

The 2009  
Gay Market  
**REPORT**



Matthew J. Skallerud

# Welcome

**Who is this report for?** Advertising agencies, media buyers, gay & gay-friendly businesses, and anyone else looking for quick and up-to-date information on the various resources available in the Gay & Lesbian Marketplace.

**Where is this report promoted?** Our company is doing a nationwide tour of GLBT New Media business receptions, promoting this guide along the way. We are also promoting this guide to as many GLBT business events this year as we can, including the IGLTA Convention in Toronto, the NGLCC event in Seattle and the IGLCC Convention in Copenhagen.

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# Introduction

Welcome to the 2009 Gay Market Report, a comprehensive look at various opportunities and media sources for companies wishing to target the gay & lesbian community.

Much of what you will find in this report is a summary of the opportunities available, with website URLs being the primary source of contact. For the media sources that have opted to participate in this guide, you'll find a more comprehensive breakdown of information along with contact details to allow you to make better informed decisions as to which sources may best serve your marketing needs.

This guide is intended to cover the full range of gay & lesbian media sources and opportunities, including Internet, Print, E-mail, Events and more. Each year this guide will be updated with current information and will continue to grow along with the gay & lesbian media marketplace.

## Brief History of the Gay Market

The emergence of gay & lesbian media is a somewhat recent phenomenon of the past 30 years. Starting with small garage operations bringing information to a more underground gay community via local newsletters, the gay media marketplace has grown to include very well established **print publications**, both regionally and nationally.

For readers, access to these publications has typically been reserved for those living in one of several "gay communities" across the US and around the world, including the famous "Castro" of San Francisco and "The Village" in New York City. Even the national publications have had a limit to their overall reach, gaining ground in chain bookstores such as Borders and Barnes & Noble, only reaching an average of 50,000 to 100,000 per publication.

During this time, gay events such as **Pride Festivals** and **Circuit Parties** began to grow in popularity, and for many companies had become the primary means in which to reach gays & lesbians directly. Like publications, however, these successful events have been typically for those areas where gay communities are strongest. But over the years, regions in some of the more rural areas have seen a rise in gay pride festivals, albeit still small events compared to those held in some of the more major gay urban areas. Even today, these events, coupled with events such as the Gay Life and Gay Entertainment Expos held in New York, as well as niche events such as Gay Travel Expos, have become a mainstay for many companies wishing to reach the gay & lesbian market on a consistent basis.

In 1995, the rise of the **gay & lesbian Internet** brought new opportunities and new ways in which to reach gays & lesbians, wherever they may be. Major sites emerged which, over the years, have enabled companies to reach millions instead of thousands of gays & lesbians. In addition, smaller, more niche-oriented sites developed within the gay online community, succeeding in a business environment which may not have supported a full print publication, but could definitely support a smaller-overhead Internet company.

These niche sites, coupled with the reach of the larger gay & lesbian sites, have allowed companies to more accurately target gays & lesbians in ways that were previously unheard of when the Internet first came on the scene in 1995. Riding the trend of marketers away from mass media in general and towards reaching a smaller, more defined demographic, Internet sites have proven a strong and growing part of many companies' marketing efforts. In addition, sites that have developed an opt-in mailing list as well as simply an e-mail list have been able to realize even stronger growth, as marketers have learned that the same "selects" based on zip codes, household income, education and more are equally available for both direct mail and e-mail lists derived from Internet sites.

## Trends in 2009

In addition to the continued rise of **niche-oriented Internet marketing**, via standard banner and e-mail advertising, the world of blogs and social networking opportunities are the hot new growth areas of today. Some of the GLBT blogs like Towleroad.com and OhLaLaMag.com give established GLBT community websites a run for their money, outperforming them on unique visitors, page views and repeat visits



time and time again. Social networking in all of its forms, from MySpace to Facebook to niche sites such as Glee.com and DList.com are also becoming online destinations which continually keep their visitors entertained, sometimes for hours.

**Gay television networks** are the business leaders of the GLBT market today. here! TV and Logo have both independently acquired a variety of print and Internet media properties including the Advocate and Out Magazines



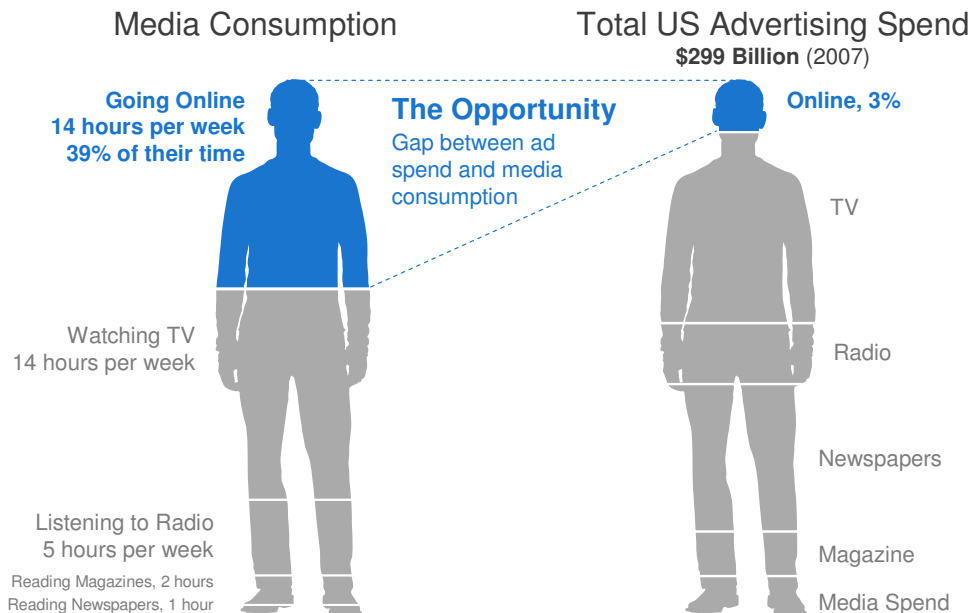
and GayWired.com for here! TV and 365Gay.com, AfterEllen.com and Downelink.com for Logo. A few years back it was PlanetOut Partners doing the acquisitions, but times have changed, and between niche cable and satellite TV, along with social networking and blogs, the eyeballs and advertising dollars are taking a distinct shift as companies learn to move from "advertising to" consumers to "speaking with" consumers, a fundamental shift which will continue on for years to come.

Below is a benchmark that helps to bring this market more into focus, allowing us to compare it to other diversity niche communities in the US marketplace.

Market	2007 Population	Buying Power 1990	Buying Power 2000	Buying Power 2007
African American	39 Million	\$318 Billion	\$590 Billion	\$845 Billion
Gay American	15+ Million			\$690 Billion
Hispanic American	45 Million	\$212 Billion	\$489 Billion	\$862 Billion
Asian American	14 Million	\$117 Billion	\$269 Billion	\$459 Billion

Source: *Selig Center for Economic Growth, University of Georgia* with Gay information provided by *Witeck-Combs Communications* and *Packages Facts*. For more information, see "Buying Power of Gay Men and Lesbians" in the **Market Research Editorial** chapter of this guide.

## Mind The Gap



Source: "US Entertainment and Media Consumer Survey Report 2005" Jupiter Research (September 2005)  
 Total Ad Spend: eMarketer, October 2006; "Entertainment and Media Consumer Survey" Jupiter Research (September 2005); "Advertising Expenditures Report," Universal McCann (December 2005); MPAA

# Online Marketing to the GLBT Community in 2009

by Matthew Skallerud

Each year, one of the highlights of my life is to update this document to reflect the changes that have taken place in the world of online marketing to the GLBT community, both in the US and worldwide. Some aspects of online marketing have really matured and come of age at this time, while others have leapt seemingly out of nowhere to become major players this year.

What I'll do here is start with the basics and work our way up to some of the new and exciting, more guerilla-style marketing techniques one can employ when trying to reach gays & lesbians on the Internet. Some of these suggestions may only apply to a smaller business, such as online directory advertising, but for most businesses large and small, the majority of the opportunities are quite consistent for each.

## Natural Search

I believe this is the first and foremost area any business, large and small, should focus on first. You want to maximize your opportunities for Natural (translated as FREE) Search results, putting your attention specifically at key word phrases an online user should and would use when finding businesses similar to yours. Whether it's free or paid search, don't go too wide and too liberal here or you'll be frustrated, and with paid search, you'll waste money on click-throughs that mean nothing to your business.

If you're a gay hotel in Miami, you'll want to show up in the top 10 results when someone types in "gay hotel Miami". One way to accomplish this is to ensure that your web designer has programmed your Title Tag <title> with the relevant information about your property. A typical title should be "Your Hotel Name - Gay Hotel Miami" or "Your Hotel Name - Miami Gay Hotel". Search engines use this title tag as a key part of their information they use to index your site. Second come your meta tags, one for your site's keywords and the other for your site's description. Your web designer should have access to this information, but in case he does not, the information is widely available online for your web designer to be maximizing your natural search results.

Remember, natural search placement takes some time. Google uses their own internal algorithm for determining who shows up first, second and third, and this algorithm changes on a regular basis and is kept proprietary (mostly so that website owners don't try to trick their algorithms). In general, the more links your site has from other sites Google has deemed important and given a higher Google Page Rank value to, the better. Google has a page rank for all pages of a website, ranging from 1-10. A good site in Google's eyes is a site with a page rank over 5. Also, how long your site has been online will factor in to your placement in natural search.

There are other, more modern methods one can use to optimize natural search placement, as outlined later in this article under **Advanced Online Advertising**.

## Paid Search

Of course, not all of us can or want to wait patiently to start getting visitors to come to our site when they type in "gay hotel Miami" and thus Google has their Paid Search option. With paid search, a business can create a text-based ad for their gay hotel in Miami, and select a variety of

key word combinations one might use to find their hotel. "gay hotel Miami", "Miami gay hotel", "gay resort Miami", etc. are combinations of search terms one could select for this property. Don't purchase "gay hotel" and don't purchase "gay Miami". Both of these terms will cost you more money and the online visitors to your site will be frustrated as your site's offerings will likely not match what they're looking for online.

The paid search option is completely based on "pay for performance" and you only pay when someone actually clicks on your ad. With Google, you get to set how much you're willing to pay per click, which usually ranges from \$0.25 to \$1.00 per click. You can also set your daily maximum budget amount you're willing to spend, so that you don't go overboard and spend more than you can afford. If you tell Google you're willing to go as high as \$1.00 per click on a series of key word combinations you'd like to try out, the beauty of this system is that Google will tell you for each key word combination where your ad would likely show up at \$1.00 per click. For popular terms, you'll then know if you're going to be Ad #1, Ad #2, etc. right away. For less popular terms, you'll more than likely be #1 or #2 and pay much less than the \$1.00 per click maximum you said you would pay, as the less popular terms simply have less competition paying for those key word combinations. Thus, the term "gay travel" would command a much higher rate than "gay travel Miami" would.

Once you get started with Google Paid Search, you're then able to see every detail of your campaign in action, including how many people viewed your ad, clicked on your ad and where your ad appeared in context to other ads on that same page. You can then use this information to continually fine-tune your campaign.

## Online Directory Advertising

From our example above, the most important thing you want to do right after focusing on your Search Results is to examine which websites do come up on the search term key phrases you are doing research on. Thus, if you are a gay hotel in Miami, you would be researching how well you're doing for such search terms as "gay hotel Miami", "gay Miami", etc. and you would be coming up with a set of other search results for other key websites appearing in the Top 10 and Top 20 search results for these key phrases. So make outreach to those sites! They may offer a wide range of advertising options, including e-mail campaigns and banner ads, as highlighted below. What you will find is that a few of these websites are online directories... basically Internet Yellow Pages serving the online GLBT community. These directories, if properly laid out, will have free listings and paid listings, with the paid listings appearing above and beyond the free listings in the search results, often with more descriptive text about the businesses they are advertising, and including a photo or two and a web link to the business website.

There are online directories for almost every niche in the GLBT marketplace, including LambdaResorts.com and PurpleRoofs.com for hotels and resorts, and GayRealEstateAgents.com for the real estate market. For almost every business niche ranging from travel to real estate to mortgage brokers, there is an online directory serving this niche in the GLBT online community, and the advertising options they offer are often quite reasonably priced and can be very effective in your online marketing outreach.

Online directories that cater to a broader audience include LambdaBusiness.com, GayFriendlyBiz.com, GayBusiness.com, GayYellowPages.com, and GLYP.com. Larger GLBT websites with a strong online directory component include GayBusinessWorld.com, zoom.gay.com and PinkBananaWorld.com/business/.

### Banner Advertising

This is still the most traditional form of online advertising today, and I believe will continue to be so for years to come, although I believe you'll also see more "leveraged" banner ad campaigns undertaken, as described below as "**Banner Advertising Plus!**" in the **Advanced Online Advertising** section.

Banner ads still come in various sizes, but the current standards and most common banner ad units used today are the 728x90 leaderboard (measured in pixels), the 300x250 square ad, the 468x60 banner ad and the 160x600 skyscraper ad.

