

# Gay Press Report 2015

## TOPLINE

► **Display ad spending in the Gay Press in 2015 is estimated at \$146 million**

This number is new benchmark of new tracking formula.

► **Circulation is Up 13%**

Circulation remains steady or growing overall. Well in line with normal fluctuations in LGBT media. For example, 2014's circulation was down 13.8%.

► **Nine of every Ten Ad Dollars Continue to be Spent on local LGBT publications**

Local publications comprise 90.1% of all spending and capture 96.3% of all ads.

► **Spending Year-To-Year in Most Major Categories is Down**

Pharmaceutical, Travel, Financial & Spirits are down. Automotive Spending is the only major category that's up.



## 21<sup>st</sup> Annual 2015 Gay Press Report

\$146 Million is spent in the gay & lesbian press in display advertising. Still, even at this number much of the display advertising is local and what we think this reflects most is that still there are many companies yet to enter the market and even of those that do many do not show support in LGBT-specific media. Top categories include Pharmaceutical followed by Travel, then Spirits, Automotive, Financial and Non Profit. The top news of the 2015 Gay Press Report is that circulation is up 13% which shows that the Gay Press continues to buck the trend in Print with a vibrant gay press.

With a new bench market number and formula we can not compare overall spending this year to years past but we can still compare the major categories for spending year over year.





# 2015 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 last year (2014) was our twentieth annual report that tracks all advertising and revenue in the gay press. 2015 marks a revamp to provide a better picture of where the gay press is concerning display advertising and making the report more useful to marketers interested in LGBT Media.

**Methodology:** The report includes all publications that specifically and exclusively target the LGBT market, and covers all publications regardless of representation by Rivendell (Rivendell Media represents over 90% of all LGBT titles in the US). 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.

**Changes to Reporting:** Rivendell Media bought the rights to the report in 2007 and inherited the formula for reporting on the status of the Gay Press. It has served us well but the primary purpose of the report was always to promote the vitality of the press and LGBT market. It seems as time went on the grouping of all advertising lumped into one big number to enhance the vitality no longer really serves the reality that most of the advertising is local and much should not be grouped and so we are taking out much of the tracking including but not limited to classified ads, sheriff sale ads as well as business directory ads and only tracking pure display advertising with a breakdown of major national ad categories. We think this will be easier for us to track and better for the major advertisers wanting business information. The past reports were unintentionally giving a picture of huge robust national ad spending year over year.

So in our 21st year it is time to change it up and comparisons will be made in 2016's report which we are working on now.

**About Rivendell Media:** Rivendell Media was founded in 1979 and is currently in its 37th year of business. Rivendell Media represents 94% of all LGBT 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 understand LGBT Media for their clients.

