



## Tracking all LGBT Titles in the U.S.



Display ad spending in the LGBT Press in 2017 is estimated at a little over \$105 Million or \$105,430,000



### Circulation is Down 6%

Total circulation of all LGBT print media is 2,404,888 in 2017. There are over 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.

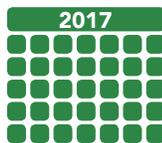
Local titles captured most of the ad spend as there are still few national LGBT titles and none with circulations over 200,000.



### The LGBT Market has unique media habits

Unlike other minority markets, the LGBT market has no large-circulation national print titles and no television networks for mass reach. As LGBT rights evolved state by state, most LGBT media is local and print based. Because of this, our media habits are completely different from the Black and Hispanic markets, where television, digital and mobile play dominant roles. In fact, what's most interesting in LGBT media is print is still king. Digital plays a role too, but because large parts of the LGBT community are still not out, programmatic targeting is not recommended. Mobile marketing may also not be as effective as with other groups, as LGBT's were some of the first to use apps for meeting, and most commonly for meeting Mr. Right or Mr. Right now, so they might not be as receptive as other groups in this platform.

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



Automotive .....	↓10%
Financial.....	↓30%
Pharmaceutical .....	↑22%
Spirits.....	↑16%
Travel .....	↓20%