Banner ads are typically sold on a CPM basis (cost per thousand banner ad impressions delivered). The rates vary based on the ad placement you are making. If you are a realtor in Minneapolis, and you are advertising on only web pages dedicated to real estate in Minneapolis, you won't find a lot of banner ad impressions to buy, but the quality of the click-throughs coming over to your site will be high. Typically these types of focused banner ad buys are the most expensive, while banner ads purchased as "run of site" on a general GLBT website would be the least expensive. Rates typically range from \$5 to 15 CPM, and some sites do have minimum ad buys of \$500 to \$1000 on the low end and \$10,000 on the high end of that minimum.

There are various methods from which you can purchase banner advertising. You can go direct to the website of your choice and request a proposal. This will often be the most effective and best customized campaign your company can buy, as you have a direct relationship with the publisher. You can also utilize an online media placement firm to do the buying for you, or you can place with any one of a number of advertising networks. In the gay media placement space, there is **Pink Banana Media** and **Rivendell Online** handling strategic online ad placement, and in the gay network space, there is the **Gay Ad Network** as well as a gay division in **BlogAds.com**. These companies can place your banner ads on a wide variety of websites and blogs within their network, and at times can even target based on geography (geotargeting), gender and more. They can also implement frequency caps so that your ad only appears a set number of times for the individual consumer viewing your advertisement.

During, and at the end of the campaign, the measurements you will receive from your ad campaign will be banner ad impressions delivered by each site, and the click-through rate measuring how many individuals clicked on the banner ad and went to your site. Typical banner ad click-through rates are 0.5 - 1.0%. Further measurement and analysis would typically be done on your end using your own website analytics. There are a variety of high-quality website analytics programs out there, including one by Google. These analytics programs can then tell you where the user clicked over to, how long they stayed on your site, and with some programs, if they actually made a purchase.

### E-Mail Advertising

E-Mail advertising is the modern day direct marketing of choice. There is nothing to print and nothing to physically mail out. Everything is sent via e-mail, and thus the trick is to work with an e-mail list that is best suited for your product or service.

To start, the best e-mail lists for you to market to will be your own. You can capture e-mail addresses directly from your own website, utilizing var-

ious enhancements to boost e-mail capture such as online sweepstakes, contests, quizzes and more. Offering such compelling features such as a "vote for your hottest male celebrity of the week" can really boost membership to your site and thus your e-mail lists, as you can require anyone wishing to vote to be a registered member of your site. Single opt-in e-mail addresses means that you accepted everyone at face value who has submitted their e-mail address to you. Double opt-in means that you confirmed via e-mail with the recipient that he/she wishes to be on your list. Double opt-in is considered an industry standard nowadays to ensure that the recipients of your e-mail advertisements and newsletters won't consider your e-mail as spam.

If you currently have a campaign utilizing your own internal e-mail lists, it's now time to consider looking outside for other lists you can send your message to. The first step is to identify those sites which are best aligned with your message, i.e., if your product or service is travel related, then focusing on e-mail lists from travel websites only would be a good start. If your product or service is about "adventure travel", finding a list that specific might not be easy to do and if found, the numbers might be too low, so consider widening your reach, especially when targeting the GLBT community (targeting gay travel is really targeting a "niche within a niche!")

Once those sites are identified, you can then request a proposal for those sites to deliver your e-mail message. Typical rates are from \$15 - 50 CPM, and the minimum ad buys with e-mail are often less than with banner advertising. You can send the websites you choose to advertise with a finished HTML e-mail of your design, or you can send them plain text and either have the plain text sent out, or have the websites customize this text with a photo or two, based upon their e-mail template.

A well designed e-mail is one that integrates text with imagery in a clean, concise format. Too much scrolling down to read a message results in a lower click-through rate. You want the majority of your message to be easy to read and "above the fold", viewable without scrolling.

What can be measured in an e-mail campaign is how many were sent out, the open rate (how many recipients actually opened and viewed the e-mail), and the click-through rate. Typical open rates range from 20-30%, while click-through rates range from 10-15%. With some programs, you can even determine which individuals opened your e-mail and how many times the e-mail was forwarded to a friend.

The page (or pages) that are viewed when someone clicks on a link in the e-mail is called a "landing page." The concept of landing pages is important. You want the message viewed for each individual link to be relevant to the subject, meaning if the link says "click here to view our online calendar", don't take them to the front home page of your website and make the user "find" the online calendar. Always link directly to the web page on your site that is the most direct "call to action" and is directly relevant to the message the user is reading about.

As a side note, e-mail testing is quite common nowadays. Say you were to send your e-mail out to 100,000 recipients. If you weren't 100% sure which message was the best one to send out, you could send a sampling of 10,000 recipients one message, and a 2nd sampling of 10,000 recipients a 2nd message. You could then confirm which one performed best and then settle on that campaign message for the remaining 80,000 recipients.

# Advanced Online Marketing

*Integrating banner advertising with blogs & editorial, social networking, and search engine optimization*

by Matthew Skallerud

Now I could start here by simply outlining how to reach gay people on Facebook, MySpace, Blogs or even banner advertising, but I won't. Rather, I would like to illustrate how all of these components can now fit together into one complete online marketing solution, using some of the most advanced concepts in online marketing today and designed to maximize a campaign's online reach, its effectiveness and its bottom line.

In summary, your starting point becomes a "story to tell" (we define this as EDITORIAL) about your organization, product or service. The most common stories to tell are either educational or entertaining in nature. Examples of editorial are endless... if you're a destination, you could blog about local restaurants that have just opened, local events happening in your area, etc. If you are a wedding planner, doing stories about wedding tips and resources, as well as current news & topics related to your genre of weddings or weddings in your area would be perfect. If you're an online dating company, doing stories related to "how to meet your perfect match online" would be great (educational) as well as perhaps doing a photo and editorial coverage of someone's first date... especially of two people who met through your site!

You then take that editorial, break it up into bite-size pieces, and integrate it online through a blog you develop just for marketing your company. You also try your best to get those blog entries included in

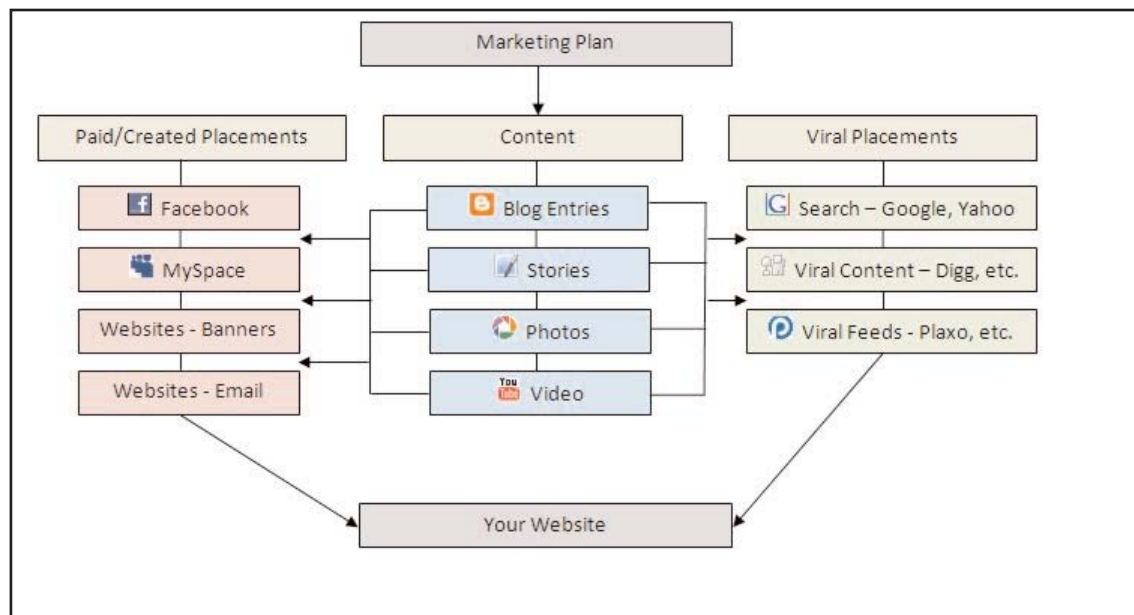
other, like-minded blogs as well. This happens by first starting your blog, and then working individually with each blog you want to have a closer working relationship with, making outreach to them and beginning the process of cross-promotion through either links or even using each other's blog entries on a case-by-case basis (normally you wouldn't use their entire blog entry, but rather you would summarize it and link directly to their blog entry). This process would be spread out over the course of the year, to keep your editorial current and fresh in the public's eye. You should also adapt this editorial to become its own standalone story, for use on content- and community-based websites. Of course, with all components of this editorial, full links back to your website are a must.

Using some of the latest viral features found online, including *Digg.com* and *Plaxo.com*, as well as social networking features found on *Facebook*

and *MySpace*, you're able to distribute this editorial far and wide on the Internet. The more this editorial is distributed, the higher your website's search engine ranking becomes since each story and blog entry has a direct link to your website. You would also be encouraged to post this story on your own website as well as link to the blog and the Facebook and MySpace pages you have created.

As part of this overall marketing effort, we would also encourage the use of photos and perhaps video, to increase the overall viral nature of this campaign and to maximize its effectiveness in the social networking space.

Any banner ad or e-mail campaign you do should then include this editorial as part of the advertising package, and you should focus on website partners with strong search engine positioning for the search term key word phrases that best match your organization. So consider it **Banner Advertising PLUS!**



At first you may be thinking this sounds ludicrous, but it's not. With more established print publications, this may be a difficult request for them to handle, but in the online world, you are spending the money here and this editorial, normally in the story format, is integral to your advertising campaign. Without it and you're missing out on a very key component of your campaign's success online. One of the lasting benefits of this type of online marketing campaign is the "long tail" feature of your editorial

online. Long after this campaign has concluded, the editorial, with the logos, banners and links to your website, continue on with their search engine positioning, continuing to drive traffic to your website for years to come.

### Components

#### Facebook

##### Facebook Group

The best place to start on Facebook is by creating a group. A group is an entity that members of the social networking site can join. An owner of a group can post pictures, information, videos, events and send mass communication to all members of the group.

- Showcase lots of your organization's photos
- Take videos highlighting your organization to upload

- Encourage / seek out users to upload photos and videos
- Post a lot of items
  - Events (see 'Facebook Events' section)
  - YouTube videos highlighting your organization or of similar theme
  - News Articles
  - Stories / Blogs
- Encourage discussions on the discussion board
- Increase membership to the group
  - Post things regularly to appear in member feeds
  - Make the group dynamic enough to have members post to their profile / become engaged
- The group will be the focal point of the GLBT facet of your organization on Facebook

#### Facebook Fan Page

A fan page is a good way for businesses to post information about their organization and allow users to become "Fans" of the organization. It is very much like a limited group. The point of having a fan page would be to just serve as another outlet people could tap into, become fans of and increase your organizations' visibility. Content would be updated mainly in the group and some would trickle over to the fan page. It is also easy to integrate a blog into the Fan Page (see 'Blog' section)

#### Facebook Events

Events are essential ways to let people know what's going on with your organization. Every time an event is on the horizon, post it on Facebook, show photos and videos from previous years and attach it to your Fan Page and Group. Then, people can choose whether or not they are going to attend the event.

- Invite people in a steady stream to increase visibility on people's feeds
- Send updates about the event so the people who are attending are consistently reminded of it and will be more enthusiastic about inviting friends
- Create a dynamic page with photos and videos to incite excitement for the event

#### MySpace

If you already have a business MySpace page in place (many organizations do), use the above information related to Facebook to keep this content updated on MySpace as well. If not, create a business MySpace page and have at it.

#### Blogs

A blog is an important way to get lots of information out to consumers about your product or service. A consistently updated, interesting blog will appear in web searches, could be viewed by a large number of people and will serve as a very beneficial tool for the destination. Blogs are quickly becoming replacements to guide books and more stale information found online.

The blog should consist of both original content as well as content (editorial, photos and videos) found online related to your organization. You should have someone dedicated to this, part-time, to keep this blog up-to-date. There should be a variety of different segments to entice readers. For instance, using Palm Springs as an example, having a segment every other Wednesday highlighting a new restaurant in Palm Springs will show one side of the destination and people into cuisine will quickly learn to tune in every other Wednesday. The same can be done for nightlife, attractions, etc. Thinking outside of the box is a huge asset here. Some of these ways could be interviewing a new Palm Springs resident a week to provide some local flavor, finding tourists once a week who can give an account of their trip and doing very uniquely Palm Springs things consistently will give a broad-view of the destination.

The goal is to provide rich, dynamic and interesting information. This blog should make people excited about your organization, it should teach them something new, it should be something they want to share with friends and it should really make them think about your organization when they're not reading the blog.

