



Tracking all LGBT Titles in the U.S.



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

This number is new benchmark of new tracking formula.



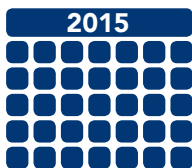
Circulation is Up 13%

Total circulation for all LGBT print media is 2,715,668 in 2015. 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 84% of all spending and capture 96% of all ads.



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

Automotive	↑11.8%
Financial	↓12.9%
Pharmaceutical.....	↓9%
Spirits	↓47.2%
Travel.....	↓8.8%