# Circulation of LGBT Print Media

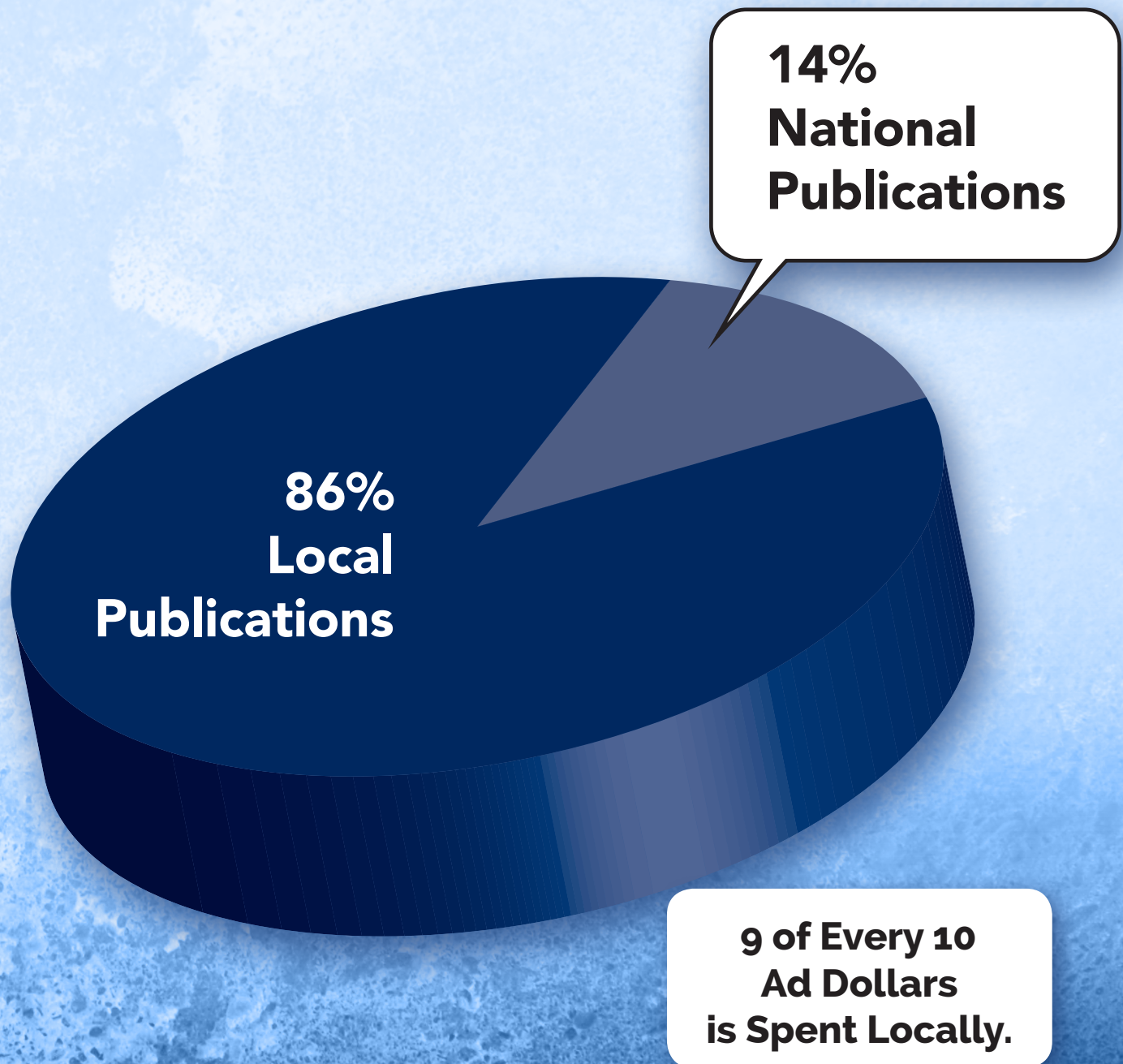
## 2009 - 2015