The blog will normally, by default, include an RSS feed which can be utilized in a third party site. It can then be fed into Facebook's Fan Page, links will be posted to the Group, and the code can be utilized on a number of different sites including MySpace. People will also be able to elect to receive blog e-mail updates and download it to their RSS readers like Microsoft Outlook so they are constantly updated. That, along with the Google searches, will paste this blog all over the Internet and become the premiere place of GLBT information for your organization. Lastly, be sure to [ping your blog](#) using Technorati.com

#### Story

Elements of this constantly updated blog should be adapted into a story about your organization. Each story written should have a different focus (i.e., gay friendly restaurants in Palm Springs, gay walking tour of Palm Springs, etc.). These stories can then be posted online through a variety of sources (including Digg.com, Newsvine.com and others) and can be utilized as part of any banner ad or e-mail campaign your organization undertakes.

#### Photos

As part of the local editorial process for obtaining good blog content, you should also hire local photographers to submit event photos for inclusion online. The photos would be primarily group shots of individuals, whereby these photos could then be posted online in either Picasa or Flickr or any other social photo website, and then included as part of the blog. You should also utilize these photos for use on the Facebook Group, tagging the photos to increase their overall viral nature.

#### Videos

Additionally, you could also find local individuals who can shoot and edit video for your organization, posting this video on Facebook, MySpace and YouTube. Using YouTube, you could then develop a special YouTube Channel dedicated to your organization.

The video would not be a high-quality video production, but rather, it would be shot in "blog" format, creating snippets of video content less than 10 minutes in length which can be utilized best in an online format.

In summarizing this **Advanced Online Advertising** section, it's important to understand the big picture... you are starting with content in a variety of formats (snippets of content in the form of blogs, longer form content in the form of stories, photographs and video) and utilizing that content to put your organization, product or service in front of where your customer's eyeballs are continually migrating to online. Such a campaign puts you in front of those eyeballs by providing your organization top-level exposure in:

- Search engines such as Google (*for those not sure which sites to start with*)
- Community and content-based websites (*for those who do know where they like to start*)
- Blogs (*for those who employ a variety of methods to stay up-to-the-minute and current on their favorite topics*)
- Social Networking sites such as Facebook (*for those who are staying current with their friends and the companies, products and services that are of specific interest to them*)
- Video sites such as YouTube (*for those who enjoy personal, shorter form video entertainment*)

# How Is Social Media Changing the Face of Marketing?

For many years, traditional marketing was in the form of one-way communication. Through public relations and advertising campaigns, companies put forth value propositions to generate market appeal, attract and retain customers, and drive sales by talking "to" their potential customers.

However, with the rise of social media such as blogs, online forums, and social networks like MySpace and Facebook, the voice of the consumer is quickly drowning out those carefully crafted company messages. With 3.5 million brand-related conversations taking place online daily in the United States, companies are realizing that marketing to today's technology-driven consumers means engaging in two-way communication and talking "with" their potential customers.

With the rise of social media, the transparency of information is increasing and companies are not able to hide behind their branding experts any longer. The successful companies of the future are going to have to establish a sense of community with their customers, listen to their concerns, and get them involved in the company. Indeed, with democratization of information through social media, marketers are finding that consumers expect to engage in dialogue with brands rather than merely listen passively. Marketers who leverage these tools are showing their markets that they are not merely window-dressing when it comes to expressing an interest in their customers.

## Why Should Companies Include Social Media in Their Marketing Plans?

More and more forward-thinking marketers are realizing that social media platforms are ideal for building community and soliciting consumer feedback. They start by leveraging blogs, in particular, both to open communication lines between their company and the consumer, as well as to communicate in "short-form" editorial, which is becoming more and more prevalent as the written content of choice for today's online consumers. Because blogs are interactive and allow consumer feedback, these blogs become virtual water coolers and a meeting point for troubleshooting, relaying feedback, and offering ideas for improvement, which can result in products and services that are more relevant and useful to the consumer. Not only does this new level of "conversation marketing" enhance customer satisfaction, but it also builds community. End users feel they are a part of the company's process and become evangelists for the brand.

## What are the Rules of Engagement for Marketing through Social Media?

Though technology-based companies were the pioneers of engaging consumers through social media, many household consumer brands have taken the leap now as well. From Facebook profiles to podcasts to virtual stores in the Second Life virtual world, mainstream companies like Coca-Cola, Ford Motor Co., Toyota, Whirlpool, and Target are tapping into the online action. These companies have learned - and some have learned the hard way - that promoting your brand through social media requires chucking out old marketing rules of thumb and adopting new rules of engagement.

But what about the negative commentary someone could post about your company? A surefire way to nip negative commentary in the world of social media is to make sure your promise matches your experience. However, in the event that you uncover unfavorable comments floating in virtual space, damage control in social media operates pretty much like it

would with any other medium. You must catch the negative commentary early on, listen carefully to what is being said, and then react accordingly. If you ignore it, the momentum of the commentary will only get stronger and worse. Even though you might be drawing more attention to the problem initially, you'll actually increase customer loyalty if you address it and respond. That says to the consumer, 'We're working on it. We hear you.' And if you can't change whatever prompted the negative comments, you have an opportunity to explain to your customers why that change can't be made. This type of proactive engagement with your customers makes you a leader, not a follower.

## Are Certain Types of Social Media Tools Better than Others?

As with any marketing plan, it's important to take the time to study and participate in all types of social media as an audience member before engaging in marketing to those audiences. The core marketing principles of yesterday apply to marketing to tech-savvy consumers today: Identify your audience and then find the best way to reach the largest group in the most efficient way possible. As a general rule, bloggers are very targeted to niche groups, whereas social networks tend to be very broad.

Just as marketers study the media kits of newsstand publications before placing an advertisement, they should also find out which blogs, Web sites, or social networks their current and potential customers are engaging in. Audio or video podcasts can be ideal for brands that need a personal touch - a "face" to which consumers can relate. They can create a stronger personal connection between the team members behind the brand and their audience. Social networks can be good channels for disseminating special offers and company information that might not be worthy of a press release but is still interesting enough to share with consumers on a particular network. Like viral videos, social networks make it easy to spread interesting content to friends. This content will have a natural advantage in breaking through market noise, and if it's a positive impression, it will be given more credibility than highly crafted marketing messages.

## Summary

Social media is changing the face of marketing. The carefully crafted messages of yesterday are giving way to a more open dialogue between companies and consumers. As more of the marketplace embraces communication through blogs, online forums, and social networks, more consumers are giving unfettered feedback about companies and their products every day. Companies that don't participate in these conversations are neglecting the reputation of their brand and opening the door for competitors to come in and build more meaningful relationships with their customers.

Before engaging in social media, companies need to explore the various options available and decide which methods will likely have the greatest impact on their target audience. No matter which avenue they choose - a blog, a podcast, a store in a virtual world, or whatever else - marketers need to think ahead and be sure they're devoting the appropriate resources to ensure that their content is relevant, engaging, and frequently refreshed. That's how to fulfill every marketer's dream - by keeping consumers coming back for more.

## GLBT Business Resources

### Social Networking

#### Networking 4 Businesses Serving Lesbians

<http://businessesforlesbians.plaxogroups.com/>

#### GLBT Business Groups on Plaxo

<http://gltb.plaxogroups.com>

<http://gltbtravel.plaxogroups.com>

<http://businessesforlesbians.plaxogroups.com>

#### GLBT Business Groups on Ning

<http://pinkbananamedia.ning.com>

#### GLBT Groups on CollectiveX

<http://gltb-network.collectivex.com>

<http://lgbtbiz.collectivex.com>

<http://bizservinglesbians.collectivex.com>

#### GLBT Group on LinkedIn.com

<http://www.linkedin.com/search?search=&groupFilter=6368>

### Online Resources

#### Echelon Magazine

<http://www.echelonmagazine.com>

#### NGLCC Biz

<http://www.nglcc.org/biz/>

#### GayBusinessWorld.com

<http://www.gaybusinessworld.com>

## Banner Advertising Plus!

*Leveraging your Facebook group, your blog content, your editorial and your SEO placements to maximize your banner ad campaign!*

### Step 1 - Advanced Online Marketing Strategy:

Customize an *Advanced Online Marketing Plan* to best serve your unique product or service needs. Review this article for more information. <http://www.pinkbananamedia.com/storydetail.cfm?storyid=6>

### Step 2 - Selecting Web Sites to Advertise With

Select websites which best integrate with the *Advanced Online Marketing Strategy* you've executed above. Criteria to use would be:

- websites which will include an edited version of your content in an ad buy and keep the content live for at least one year, with links and logo back to your site.
- websites with excellent search engine placement alongside your placements, based upon the key word combinations you've focused on in Step 1, or....
- websites with poor search engine placement but strong user loyalty in their target market (a target market you've identified is right for you!)
- websites that are "Sticky," meaning they keep their audience on their site for longer than 5 minutes and inform and entertain them with quality content, not just dating or chat.

### Step 3 - Facebook Advertising

Test out a Pay-Per-Click Facebook advertising campaign, linking to your Facebook Group you've developed for your business, not directly to your own website. In this way, you'll have a larger number of Facebook users join your group AND go to your website from the Group Page, allowing you stronger marketing opportunities to this group using Facebook's E-Mail and News Feed.

## Gays, Lesbians and Bisexuals Lead in Usage of Online Social Networks

A recent national survey found that more online gay, lesbian and bisexual (GLB) individuals use social networks **Facebook** and **MySpace** per week compared to online heterosexuals. Other well-known websites such as **YouTube**, **Craigslist** and personal web logs also were found to be more popular among GLB individuals.

These are some of the highlights of a nationwide online survey of 2,541 U.S. adults (ages 18 and over) conducted between November 13 and 20, 2006, by Harris Interactive®, a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the GLBT market.

27% of GLB individuals reported they visit the popular free video sharing website, youtube.com, at least one hour or less per week, compared with 22% of all heterosexuals. GLB individuals were also slightly more likely to visit Craigslist.com (20%), a centralized network of

online urban communities, featuring free classified advertisements and forums, one hour or less per week (while 13% of heterosexuals say they visit Craigslist).

Even more significant is that gays and lesbians are online much more than their heterosexual counterparts. Excluding email, nearly twice as many gays and lesbians (32%) say they are online for between 24 and 168 hours per week, compared to 18% of heterosexuals.

Regarding web logs or blog use, the survey found nearly one in four GLB individuals (24%) reported to visit personal blogs, which are websites that serve as an individual's personal online journal, compared to 12% of heterosexuals. In fact, over one in three GLB adults (36%) visit their favorite blogs everyday, while only 19% of heterosexuals say they visit their favorite blogs daily. GLB respondents also reported to have a more positive reaction towards advertising found on blogs, by two to one when compared to heterosexuals (22% vs. 9%).

# Internet

Since the gay & lesbian Internet first came onto the scene in 1995, there have been countless thousands of Internet sites focused on one subject or another within the gay & lesbian community. While we will be covering some of those sites in subsequent chapters in this guide, we will focus this chapter on the larger and more general gay & lesbian sites online today.

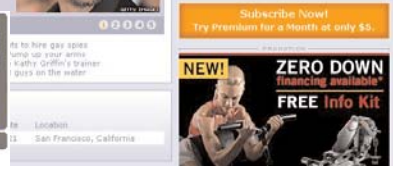
In this chapter, we will be discussing the world of the **Gay Internet** and the world of the **Lesbian Internet** as separate sections. Although there are a small handful of sites which appeal to both sexes, in general the largest sites have become either gay or lesbian in style and appeal.

One of the largest sites online, and one that appeals to both gays and lesbians, is **PlanetOut.com**. Founded in September 1995 by Tom Reilly, a pioneer of the gay and lesbian Internet, this site has developed into one of the leading general gay & lesbian portals serving the online gay & lesbian community. Its strengths begin with its origins as one of the leading gay news sites online today. Early on in the development of the Internet, larger sites such as *MSN* and *AOL* began working with and integrating *PlanetOut.com* content into their own sites. *Yahoo News* began using *PlanetOut.com* as their primary source for gay & lesbian news found on the Internet.

Today, *PlanetOut.com*, merged with larger *Gay.com* (highlighted below), has become one of the leading online destinations for both gays and lesbians online for such topics as news, entertainment and travel. In addition, the *PlanetOut.com* personals had begun early on to be one of the key places lesbians felt safe and comfortable in posting their online profiles, allowing *PlanetOut.com* to emerge as one of the leading sites appealing to both men and women.

Another larger site having cross-appeal is **365Gay.com**. Like *PlanetOut.com*, *365Gay.com* had emerged as primarily a daily news source, and has since grown into a full online portal featuring content in such topics as health, travel, entertainment, style and more. Recently purchased by *Logo*, *365Gay.com* has appealed to both men and women equally as it has continued to grow over the years to become one of the leading sources for news online.

One of the first sites to target the gay community online with a primarily



gay male focus, was **GayWired.com** begun in May 1995. Started as an online site for Internet surfers to find various gay content resources online, *GayWired.com* quickly emerged as one of the key sites dedicated to the gay community online. Working with some of the key print publications at the time, including *Genre Magazine*, *GayWired.com* ramped up its content, focusing on entertainment stories rather than just hard-hitting news. It also pioneered the world of gay retailing online and became one of the largest sites offering gay & lesbian calendars, videos, music CDs and more to gays & lesbians across the US and around the world. This experience allowed *GayWired.com* to team up and help develop the retailing sites of *TLA Video*, *10% Productions* and other companies now dominant in the world of gay retailing online.

