



Tracking all LGBT Titles in the U.S.



Display ad spending in the LGBT Press in 2018 is estimated at a little over \$107 Million or \$107,417,000 which is up 2% from 2017.

Circulation is Up 1%



Total circulation of all LGBT print media is 2,426,377 in 2018. There are about 130 regularly printing LGBT print titles in the US and the accepted readership is 2.2 readers per copy based on numerous studies over many years. Today you can easily reach over 5 million LGBT readers via print advertising in the US and many more from their digital extensions.



9 out of every 10 dollars in the LGBT press continues to be spent in local publications as most LGBT media is still local- by and for the LGBT community.

Local titles captured most of the ad spend as there are still few national LGBT titles and none with circulations over 200,000.

The Importance of LGBTQ Media

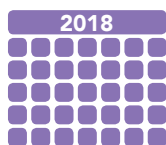
According to the most recent surveys in 2018 and 2019 by Community Marketing: 72% say they are "Significantly" or "Somewhat More" likely to purchase a product or service when they advertise in LGBTQ media.



Additionally, 41% say the impact is GREATER when companies advertise in LGBTQ Media.

Who reads LGBTQ Media? LGBTQ individuals that care the most- they are the politically active, the newly out, the influencers. In other words, they are the most likely to care about who is present and who is not.

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



Automotive	↓18%
Financial	↓9%
Pharmaceutical	↓14%
Spirits	↑3%
Travel	↑107%