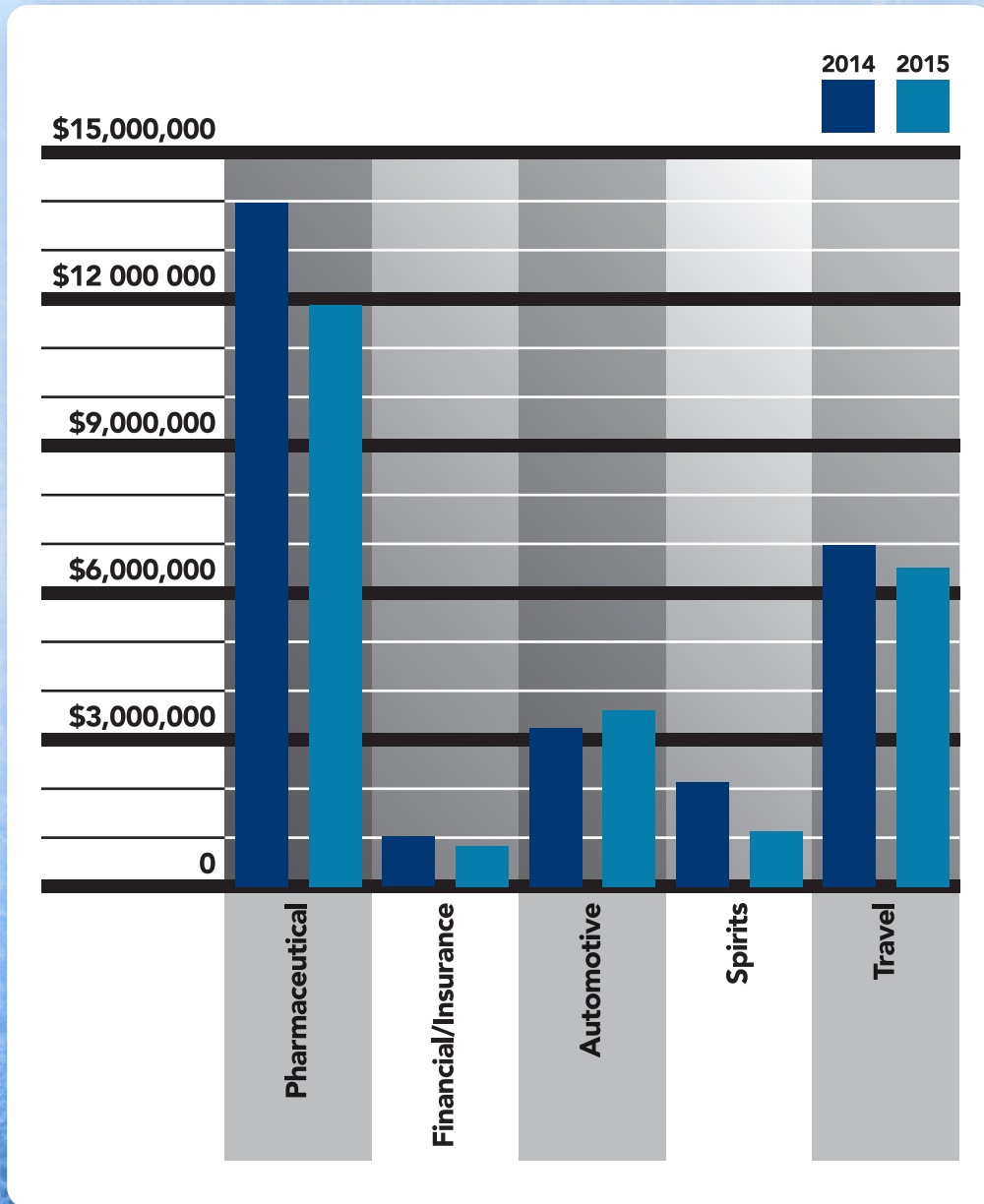
**2015's total circulation:**  
**2,715,613**  
**Up 13%**