Today, *GayWired.com* is part of **Regent Entertainment and here! TV** of gay & lesbian websites. It has stayed true to its origins as a gay entertainment news source, as well as expanded into free online personals and interactive features such as blogs, member photo albums, chat rooms and hot model contests, while still offering gay retailing, travel and other strong gay resources online.

In the world of gay-male focused sites, **Gay.com** has emerged as the true leader. Primarily a chat room and personals-oriented

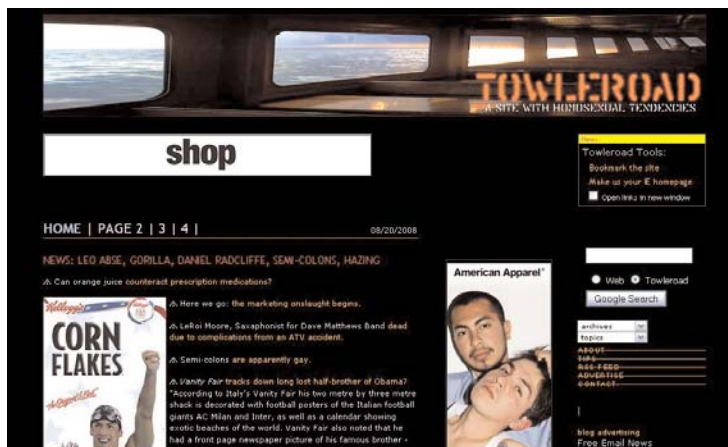
# Blogs

A few years ago, blogs were nothing more than an aside or afterthought in a report such as this. Today, they have become one of the leading sources of information in the form of news, sound bites, video clips and photos for millions of Internet users. In addition, blogs are becoming considered a more trusted source of information than traditional sources such as CNN or the *New York Times* by the younger generations who have grown up with the Internet being a constant part of their lives. Some may argue that anything can be posted on a blog, which is true... but the majority of blog users have a tendency of reading a variety of trusted blogs and with these shorter blurbs of information, forming their own opinions as to what is real and what is suspect. And some consider their formed opinions more trustworthy than CNN or the *New York Times*, which is no coincidence as the news reported nowadays continually tells of newspapers and magazines losing more and more revenue and marketshare to the online world.

Blogs became popular because blogs are interactive and allow their users to talk back and amongst each other. Traditional media over the years has always spoken "to" the individual... blogs were one of the first online media that enabled companies to speak "with" the individual, a seismic shift in how communications and marketing concepts are executed today.

Some of the top blogs in the GLBT marketplace also receive more traffic than the majority of GLBT community sites, as reported by *Alexa* and *Quantcast*. The problem has been two-fold, however, for advertisers jumping on board in this venue. One, the nature of a blog is to have a lot of information on one page, whereby the user has to scroll down the page to read the various blog entries. Ads don't lend themselves well to this environment, as the ads simply stack up on the right hand side of the screen and are only viewed when the user is reading at that point in the blog. But blogs do work, especially when a product or service can get itself reviewed and discussed by the blogger. Then, the product or service is part of the story and not just an

ad to be scrolled by.



The other issue has been the same one that plagues advertising in the social networking world - **User Generated Content (UGC)**. This strikes fear in many advertisers hearts, as they are uncomfortable with their ads being displayed next to unforeseen content from a blogger they can't necessarily control. But as blogs continue to progress, more and more advertisers are learning to come to terms with the world of UGC, as they realize this is the content that more and more online users prefer to read (or in the case of YouTube, watch).

As we mentioned, however, blogs are hot and they receive large volumes of repeat unique visitors on a daily basis. Some of the hottest and most popular blogs in the GLBT marketplace are as follows.

By far one of the leading GLBT blogs online today, **Towleroad.com** brings its fans up-to-date news items and features from around the Internet, but reported in a kind of tongue-in-cheek fashion, providing a unique brand of commentary that, when done right, is one of the unique parts of the formula that makes a blog a success. You know a blog is popular when a new story is heavily commented on right away. That shows that the blog's fan base is passionate about their blog and what they are reading, and they feel a part of the sense of community blogs have brought to the online world when they first debuted.

Along the same lines as Towleroad, reporting GLBT news and features from a more political and often more serious perspective, we have **Queerty.com**, proclaiming "free of an agenda, except that gay one!"

Similar to Towleroad with a large fan base, this blog blends its own unique character with a bit more entertainment. **Andrew Sullivan's** blog at [www.andrewsullivan.com](http://www.andrewsullivan.com) is a bit more serious in tone and incorporates more political news than some of the others. Rex Wockner, who has been a fixture in reporting international gay & lesbian news for many

# Spotlight On Feast of Fools

One of the most popular talk shows on the Internet today, as well as one of the originals in the gay market, Feast of Fools, alternately known as Gay Fun Show or simply FoF, is a mix of celebrity interviews, news commentary, author chats, cocktail recipes, grooming advice, political forum, new artist musical interludes, gift opening, and letter reading.

The show has won Best GLBT Podcast from the People's Choice Podcast Awards and Best Podcast from the Gay Bloggies. As the most widely downloaded gay podcast, its availability has brought GLBT-themed programming to listeners in cities, towns, and rural areas across the country and around the world.

## These Guys Get Social Networking and Web 2.0!

Yes, they may have won some fantastic awards and have created a show with fans worldwide, but one of their greatest strengths is that not only do they keep contemporary with their pop culture and show content they produce 5 times per week, they also stay way ahead of the curve when it comes to using the new tools of social networking and Web 2.0 to keep their audiences informed and in the loop, as well as reaching out to new fans through this viral network of Facebook, Plaxo and more!

First, their use of photos. With the concept of photo tagging launched by Facebook, the world of photos has a whole new lease on life. Combine this with the Photoshop talents these two exhibit with their campy but uniquely branded photos put online each week and you have yourself a powerful form of branding that reaches all of their fans on their Facebook group, as well as all of their fans subscribing to their photo updates on Flickr. By incorporating their Flickr photo feed into Plaxo, they are one of the few businesses out there today using the social networking power of photos to keep their show at the forefront of peoples minds on a daily basis, without ever being too intrusive.

In addition, they understand how to emerge from behind the safety of the computer screen and reach out to their fellow new media peers and their fans, including hosting a meet and greet mixer coinciding with the New Media Expo in Las Vegas recently.

## About the Hosts and the Show

Host Fausto Fernós is an Eartha Kitt-stalking, brown-haired (and soul-patched), quasi-former Boricua drag performer who once graced public access television as Faustina. Factoid: Fernós learned how to eat fire from the Lesbian Avengers.

His partner in life and podcasting is Marc Felion, who spends time fielding emails that label him as Chris Noth's "ting-a-ling" doppelganger, updating the show's Myspace page, and salivating over Czech porn star



Pavel Novotny.

The Feast of Fools podcast continually ranks as the top-rated gay & lesbian podcast on iTunes and is frequently listed in the Top 100 list of Comedy podcasts. On average, the podcast is downloaded 40,000 times per week, making it the most downloaded GLBT podcast in the United States.



A typical Feast of Fools show is a round table discussion on unusual news stories, GLBT issues and social trends. Other shows may feature celebrity interviews (live or by phone), cocktail recipes, or "how to" sessions, such as 'How drag queens lip sync and put on makeup.' Celebrities and other notable guests are asked a series of "Breakdown" questions at the end of the show, such as "Describe yourself as a fancy shade of paint" and "What would you like to see Oprah doing in 5 years?" Since 2005, the Feast of Fools podcast has interviewed many celebrities, including Margaret Cho, Kathy Griffin, Teri Garr, George Takei, John Waters and Bruce Vilanch. Occasionally, a show will open with an original cocktail recipe, usually given a name that pays tribute to that episode's special guest. Cocktail recipes feature unique ingredients or put a new spin on classics. Examples include the "Organic Cosmopolitan" (a tarter version of the popular drink made with unsweetened cranberry juice concentrate and all natural ingredients) and the "Dancing Queen," (an unusual and flavorful combination of pear sake and energy drink).

When not interviewing a special guest, Fernós and Felion are often joined by a rotating cast of regular guests.

Music is an integral part of the Feast of Fools podcast, and the show regularly interviews and features the music of up-and-coming talent, mostly unsigned or signed to independent record labels. Born out of

# Print

Although the Internet continues to grow by leaps and bound in media spending, in terms of the advertising dollars spent, gay national print publications remain the dominant form of gay media for most corporate advertisers today.

This chapter refers specifically to national print publications in the US. For international print publications, please see our chapter on **International Gay Media**. For national print publications representing a specific niche such as travel or the Hispanic market, please see our chapter on **Niche Gay Media**. For regional print publications, please see our chapter on **Regional Gay Media**.

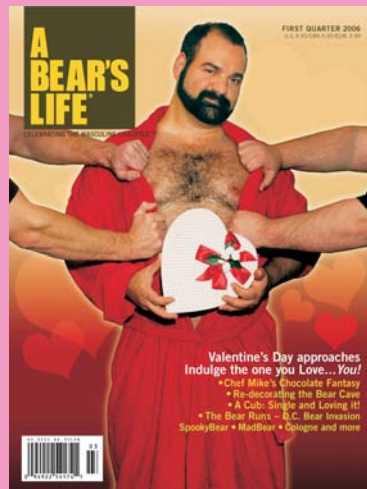
The leader in this market is one of the true pioneers in gay men's fash-

ion and entertainment – **Out Magazine**. Recently purchased by **Regent Entertainment**, *Out Magazine* leads in number of advertising pages, and its distribution in terms of overall circulation and subscriber base is one of the strongest.

LINK: [www.Out.com](http://www.Out.com)

Not far behind is **Instinct Magazine**. Instinct has been awarded the prestigious Maggie Award for Best Alternative Lifestyles Magazine an unprecedented two years in a row for both 2003 and 2004. Excerpted from the Instinct Magazine media kit, they are referred to as a clever mix of *Details* and *Jane* for gay men, and the authoritative lifestyle source for today's young, gay trendsetters. Instinct's vision is to provide readers with a broad range of resources: from travel and entertainment, to fashion and home, to cars and health and fitness. While they entertain, enlighten and laugh with their readers, they do not preach to them. They want their readers to enjoy life and have a good laugh while reading Instinct.

LINK: [www.InstinctMagazine.com](http://www.InstinctMagazine.com)



Also published by Regent Entertainment is **The Advocate**, also a pioneer in gay & lesbian print media, with an edge towards hard-hitting news and relevant articles keeping gays & lesbians up-to-date on current events and issues nationwide. Published biweekly, *The Advocate* has evolved over the years to become one of the key sources of national news found online and in print.

LINK: [www.Advocate.com](http://www.Advocate.com)

**GENRE** is the complete lifestyle sourcebook for gay men. Every month, the magazine throws a spotlight on the hottest, the freshest and the best – in entertainment, the arts, fashion, home design, automotive, technology, health and fitness, grooming and travel. Their readers are smart, stylish and tuned in. They're leaders. The magazine engages them by looking at the world through their eyes and speaking to them in their own language. Loaded with intelligence, insight and an irreverent wit, GENRE is for the man who's a lot more than just out.

LINK: [www.GenreMagazine.com](http://www.GenreMagazine.com)

Niche publications that have emerged over the past few years include **A Bear's Life Magazine**. Recently featured on the Kathy Griffin Show, this magazine has pursued a demographic that is increasingly desired by marketers wishing to reach a more mature gay male audience over 35. They've continued to grow quite well, working aggressively at local bear events around the world to get the word out.

LINK: [www.abearslifemag.com](http://www.abearslifemag.com)

In business, a recent gay publication has emerged over the past few years, **Echelon Magazine**. Founded by Michael Lamb, this magazine is one of the first national publications dedicated exclusively to the world of gay business topics. With corporate advertisers on board promoting their diversity initiatives within their respective company, this magazine has an excellent start.

LINK: [www.EchelonMag.com](http://www.EchelonMag.com)

## E-Mail

Similar to direct mail, there are not a lot of companies offering gay & lesbian e-mail services, although this is still one of the hottest growth areas in marketing over the past few years. Marketers have learned how to access opt-in e-mail lists of almost any demographic they may be looking for, and can quickly and easily get their message out in a well-designed HTML e-mail format.

Today, this medium still has its limits as SPAM becomes one of the biggest hurdles from which e-mail marketers must overcome. As more and more spam fills recipients e-mail boxes, getting a legitimate marketing message to these folks becomes more and more of a challenge. Even with the CAN SPAM act in place, the fact that consumers are being deluged with unwanted e-mail is still a problem to be overcome in the months and years ahead.

**Pink Banana Media** has one of the largest opt-in gay & lesbian e-mail lists available today exceeding 150,000, with the ability to select recipients based on zip code range, niche affinity group (traveler, sports fan, parent, etc.) and on a limited basis, HHI, Education and age. These lists are derived from membership databases spanning a wide variety of gay & lesbian websites.

