225	2.4	67.9
<b>Automotive</b>	<b>33</b>	<b>0.4</b>	<b>28</b>	<b>0.3</b>	<b>-15.2</b>
Dealers	23	0.3	22	0.2	-43.3
Manufacturers	10	0.1	6	0.1	-40.0
<b>Professional Services (small space ads)</b>	<b>651</b>	<b>7.3</b>	<b>605</b>	<b>6.4</b>	<b>-7.1</b>
<b>Services/Non-Medical</b>	<b>877</b>	<b>9.9</b>	<b>589</b>	<b>6.3</b>	<b>-32.8</b>
<b>Phone Services/Personals</b>	<b>928</b>	<b>10.5</b>	<b>749</b>	<b>8.0</b>	<b>-19.3</b>
<b>Classifieds</b>	<b>241</b>	<b>2.7</b>	<b>308</b>	<b>3.3</b>	<b>27.8</b>
<b>Other</b>	<b>200</b>	<b>2.3</b>	<b>178</b>	<b>1.9</b>	<b>-11.0</b>
Recruiting/Jobs	55	0.6	45	0.5	-18.2
Churches/Synagogues	130	1.5	70	0.7	-46.2
Pets & Vets	6	0.1	13	0.1	116.7
Funeral Services/Cemeteries	4	*	8	0.1	100.0
Tobacco	4	*	1	*	-75.0
Politics	0	0	40	0.4	0
Long Distance/Cellular	1	*	0	0	-100.0
Magazines (non-gay)	0	0	1	*	0

# 2013 Gay Press Report Appendix

## Percent of Gay-Specific Ads by Category

<i>Percent of Gay-Specific Ads by Category</i>					
	2012		2013		Change in % 2012-2013
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>8,878</b>	<b>54.2</b>	<b>9,386</b>	<b>56.2</b>	<b>3.7</b>
Phone Services/Personals	928	99.9	749	94.8	-5.1
Travel	452	85.8	581	87.5	2.0
Classifieds	241	66.4	308	87.0	31.0
Gay-Oriented Media	170	94.4	325	84.9	-10.1
Events	443	79.1	668	83.4	5.4
Eat and Drink	2,332	76.3	3,053	76.9	0.8
Health/Fitness/Grooming	597	59.5	617	76.6	28.7
Professional Services (small space ads)	651	56.6	605	70.7	24.9
Arts & Entertainment	434	42.1	467	44.5	5.7
Services/Non-Medical	877	45.3	589	44.3	-2.2
Real Estate	211	26.3	192	31.7	20.5
Fashion & Accessories	39	11.5	127	29.1	153.0
Retail	936	48.2	489	28.4	-41.1
Financial Services	63	19.0	92	23.1	21.6
Medical/Health-Related	217	21.4	251	22.4	4.7
Automotive	33	13.3	28	12.2	-8.3
Home	29	9.4	55	11.8	25.5
Beverage Alcohol	25	24.8	12	9.0	-63.7

# Rivendell Media

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