# Local Print Media Ad Spend



# Spending for Major Ad Categories 2014 - 2015



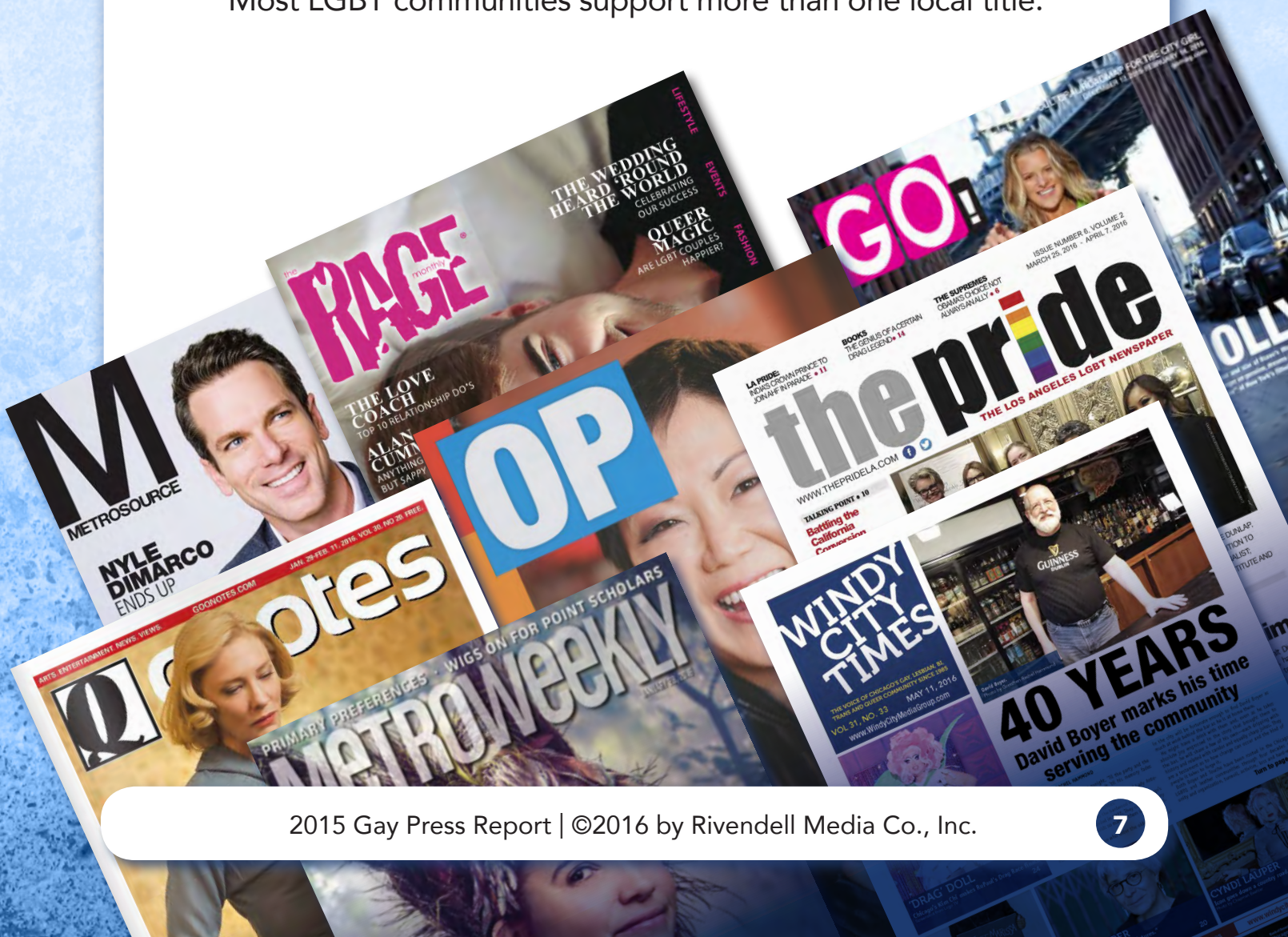


- ▶ **PRINT ADVERTISING** is still king in LGBT Market. Print is still by far the number one spend in LGBT Media. With digital as a distant second.
- ▶ **LGBT PRINT** continues to buck the trend, and is **DOING WELL** with circulation remaining relatively steady and growing overall.
- ▶ **READERSHIP** remains strong from numerous independent studies.

## Why does print buck the trend in LGBT media?

Most likely it is the binding tie of the LGBT community having access to LGBT media within their local gay neighborhood.

Most LGBT communities support more than one local title.





## Trends worth your attention

- ▶ **PUBLICATIONS ARE MORE SOPHISTICATED THAN EVER**
- ▶ **LGBT MEDIA IS MORE SKEPTICAL THAN EVER**  
Less likely to print PR without advertising or paid content
- ▶ **A LITTLE GOES A LONG WAY**  
Media properties want to grow business, but will not be taken for granted.





# Status of LGBT Media

LGBT media is relatively easy to navigate for companies interested in pursuing this demographic. Please see our 2015 summary below.

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► **117 LGBT PUBLICATIONS IN THE US**

86% are local, 14% are national  
Total circulation is 2,715,668

► **ONE NATIONAL TV STATION**  
LOGO

► **FEW LGBT RADIO OUTLETS**

► **A HANDFUL OF DIGITAL NETWORKS**

EDGE, Q. Digital (GayCities), Gay Ad Network, Rivendell Online

► **A HANDFUL OF LARGE GAY BLOGS/WEBSITES**

Towleroad, Queerty, SheWired, AfterEllen to name a few.