## GLBT Demographics

## Where Do Gay and Lesbian Couples Live?

**Census 2000** counts same-sex couples in 99 percent of U.S. counties. Like the distribution of the U.S. population at large, the distribution of gay and lesbian families is far from uniform across the nation.

## States with the most same-sex couple households

1. California
2. New York
3. Texas
4. Florida
5. Illinois
6. Pennsylvania
7. Georgia
8. Ohio
9. Massachusetts
10. New Jersey

## Highest concentrations of same-sex couple households...

- | by state      | by large metro area             |
|---------------|---------------------------------|
| 1. Vermont    | 1. San Francisco, CA            |
| 2. California | 2. Oakland, CA                  |
| 3. Washington | 3. Seattle-Bellevue-Everett, WA |



where gay & lesbian members reside

## US STATES, RANKED 1 to 50 - January 2008

Rank	State	Rank	State
1	California	27	Nevada
2	New York	28	South Carolina
3	Florida	29	Kentucky
4	Texas	30	Oklahoma
5	Illinois	31	Alabama
6	Pennsylvania	32	New Mexico
7	Ohio	33	Utah
8	New Jersey	34	New Hampshire
9	Massachusetts	35	Hawaii
10	Georgia	36	Kansas
11	Virginia	37	Rhode Island
12	Washington	38	Iowa
13	Michigan	39	Arkansas
14	Arizona	40	Maine
15	North Carolina	41	Nebraska
16	Colorado	42	Delaware
17	Maryland	43	Mississippi
18	Minnesota	44	West Virginia
19	Indiana	45	Vermont
20	Missouri	46	Idaho
21	Tennessee	47	Alaska
22	Wisconsin	48	Montana
23	Connecticut	49	South Dakota
24	Oregon	50	Puerto Rico
25	Louisiana	51	North Dakota
26	Washington, DC	52	Wyoming

Based on analysis of online membership through a wide variety of gay & lesbian web sites, including *GayWired.com*, *LesbianaNation.com*, *GaySports.com*, *ProudParenting.com* and others, we have ranked the US states from 1 to 50 where gay & lesbian members reside, including Washington, DC and Puerto Rico.

- |                  |                               |
|------------------|-------------------------------|
| 4. Massachusetts | 4. Fort Lauderdale, FL        |
| 5. Oregon        | 5. Austin-San Marcos, TX      |
| 6. New Mexico    | 6. New York, NY               |
| 7. Nevada        | 7. Los Angeles-Long Beach, CA |
| 8. New York      | 8. Albuquerque, NM            |
| 9. Maine         | 9. Atlanta, GA                |
| 10. Arizona      | 10. Jersey City, NJ           |

## by city/town\*

1. Provincetown, MA
2. Guerneville, CA
3. Wilton Manors, FL
4. West Hollywood, CA
5. Palm Springs, CA
6. Miami Shores, FL
7. Decatur, GA
8. Key West, FL
9. Northampton, MA
10. North Druid Hills, GA

## by neighborhood (ZIP code)

1. Provincetown, MA - 02657
2. Castro, San Francisco, CA - 94114
3. Guerneville, CA - 95446
4. Twin Peaks, San Francisco, CA - 94131
5. West Hollywood, CA - 90069
6. Oakland Park/Ft. Lauderdale, FL - 33305
7. Haight Ashbury, San Francisco, CA - 94117
8. Chelsea, New York, NY - 10011
9. Roxbury, Boston, MA - 02118
10. Montrose, Houston, TX - 77006

\*Cities or towns with at least 50 same-sex couples.

(From *The Gay and Lesbian Atlas*, by Gary J. Gates and Jason Ost, Urban Institute Press, May 2004.)

<http://www.urban.org/publications/900695.html>

# Television and Video

On April 30, 1997 Ellen DeGeneres came out to America in the “Puppy” episode of her now infamous sitcom *Ellen*, forever changing television. Since then gay characters, themes and shows have sprung up attracting audiences both gay and straight alike. From the comedy of *Will & Grace* to the dramatic made for TV movie *A Soldier's Girl*, network television has learned to respect lesbians, gays and transgenders as a valuable part of their audience. Still, it is on cable and satellite television that programmers have truly learned the value of the LGBT community. *Queer as Folk* and *The L Word* have paved the way for the even more progressive 24-hour networks, including **here!** and **Viacom's** recently launched **LOGO**. What follows is a look at the options for reaching the gay market in today's fast moving television marketplace.

## Traditional National Network Television

CBS, NBC, ABC and FOX are the major players in this arena and each of them has produced shows utilizing LGBT characters or themes over the past several years. Even though none of these programs were created specifically for the LGBT community, gay and lesbian audiences have long adopted shows and characters as their own - from *Wonder Woman* and *Dynasty* to the WNBA. This accounts for the fact that *Desperate Housewives* has become a sensation in gay households across America while the more obviously gay-themed *Queer Eye for the Straight Guy* is just as likely to receive a groan as interest from a member of the LGBT community. From *Ugly Betty* to *Brothers and Sisters*, gay and lesbian audiences have affinities based on camp, art, and culture that entire courses at Ivy League schools attempt to explain. The inclusion of a LGBT character no longer guarantees that gay and lesbian audiences will respond favorably to a program. Moreover, network television judges its shows based on weekly ratings that encompass far more than the attitudes of gays and lesbians toward their products. Shows fall in and out of



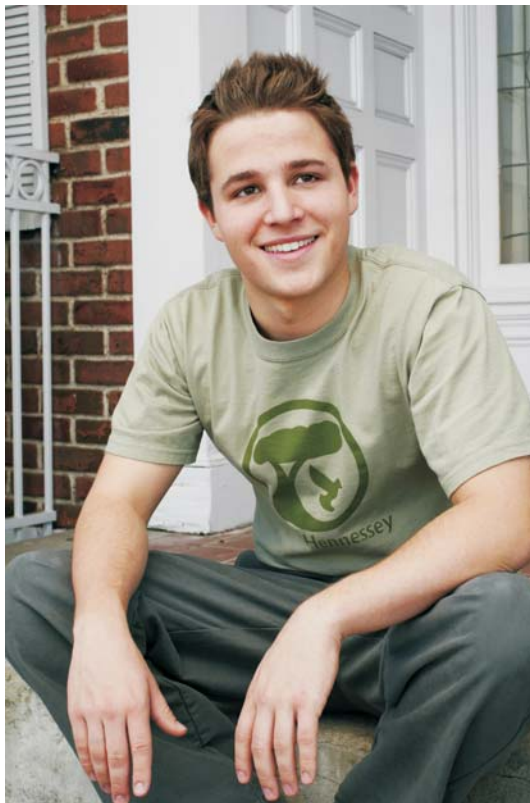
favor in the general populous as well as in the gay community. The big broadcast networks try to be all things to all people and this has caused many viewers to tune out. Cable TV, satellite TV, DVDs and the Internet have all contributed to the gradual decline of viewership these companies have seen over the past few years. These factors, combined with recent FCC actions, have made it difficult for marketers attempting to approach the gay and lesbian consumer to consider doing so on these networks, even on those shows known to have a large LGBT following. Instead marketers have been looking to the alternatives to bring them their lesbian and gay clientele.

## Public Television

Much like its radio counterpart, PBS has been a leader in airing programming specifically aimed at their gay and lesbian audience. One such

example is **In the Life**, a monthly news magazine that takes a serious look at the issues LGBT people face in the world around them with the goal of reaching individuals that would otherwise not have access to such information. The program has received critical acclaim for its unflinching approach and has featured gay and gay supportive luminaries such as Harvey Fierstein, Maya Angelou, Wesley Snipes and Sir Ian McKellan. The show airs on more than 130 stations and in all the major U.S. markets. Other PBS programs like *Frontline*, *Think Tank*, *NOW*, *Independent Lens* and the *News Hour with Jim Leher* have all contributed significant portions of their shows to the continuing debate about LGBT rights. With arts programming and documentaries featuring gay and lesbian personalities rounding out their schedule, underwriting these stations is a great way to reach friends of the gay community as well as the community itself.

LINK: [www.inthelifetv.org](http://www.inthelifetv.org)



## Cable & Satellite Television

Beginning on Showtime with *Queer as Folk* and *The L-Word*, and now increasing with Bravo

# Themes: Travel

As we've described in previous chapters, there are a number of different media outlets online, in print and on the radio reaching gays & lesbians wherever they may be. In the mainstream world, however, marketers have grown accustomed to reaching a more specific demographic than just "men" or "residents of Los Angeles" and can more finely tune their campaigns to reach that specific demographic profile that are a closer match to their product or service.

## TRAVEL

In the gay & lesbian marketplace, these "niches within the niche" have been addressed at different levels, each one representing the various levels of growth and opportunity that have been present so far in the gay & lesbian community. The hands-down leader in this category is easy - TRAVEL! Of all of the various niche categories you will read about below, the world of Gay & Lesbian Travel is the most diverse and mature. There are companies dedicated exclusively to gay travel marketing and business associations solely for the world of gay travel.

On the Business-to-Business (B-to-B) front, the first and foremost of these is the **International Gay & Lesbian Travel Association (IGLTA)**, one of the largest and oldest gay business associations worldwide. Founded in 1983, membership today is at 1,200-plus and growing, with members representing all facets of travel today including airlines wishing to reach the gay market, travel agents primarily serving the gay market, hotels and resorts designed exclusively for the gay traveler, etc. The list goes on! With conventions and symposiums held each year all throughout the world, the IGLTA is one of the finest representations of a truly global trade association that mirrors the growth of the gay community worldwide, with members and events held in Europe, North America, South America, Africa and Australia. With the rise of gay & lesbian representation in Asia, it is expected that more and more members and events will grow from this region.

LINK: [www.IGLTA.org](http://www.IGLTA.org)

On the marketing side, **Community Marketing Inc. (CMI)** has emerged as the leader, helping their tourism industry clients better reach and serve the gay market since 1992. *Community Marketing's* tourism practice supports their clients with market research, strategies, and cost-effective marketing planning. Clients include leading airlines, rental car and cruise companies, hotel groups, tour operators, CVBs and tourism offices worldwide.



With over a decade of market research under their belt, *Community Marketing* has become the industry's leading source of gay tourism data. CMI's research has helped quantify why the "gay travel market" should be included in every diversity marketing initiative. In addition, *Community Marketing* produces the annual **International Conference on Gay & Lesbian Tourism**.

LINK: [www.CommunityMarketingInc.com](http://www.CommunityMarketingInc.com)

On the consumer front online, there are several key sites dedicated exclusively to gay & lesbian travel. These sites range from **Navigaytion.com**, **QTMagazine.com**, **OutandAbout.com**, **GayCities.com**, **GayTravel.com**, **Navigaytour.com**, **PinkChoice.com** and others. These sites differ from the more general sites mentioned above, in that gays & lesbians online are coming to these sites specifically with the thought of travel in mind.

From this list, **GayCities.com** has emerged as a strong, new player in the gay & lesbian online travel community, merging travel listings with social networking, allowing users to create profiles, comment and review on listings, blog and more. **PinkChoice.com** has also ventured along this path, and it's these two sites which have taken the lead in social networking GLBT travel sites.

**Navigaytion.com**, along with its travel news and stories, also features Travel Personals, allowing online members to meet each other and make new friends based on similar travel interests. Makes for an interesting trip with your new-found "travel road buddy!"

In addition, *Navigaytion.com* has travel articles and news highlights related to the gay & lesbian traveler. Best of all, it

has a very extensive hotel and travel directory, allowing you to research and book directly with a gay hotel of your choosing. This directory, and the content of the site, is easily searched by selecting a region of the world from which to browse, or by using their easy-to-use global map, drilling down to individual states and countries.

**QTMagazine.com**, one of the original gay sites started back in 1997, began with a strong focus as an online gay travel magazine. Sporting fun and vibrant "online covers" which changed monthly, *QTMagazine.com* became one of the early gay travel sites to establish itself as a strong resource for gay travelers online.

Today, it is integrated into the **GayWired.com** and **LesbiaNation.com** family of sites, providing those sites strong travel content and allowing users quick and easy access to gay travel articles, news and more. Like *Navigaytion.com*, it has an online hotel and travel directory, as well as gay travel packages offered by *GayLinkTravel.com*.

In addition, other nationally-based sites are strong in travel, including

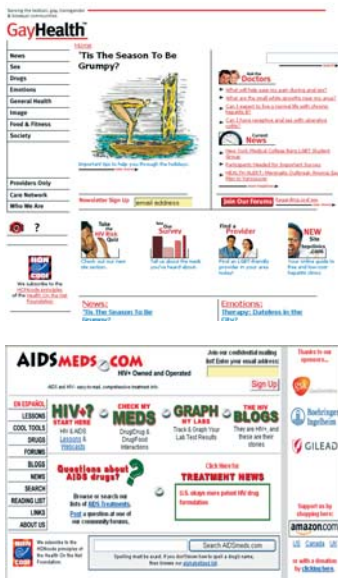
LINK: [www.queerlounge.org](http://www.queerlounge.org)

On the Internet, one site stands out in the field of gay entertainment, **NotesFromHollywood.com**. Founded by entertainment pioneer Nicholas Snow, this site stays true to its mission of keeping the world informed as to what is happening in the world of Hollywood, but from a distinct gay perspective. Content from *NotesFromHollywood.com* can be found published online and syndicated in websites and publications around the US.

