



Tracking all LGBT Titles in the U.S.



Display ad spending in the Gay Press in 2016 is estimated at \$133 million

This number is down 5% from 2015's new tracking formula.



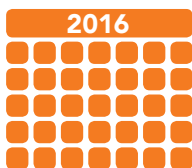
Circulation is Down 6%

Total circulation for all LGBT print media is 2,555,168 in 2016. Accepted Readership of LGBT print media is 2.2 readers per copy based on numerous studies over many years.



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

Local publications comprise 86% of all spending and capture 91% of all ads.



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

Automotive	↓12.1%
Financial	↑18.4%
Pharmaceutical	↓9.5%
Spirits	↓36.5%
Travel	↓14%