Additional Links:  
- [www.outintvandfilm.org](http://www.outintvandfilm.org)

# Themes: Health

## HEALTH



The topic of gay health is well represented by the site **GayHealth.com**. With sections broken down by category, including Sex, Drugs, Emotions, Food & Fitness, etc., *GayHealth.com* has proven to be a strong starting point for both education and finding resources related to the topics of gay health, including STDs, HIV and AIDS. Also featuring articles related to gay & lesbian well being and society, this site is key in its focus of gay & lesbian health.

**AIDSmeds.com**, founded by Peter Staley, is another site dedicated to the topic of gay health, focused more on HIV+ education and resources. With over 20 drugs on the market today for treatment of HIV and AIDS, *AIDSmeds.com* tries to navigate folks through the maze of options and

information out there with easy-to-read lessons and summaries of all the approved and experimental treatments available.

In print, **POZ Magazine** is the primary national magazine dedicated exclusively to HIV and AIDS topics. Founded by Sean Strub, the magazine works with its team of writers, designers and doctors to chronicle the HIV epidemic, both in the US and internationally.

LINK: [www.poz.com](http://www.poz.com)

In addition, there is A&U, America's AIDS Magazine, launched in 1991 by David Waggoner in response to the overwhelming AIDS crisis that was still in full force at that time.

LINK: [www.aumag.org](http://www.aumag.org)

The **Gay & Lesbian Medical Association (GLMA)** is a national organization committed to ensuring equality in health care for gay & lesbian individuals and health care professionals. *GLMA* achieves its goals by using

medical expertise in professional education, public policy work, patient education and referrals, and the promotion of research.

LINK: [www.glma.org](http://www.glma.org)

In addition, there are a number of organizations across the US dedicated to helping educate and fight HIV and AIDS. The list of organizations is quite numerous, with some of them listed here:

- [www.apla.org](http://www.apla.org)
- [www.beingalivela.org](http://www.beingalivela.org)
- [www.aidswalk.com](http://www.aidswalk.com)
- [www.aidsforaids.net](http://www.aidsforaids.net)
- [www.angelfood.org](http://www.angelfood.org)
- [www.lashanti.org](http://www.lashanti.org)
- [www.LGBTHealth.net](http://www.LGBTHealth.net)
- [www.nycaidscoalition.org](http://www.nycaidscoalition.org)
- [www.atdn.org](http://www.atdn.org)
- [www.aidsCouncil.org](http://www.aidsCouncil.org)
- [www.hivguidelines.org](http://www.hivguidelines.org)
- [www.gmhc.org](http://www.gmhc.org)
- [www.aidsnyc.org](http://www.aidsnyc.org)
- [www.aidschicago.org](http://www.aidschicago.org)
- [www.HowardBrown.org](http://www.HowardBrown.org)

# Themes: Marriage

## MARRIAGE & WEDDINGS

Making news around the globe, the legal rights and recognition of gays & lesbians is becoming manifest in the definition of marriage. More and more companies and communities across the US are recognizing the union of two gay men or women in terms of civil unions or domestic partnerships, granting them the same basic rights as heterosexual married couples. Health insurance benefits, estate planning and more are becoming commonplace in many gay & lesbian lives, but not all. The right of marriage, however, along with all of its legal and tax implications, is the final goal for many gays & lesbians. It would be society's way of showing that once and for all gays & lesbians



- [www.prideindex.com](http://www.prideindex.com)
- [www.blackprideguide.com](http://www.blackprideguide.com)
- [www.thebleumag.com](http://www.thebleumag.com)
- [www.uneqmagazine.com](http://www.uneqmagazine.com)

# Themes: Youth

## YOUTH

In the world of gay & lesbian youth, there are several key sites and publications dedicated to this community. In print, we have a new magazine, **QR Magazine**, exploring what it means to be young and gay in today's age. Brought to us by some of the former staff of XY Magazine, it promises to celebrate young gay life with no apologies and no excuses.

LINK: [www.QRMag.com](http://www.QRMag.com)

Before *QR Magazine*, there was **XY Magazine**, a national print publication now found primarily in smaller gay & lesbian bookstores across the country. Online, *XY Magazine* has a new youth portal coming online, found at **XY.com**.



Online there are two key sites dedicated to gay youth, **Mogenic.com** and **TheGYC.com**.

Both *Mogenic.com* and *TheGYC.com* are two of the leading sites for and about gay youth worldwide. They combine unique content and news with a membership-based system, allowing gay & lesbian youth to post their online profiles, interact with other members for friendship and more, and post some of their thoughts and feelings in the online message boards and blogs set up just for them. In addition, there is

**OasisJournals.com**, a youth community portal allowing young gays & lesbians to post in online discussions and review poetry and news.

In terms of organizations dedicated to gay & lesbian youth, there are a number of **college organizations** spread out all throughout the US and Canada. These organizations help provide support and education to gay and lesbian college students as they become aware of their sexuality early on.

One organization in particular is the **Delta Lambda Phi National Social Fraternity**. Founded in 1986, this organization strives to enhance the quality of life among gay, bisexual and "progressive" men. Since its founding, it has become one of the country's fastest growing fraternities with chapters from coast to coast.

LINK: [www.dlp.org](http://www.dlp.org)

Another organization is the **National Consortium of Directors of LGBT Resources in Higher Education**, a group which offers news, informational resources and a directory of **GLBT Student Groups** across the country.

- LINKS:
- [www.lgbtampus.org](http://www.lgbtampus.org)
  - [www.campusclimateindex.org](http://www.campusclimateindex.org)

Also, see above under the category of **Parents and Families** for other organizations dedicated to gay children and youth.

# Themes: Seniors

## SENIORS

Along the lines of the gay & lesbian youth market, we have the gay & lesbian seniors market developing as more and more baby boomers reach retirement age. One of the more interesting phenomena of this trend are the new gay & lesbian retirement homes being developed today. **Rainbow Vision Properties** of Santa Fe, New Mexico and the **Palms of Manasota** in Florida are two such examples.

In media, there is one larger site dedicated exclusively to gay & lesbian seniors - **GrayAndGay.com**. Similar to other community sites offering content with membership, this site also offers a photo album feature allowing those aging gay baby boomers to share photos of their family and friends with one another.

**GrayGay.com** is another site dedicated to this category, focusing more on links and resources to other sites for gay seniors, as well as compiling news and information from other sites with a summary offered on *GrayGay.com*.

In the category of non-profits, the **Prime Timers Worldwide** is an organization dedicated to providing mature gay and bisexual men, and their admirers, with opportunities to come together in a supportive atmosphere and to enjoy social, educational and recreational activities. With chapters from Palm Springs to Boston, this is the largest non-profit organization dedicated to gay seniors.

LINK: [www.primetimerswww.org](http://www.primetimerswww.org)



# Themes: Asian / Pacific Islander

## ASIAN / PACIFIC ISLANDER

Internationally, this market has some incredible community sites and magazines debuting for this emerging market. You'll find an entire section dedicated to Gay Asian resources in our International section of this

# Gay Urban Markets

Similar to the topic of Niche Media described in detail in this guide, this chapter is dedicated to better understanding WHERE the gay market is located and how to reach it.

One of the best resources for an in-depth understanding of the gay market in the US is the **Gay Atlas**, published by the Urban Institute of Washington, DC (ISBN 0-87766-721-7). Derived from data collected in the recent US Census 2000, the *Gay Atlas* methodology is to count only those households listed as living with an "unmarried partner" with a same-sex adult listed as his or her unmarried partner. Written by Gary Gates and Jason Ost, the *Gay Atlas* provides a more accurate accounting of where gays & lesbians live, including providing concise data, crisp graphics and easy-to-understand maps.

Some interesting findings include the fact that Vermont edges out California as the state with the highest concentration of gay & lesbian couples in the US. California, New York, and Massachusetts rank among the top 10 for both the total number of gay and lesbian couples and the overall concentration of same-sex couples in the state. 3 Florida cities (Wilton Manors, Miami Shores and Key West) make the top 10 list of US cities with the highest concentration of gay & lesbian couples.

It also finds that gay men do not necessarily choose to live in the same communities as their lesbian counterparts, and vice versa. In general, gay male couples live in neighborhoods that are more urban, more diverse, have more educated residents, have older housing stock, and have higher crime rates than the neighborhoods heterosexual married couples live in.

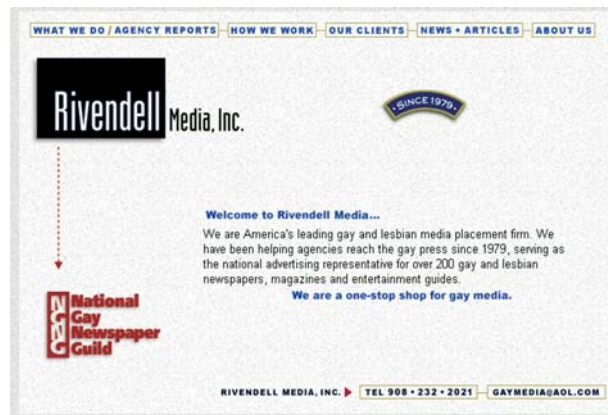
LINK: [urban.org/pubs/gayatlas/](http://urban.org/pubs/gayatlas/)

Utilizing the *Gay Atlas* will provide you with more detailed and analytical information from which to work from when planning your regional marketing focus. For this guide, we will provide a summary breakdown, by region, of some of the top gay print, event and Internet media available to you today. This regional breakdown will coincide, more or less, with the top gay urban markets in the US and Canada. Each of these markets will typically have one or more gay newspapers or

magazines, as well as key Internet sites providing information and a sense of community to the local region. In addition, the local government tourism agency may be very active in promoting to the gay & lesbian community. There will also be at least one strong event in each market, as well as a solid gay business networking group or two. Each region has its own unique media mix that matches its own unique culture and history.

Out of this mix has emerged a key player in the local gay media market - **Rivendell Media**. Specializing in helping nationally-based clients reach the gay market at the local level, *Rivendell Media* partners with some of the larger and more established gay publications in markets including New York, Los Angeles and more. Serving as the national representative to more than 200 gay & lesbian newspapers and magazines since 1979, *Rivendell Media* assists both clients and ad agencies reaching the gay press nationwide.

LINK: [www.RivendellMedia.com](http://www.RivendellMedia.com)



Online, there are two nationally-based websites which focus on gay local markets, **OutInAmerica.com** and **GayMonkey.com**. *OutInAmerica.com*, with websites including *OutInColumbus.com* and *OutInLosAngeles.com*, is one of the first to address the local market on a national level, focusing on personals

and premium membership for guys to meet other local guys online. *GayMonkey.com*, with websites including *NYC.GayMonkey.com* and *LA.GayMonkey.com*, brings local members news and articles related to their part of the world, along with free membership and personals, allowing them to also meet other local guys in their part of town.

In addition, two sites in particular, **EdgeBoston.com** and **ChicagoPride.com**, are taking their business models and expanding to other cities as well. *EdgeBoston.com* now has sites in Providence, Rhode Island, New York, and other regions. *ChicagoPride.com* is expanding through partnerships into Los Angeles, New York and Boston, to name a few.

On the local level, we will divide the market into primary and secondary gay markets and list some of the media associated with each. Our criteria for which markets are primary and with markets are secondary include not only the physical estimated size of each region's local gay market, but also the infrastructure associated with this market. This infrastructure includes an established gay business association, several established gay media outlets, at least one strong gay event and a sizeable number of

gay restaurants, bars, bookstores and other retail outlets catering exclusively to the gay & lesbian community.

Some regions may have an up and coming gay & lesbian community developing in their part of the world and not be listed below. Between the *Gay Atlas* and subsequent editions of this guide, those regions and their associated media should be listed soon.



# Primary Markets

## Cincinnati, Cleveland and Columbus, Ohio

### Cincinnati, OH

#### PRINT

GLBT News of Greater Cincinnati: [www.greatercincinnatiigbtnews.com](http://www.greatercincinnatiigbtnews.com)

#### INTERNET

[www.GayCincinnati.com](http://www.GayCincinnati.com)

#### EVENTS

Pride Alive: [prideisalive.com](http://prideisalive.com)

#### ORGANIZATIONS

GLBT Center of Cincinnati: [www.glbtcincincinnati.com](http://www.glbtcincincinnati.com)

Stonewall Cincinnati: [www.stonewallcincinnati.org](http://www.stonewallcincinnati.org)

### Cleveland, OH

#### PRINT

Gay People's Chronicle: [www.gaypeopleschronicle.com](http://www.gaypeopleschronicle.com)

Outlines Magazine: [www.outlinesmagazine.com](http://www.outlinesmagazine.com)

#### EVENTS

Cleveland Pride: [www.clevelandpride.org](http://www.clevelandpride.org)

#### BUSINESS ASSOCIATIONS

[www.NetworkMetroCleveland.com](http://www.NetworkMetroCleveland.com)

[www.ThinkPlexus.org](http://www.ThinkPlexus.org)

#### ORGANIZATIONS

Cleveland Lesbian/Gay Community Center: [www.LGCSC.org](http://www.LGCSC.org)

### Columbus, OH

#### PRINT

Outlook Weekly: [www.outlookweekly.net](http://www.outlookweekly.net)

#### EVENTS

Columbus G&L Theatre Festival: [www.columbus theatrefestival.com](http://www.columbus theatrefestival.com)

Columbus Pride: [www.columbuspride.org](http://www.columbuspride.org)

Qualia - national conference on gay folklore: [www.qualiaweekend.com](http://www.qualiaweekend.com)

International Drag King Extravaganza: [www.idkex.com](http://www.idkex.com)

#### BUSINESS ASSOCIATIONS

Network Columbus: [www.NetworkColumbus.com](http://www.NetworkColumbus.com)

Dames Bond: [www.damesbond.com](http://www.damesbond.com)

Columbus Young Professionals: [www.cypclub.com](http://www.cypclub.com)

LinkOut - LGBT young professionals: [www.linkoutcolumbus.com](http://www.linkoutcolumbus.com)

#### ORGANIZATIONS

Stonewall Columbus: [www.stonewall-columbus.org](http://www.stonewall-columbus.org)

BRAVO: [www.bravo-ohio.org](http://www.bravo-ohio.org)

Kaleidoscope Youth Center: [www.kaleidoscope.org](http://www.kaleidoscope.org)

TransOhio: [www.transohio.org](http://www.transohio.org)

Equality Ohio: [www.equalityohio.org](http://www.equalityohio.org)

The Legacy Fund: [www.thelegacyfund.org](http://www.thelegacyfund.org)

Columbus AIDS Task Force: [www.catf.net](http://www.catf.net)

Crystal Club: [www.thecrystalclub.org](http://www.thecrystalclub.org)

Gay Ohio History Initiative: [www.gohi.org](http://www.gohi.org)

Ohio AIDS Coalition: [www.ohioaidscoalition.org](http://www.ohioaidscoalition.org)

PFLAG: [www.pflagcolumbus.org](http://www.pflagcolumbus.org)

SpeakOUT - straight allies group: [www.speakoutcols.org](http://www.speakoutcols.org)

Tobias Project : [www.tobiasproject.org](http://www.tobiasproject.org)

### Miami, FL

Miami's gay & lesbian community is considerably different from that found 30 minutes north in Fort Lauderdale, which is great for some and not so great for others. **Miami Beach** (or **South Beach**, if you'd prefer) used to be "gay central" for South Florida, with a sort of Hollywood flair

for parties and nightlife and all things in between. Over the years, however, the gay community of Miami Beach has spread out to other parts of the city, and with the influx of other people coming to Miami Beach for the fun and wild nightlife, has less of a "gay village" atmosphere than it used to, which some gay folks love and others lament as a loss.

Miami Beach is still the epicenter of gay nightlife in Miami, with almost every establishment being either gay or very gay friendly. **Score** is the main bar on **Lincoln Road**, the popular outdoor promenade of Miami Beach where you'll find excellent Cuban and other Latin restaurants, as well as Latin people from all over Central and South America. Further down on Collins and Washington Blvd are other bars including one of the originals, **Twist**. There is also a gay beach located at 12th Ave.

Some of the largest and hippest gay events in the country are in Miami, including both the **White Party** and the **Winter Party**. **Miami's Gay & Lesbian Film Festival** has become one of the largest in the country, and their local gay business association has become very developed over the past few years.

#### PRINT

Hot Spots Magazine: [www.HotSpotsMagazine.com](http://www.HotSpotsMagazine.com)

Contax Guide: [www.contaxguide.com](http://www.contaxguide.com)

The Weekly News: [www.twnonline.org](http://www.twnonline.org)

#### INTERNET

[www.miami-gay-blog.com](http://www.miami-gay-blog.com)

#### EVENTS

Winter Party: [www.WinterParty.com](http://www.WinterParty.com)

White Party: [www.WhiteParty.com](http://www.WhiteParty.com)

Miami Gay & Lesbian Film Festival: [www.MGLFF.org](http://www.MGLFF.org)

#### BUSINESS ASSOCIATIONS

[www.GoGayMiami.com](http://www.GoGayMiami.com)

#### ORGANIZATIONS

Care Resource: [www.CareResource.org](http://www.CareResource.org)

## Minneapolis, MN

#### PRINT

Lavender Magazine: [www.lavendermagazine.com](http://www.lavendermagazine.com)

My Scene City: [www.myscenecity.com](http://www.myscenecity.com)

#### INTERNET

[www.gaympls.com](http://www.gaympls.com)

[www.glbtc.com](http://www.glbtc.com)

[www.glbtcminneapolis.org](http://www.glbtcminneapolis.org)

[www.outinminnesota.com](http://www.outinminnesota.com)

[www.qminnesota.com](http://www.qminnesota.com)

#### EVENTS

Twin Cities Pride: [www.tcpride.org](http://www.tcpride.org)

#### BUSINESS ASSOCIATIONS

[www.twincitiesquorum.com](http://www.twincitiesquorum.com)

#### ORGANIZATIONS

Outfront Minnesota: [www.outfront.org](http://www.outfront.org)

District 202: [www.dist202.org](http://www.dist202.org)

## Montreal, QC

Montreal has a gay village that has become a model for other cities in North America to strive for. Early on, the province of Quebec has emerged as a leader in gay & lesbian rights, and with the support of key government officials, was

...continue on 64

# Spotlight On Atlanta

## ATLANTA RANKINGS

Gay Index Rank: **299**  
 Gay Male Index Rank: **419**  
 Lesbian Index Rank: **175**  
 National Norm: **100**  
 Median Household Income: **\$34,770**

Just about everyone along the East Coast of the U.S. knows Atlanta is the queer 'Mecca' of the South. Gays and lesbians have flocked to this Southern metropolis over the years in droves - and for good reason.

Atlanta has one of the most progressive and largest gay & lesbian communities in the entire South, excluding Florida. Anchored by **Piedmont Park**, north of the city, we start with the Midtown area of Atlanta. In **Midtown**, the gay community is spread out all throughout this region, with clusters of bars, restaurants and other gay retailers including **Blakes on the Park** and **Outwrite Books**; **Ansley Mall**, north of Midtown on Piedmont and Monroe with **Burkhardt's Pub**, **Brushstrokes**, a number of other bars and the famous **Cowtippers** restaurant halfway between Midtown and Ansley Mall; **Cheshire Bridge Road** with **The Heretic** and other bars; **Woofs** even farther north; east side of **Piedmont Park** with **Big Red Tomato** and **Red Chair**; and the **Midtown Promenade** with **Hoedowns** and other bars.

Atlanta has two strong gay & lesbian business associations, and both their pride and film festivals are some of the largest in the country. In addition, their local **Convention & Visitors Bureau (CVB)** has begun marketing Atlanta officially to gay & lesbian travelers and has a section of their website dedicated to this sector. **Delta Airlines**, based in Atlanta, has also begun to make outreach to the gay & lesbian community and has marketed itself in event, print and Internet advertising in 2004.

Local companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Coca Cola	100	94
- Cox Communications	95	
- Delta Airlines	85	136
- Earthlink	88	
- Home Depot	85	17
- ING North American Insurance	100	
- Mirant Corp.	45	474
- Newell Rubbermaid	100	343
- Southern Co.	48	168
- SunTrust Banks	100	183
- UPS	100	43
- Worldspan Technologies	90	

**CEI Rating:** HRC Corporate Equality Index is a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors.



## PRINT

David Atlanta Magazine: [www.DavidAtlanta.com](http://www.DavidAtlanta.com)  
 Southern Voice: [www.Sovo.com](http://www.Sovo.com)  
 Labrys Atlanta: [www.labrysatl.com](http://www.labrysatl.com)

## INTERNET

[www.Gay-Atlanta.com](http://www.Gay-Atlanta.com)  
[www.AtlantaBoy.com](http://www.AtlantaBoy.com)

## EVENTS

Atlanta Pride: [www.AtlantaPride.org](http://www.AtlantaPride.org)  
 Black Pride Atlanta: [www.inthelifeatl.com](http://www.inthelifeatl.com)  
 Out On Film: [www.OutOnFilm.com](http://www.OutOnFilm.com)

## BUSINESS ASSOCIATIONS

[www.aen.org](http://www.aen.org)  
[www.atlantagaychamber.com](http://www.atlantagaychamber.com)

## ORGANIZATIONS

Atlanta Gay Men's Chorus: [www.AGMChorus.org](http://www.AGMChorus.org)  
 Gay Atlanta Sports: [www.gaytlsports.com](http://www.gaytlsports.com)

# Spotlight On Palm Springs

Palm Springs is a desert city in California - approximately 110 miles (177 km) east of Los Angeles and 140 miles (225 km) northeast of San Diego. Palm Springs is the jewel among desert cities and rightly so. Its village atmosphere has been preserved and embellished over the years. The downtown area with its quaint lampposts, benches and Mexican tile-paved enclaves invites strolling among the shops, galleries, eateries and coffeehouses. Rich in history and blessed with glorious weather, it is a prime destination of travelers from all over the world.

Palm Springs offers over 20 top attractions, including **Joshua Tree** national park, the **Living Desert**, art galleries, casinos, and of course, endless golf! It's a huge outdoor playground with consistently brilliant sunshine, great for sunning and all types of outdoor activities with the sweet, clean air.

Every Thursday night the main street in Palm Springs, **Palm Canyon Drive**, is closed to traffic and opened to a vibrant street festival. Food vendors, arts and crafts exhibits and loads of free entertainment by numerous artists. Strolling, munching, looking and sipping the length of Palm Canyon Drive from one end to the other in the heart of Palm Springs is a great way to 'people and puppy watch' for an hour or an entire evening.

The current gay and lesbian population in Palm Springs is estimated to be about seven times the national average. This concentration is even greater than that of San Francisco, which has approximately five times the national average. Gay residents represent about 35 percent of those who are year-round residents.

The influx of gays and lesbians into the city began in the early 1990s, shortly after the mayor and city council approved ordinances which sought to discourage college students from visiting Palm Springs during spring break, and began making aggressive attempts to recruit gays and lesbians to come to the city as tourists and new residents.

In 1995, the city elected **Ron Oden**, a politically liberal African American, to the city council, who later acknowledged that he is gay. In 2003, Oden was elected Mayor. He was succeeded in 2007 by **Steve Pougnet**, another gay mayor.

There are over **35 openly-gay resort hotels** in the city. The annual **Gay Pride Parade and Festival** is held the first weekend in November and in recent years has grown to attract an estimated 35,000 spectators.

## Easter In Palm Springs

Palm Springs had been known for years as a golf-course-studded retirement mecca that's invaded annually by hordes of libidinous college kids on spring break. Well, the city of Palm Springs has been quietly changing its image and attracting a whole new crowd. Thank's to former mayor (the late) Sonny Bono's revolutionary "anti-thong" ordinance in 1991, halted the spring-break migration by eliminating public display of the bare der-

rière, and the upscale fairway-condo crowd now congregates in the outlying resort cities of Rancho Mirage, Palm Desert, Indian Wells, and La Quinta.

These days, no billboards are allowed in Palm Springs; all the palm trees in the center of town are backlit at night, and you won't see the word "motel" on any establishment. Baby boomers and lots of gays and lesbians come to Palm Springs these days. And they are buying home here.

And Spring Break is no longer about throngs of drunk teenagers but thousands of gays and lesbians! The **White Party** in the Palm Springs Convention Center is one of the biggest and best on the US party circuit. With over 20,000 gay men dressed in white, the event brings together the world's most talented party people to create an evening of spectacular entertainment. usually around Easter Weekend, but this year April 18-21.

April also is **Dinah Shore Golf Week**, and **The Dinah!** The largest 4 day weekend event of its kind for gay women in the World. Pool parties, dance parties, golf and lots of women! The simple but daring concept catapulted the Dinah week to international fame. Today, The Dinah & Dinah Shore Week are considered the largest lesbian events in the

world. This year is expected to be bigger and better than ever! With a huge fashion show, top-notch entertainment and a few surprises! This year running April 2 -6.

Headquartered in Palm Springs, CA, the **Desert Pride Community Center DPCC** operates on the principal of providing direct services, educating the public and organizing for social change.

With a focus on the needs of the lesbian, gay, bisexual and transgender community, the Desert Pride Community Center, also known as, "a place to call home", addresses the necessity to create a healthy & vibrant environment which allows LGBT people to represent themselves in an affirmative atmosphere.

## PRINT

Absolute Palm Springs: [www.absolutepalmsprings.com](http://www.absolutepalmsprings.com)  
Bottom Line: [www.psbottomline.com](http://www.psbottomline.com)  
Desert Daily Guide: [www.desertdailyguide.com](http://www.desertdailyguide.com)

## INTERNET

[www.PalmSpringsGay.com](http://www.PalmSpringsGay.com)  
[www.GayTravelPalmSprings.com](http://www.GayTravelPalmSprings.com)  
[www.PalmSprings.com/gay/](http://www.PalmSprings.com/gay/)  
[www.PalmSpringsPreferredGayHotels.com](http://www.PalmSpringsPreferredGayHotels.com)  
[www.gay-palm-springs.info](http://www.gay-palm-springs.info)  
[www.menofpalmsprings.com](http://www.menofpalmsprings.com)

## EVENTS

Palm Springs Pride: [www.pspride.org](http://www.pspride.org)  
Palm Springs Gay Rodeo: [www.palmspringsrodeo.org](http://www.palmspringsrodeo.org)  
White Party: [www.jeffreysanker.com](http://www.jeffreysanker.com)  
Dinah Shore Weekend: [www.clubskirts.com](http://www.clubskirts.com)

## BUSINESS ASSOCIATIONS

Desert Business Association: [www.dbaps.org](http://www.dbaps.org)  
Desert Gay Tourism Guild: [palmspringsgayinfo.com](http://palmspringsgayinfo.com)

## ORGANIZATIONS

Desert Pride Center: [www.desertpridecenter.org](http://www.desertpridecenter.org)  
Caballeros: [www.pscaballeros.org](http://www.pscaballeros.org)



# Secondary Markets

## Albany, NY

### PRINT

CommUnity: [www.cdglcc.org](http://www.cdglcc.org)

Rainbow Times: [www.therainbowtimesmass.com](http://www.therainbowtimesmass.com)

## Albuquerque and Santa Fe, NM

### EVENTS

Albuquerque Pride: [www.abqpride.com](http://www.abqpride.com)

### ORGANIZATIONS

Rainbow Vision Properties: [www.rainbowvisionprop.com](http://www.rainbowvisionprop.com)

### PRINT

New Mexico Voice: [www.newmexicovoice.com](http://www.newmexicovoice.com)

### BUSINESS ASSOCIATIONS

Sandia Out Professionals Association: [www.sopanm.org](http://www.sopanm.org)

## Asheville, NC

### PRINT

Mixx Magazine: [mixxmagazine.8m.com](http://mixxmagazine.8m.com)

## Austin, TX

### PRINT

Austin Chronicle: [www.austinchronicle.com](http://www.austinchronicle.com) (*Alternative*)

Forward Austin: [www.forwardaustin.com](http://www.forwardaustin.com)

### EVENTS

Austin Gay & Lesbian Film Festival: [www.AGLIFF.org](http://www.AGLIFF.org)

Austin Pride Parade: [www.AustinPrideParade.org](http://www.AustinPrideParade.org)

Austin Party Page: [www.partyaustin.com](http://www.partyaustin.com)

### BUSINESS ASSOCIATIONS

[www.aglcc.org](http://www.aglcc.org)

## Baltimore, MD

### PRINT

Baltimore Gay Life: [www.baltimoregaylife.com](http://www.baltimoregaylife.com)

Baltimore Outloud: [www.baltimoreoutloud.com](http://www.baltimoreoutloud.com)

Charm City Pages: [www.aviancemarketing.com](http://www.aviancemarketing.com)

### EVENTS

Baltimore Pride: [www.baltimorepride.org](http://www.baltimorepride.org)

Baltimore Black Pride: [www.bmoreblackpride.org](http://www.bmoreblackpride.org)

### ORGANIZATIONS

GLBT Center of Baltimore: [www.glccb.org](http://www.glccb.org)

## Boise, ID

### INTERNET

[www.StonewallNews.net](http://www.StonewallNews.net)

[www.tccidaho.org](http://www.tccidaho.org)

## Buffalo, NY

### PRINT

[www.aboutmag.com](http://www.aboutmag.com)

### INTERNET

[www.outcomebuffalo.com](http://www.outcomebuffalo.com)

[www.buffalogaybars.com](http://www.buffalogaybars.com)

[www.visitbuffaloniagara.com/visitors/gnl](http://www.visitbuffaloniagara.com/visitors/gnl)

### ORGANIZATIONS

[www.pridecenterwny.org](http://www.pridecenterwny.org)

## Burlington, VT

### PRINT

Out in the Mountains: [www.mountainpridemedia.org](http://www.mountainpridemedia.org)

### INTERNET

[www.vgsa.com](http://www.vgsa.com)

[www.vermontgaytravel.com](http://www.vermontgaytravel.com)

[www.gayvermontinns.com](http://www.gayvermontinns.com)

[www.vermontgaytourism.com](http://www.vermontgaytourism.com)

### ORGANIZATIONS

[www.outrightvt.org](http://www.outrightvt.org)

## Calgary, AB

### PRINT

Gay Calgary Magazine: [www.GayCalgary.com](http://www.GayCalgary.com)

Outlooks Magazine: [www.outlooks.ca](http://www.outlooks.ca)

### ORGANIZATIONS

[www.glcsa.org](http://www.glcsa.org)

## Charlotte, NC (incl. other regions of NC)

### PRINT

Asheville Purple Pages: [www.ashevillepurplepages.com](http://www.ashevillepurplepages.com)

Out in Asheville: [outinasheville.com](http://outinasheville.com)

QNotes: [www.q-notes.com](http://www.q-notes.com)

### INTERNET

[www.OutTriangle.com](http://www.OutTriangle.com)

[www.romanticasheville.com/gayandlesbian.html](http://www.romanticasheville.com/gayandlesbian.html)

### EVENTS

Charlotte Black Pride: [www.charlotteblackgaypride.com](http://www.charlotteblackgaypride.com)

Pride Charlotte: [www.pridecharlotte.com](http://www.pridecharlotte.com)

PrideFest: [www.ncpride.org](http://www.ncpride.org)

### BUSINESS ASSOCIATIONS

[www.charlottebusinessguild.com](http://www.charlottebusinessguild.com)

### ORGANIZATIONS

[www.GayCharlotte.com](http://www.GayCharlotte.com)

## Charleston, WV

### INTERNET

[www.wvasqueernews.com](http://www.wvasqueernews.com)

### EVENTS

Rainbow Pride of West Virginia: [www.pridewv.org](http://www.pridewv.org)

## Columbia, SC (incl. Charleston)

### INTERNET

[gaycharleston.ccpblogs.com](http://gaycharleston.ccpblogs.com)

### EVENT

SC Gay & Lesbian Pride: Festival: [www.scpride.org](http://www.scpride.org)

### ORGANIZATIONS

SC Gay & Lesbian Pride Movement: [www.scglpm.org](http://www.scglpm.org)

South Carolina Equality Coalition: [www.scequality.org](http://www.scequality.org)

### BUSINESS ASSOCIATIONS

[www.scglbg.org](http://www.scglbg.org)

## Dayton, OH

### INTERNET

[www.gaydayton.org](http://www.gaydayton.org)

[www.daytongaydistrict.com](http://www.daytongaydistrict.com)

### ORGANIZATIONS

[www.daytonlgbtcenter.com](http://www.daytonlgbtcenter.com)

# International Markets



**IGLCC**

International Gay and Lesbian  
Chamber of Commerce

The IGLCC (**International Gay & Lesbian Chamber of Commerce**) has asked and been asked many times about the size and economic power of the LGBT community. New terminology has been created to describe it. Pink money now is understood to qualify and quantify our purchasing power. Listening to the growing demand for information, the IGLCC has partnered with **BC3 Strategies** and **Double Platinum** to create the first ever comprehensive market research that will answer many of the intriguing questions about our community. This partnership allows us to present a comprehensive overview of the demographic, economic and also social situation starting in our 13 member countries. From there, we will be able to expand the research and venture further into market studies in these and possibly other countries. With this initiative, the IGLCC and its partners take the lead on international LGBT research. Starting today we won't need to guess anymore

This report is the outcome of an analysis of GLBT segment marketing potential in specific countries around the world. The findings are based on data collected from publicly accessible information sources, including web sites, government statistics offices and the public CIA Global Information Service. This report is intended as a thin-slice overview of the segments, and is not presented as a definitive market analysis. The statistics used are intended as estimates and should be used as general guides rather for predictive purposes. It should be noted that all amounts are expressed in Euros.

**NOTE:** The media listings for each region are provided by **Pink Banana Media** and are not part of the IGLCC report.

## Australia

### Hospitable political climate

Australia has a reasonably hospitable political environment for GLBT people, though its strength is its society and culture which doesn't necessarily reflect its political environment. However with recent changes in its government it is suspected that there will also be favourable changes to GLBT legislation.

Anti-discrimination laws in place in all states and territories, but not in Commonwealth legislation. No laws against homosexuality. However Queensland's, age of consent for anal sex is set at 18, 16 for all non-anal sex, regardless of any participants, since 1990.

Same-sex unions: Registered partnerships: The cities of Melbourne and Sydney; The states of Tasmania and Victoria; Unregistered co-habitation: Australian Capital Territory, Northern Territory, Norfolk Island, Queensland, Western Australia, South Australia and New South Wales. Same-sex marriage is banned under Commonwealth law since August 2004.

Same-sex adoption: Allowed in Tasmania (biological child), Australian Capital Territory, Victoria and Western Australia only; Other states/territories ban this.

### Economy

The Australian economy was strengthened by its former government which makes Australia more open and desirable to international businesses that have progressive attitudes towards the GLBT workforce.

### Cultural acceptance

There is a great cultural acceptance and GLBT community infrastructure that is a result partially of the character of the Australian people but also due to the numerous GLBT advocacy groups and NGOs. There is a high level of acceptance in large cities as GLBT population clusters in Sydney, Melbourne, Adelaide, and Brisbane.

### Development value

Australia should be considered a Tier-2 development market, though its location is detrimental for international business.

### Economic assessment

GLBT business environment is well pronounced and thriving in the major cities like Melbourne and Sydney; however, it is vacant outside of these hubs.

Australia's hosting of many prime GLBT events brings many customers to the Australian market. Sporting events like the 1st Asia-Pacific OutGames and the World Gay Games contribute heavily to the local economy. Summer events and festivals like Pride, Sydney's Mardi Gras and the Midsummer Carnival build this market.

The main attraction is tourism and this is the central industry that jogs the GLBT economy. There is a great business networking infrastructure in place for the major cities of Sydney and Melbourne.

These professional organizations are centrally linked through GLOBE and hold events like "Fruits in Suits" and "Lemons With a Twist". The Australian market does not appear to be well connected to multinational business as there were few signs of sponsorship and GLBT marketing by large companies on their web pages.

It seems as if Australia is just catching the proverbial GLBT wave in business and has a ways to go before they can be on par with North American and even Europe.

IBM is sponsoring the Asian Pacific OutGames this year, which provides a significant boost in corporate credibility.

### STATISTICS

Total Population: 20,434,176  
Est. G/L Population (6%): 1,226,051  
Est. G/L Individual Income (€): 33,381  
Est. G/L Spending Power (€): 41 Billion

G/L Media Outlets: Good  
Internet Penetration (GM): 72.9%  
G/L NGOs: Fair  
GLBT Identity Rating: -  
Political Climate: Fair  
Marketplace Readiness Rating: Medium

**Sticky Rice**

<http://www.stickyrice.ws>

Despite its unfortunate name, this comprehensive site also features a companion print magazine that is published ten times a year and distributed throughout Thailand. Sticky Rice provides news, features and travel articles for the local gay community and visitors alike. City-specific links make navigation easy, while the General Interests section provides a hefty amount of editorial content.

**Dragon Castle**

<http://dragoncastle.net>

Centered on its free gay dating service and personal ads, DragonCastle.net also provides photo galleries, travel and tour information, live chat and message boards, gay guides, HIV resources, event updates, reviews and numerous links. With more than 1 million hits a month, this award-winning site offers click-thru boxes, banners and whole-page sponsorship advertising packages.

**Additional Asian Links:**

- [www.axcest.com](http://www.axcest.com) (Malaysia)
- [www.gayhk.com](http://www.gayhk.com) (Hong Kong)

Written by Matt Kalkhoff, Kristy Lam, William Michael Fernandes  
Contact: [michael@pinnaclepromotion.com](mailto:michael@pinnaclepromotion.com)

## About Fridae

Based in Hong Kong, **Fridae** is Asia's leading diversified media and services company implementing an integrated strategy that covers the Internet, Broadcasting, Publishing and Events. Founded with a mission to "Empower Gay Asia", Fridae provides a platform that bridges cultures, transcends borders, and unites the diverse groups to form Asia's largest gay and lesbian community. As the gay media leader in Asia, Fridae provides unparalleled reach to the valuable, yet diverse and hard to reach gay and lesbian communities in the region.

Fridae's innovative and industry-leading online portal ([www.fridae.com](http://www.fridae.com)) leverages the distribution power and reach of the Internet to provide a potent mix of Content, Community and Commerce to more than **250,000** consumers each month. Fridae currently has more than 200,000 registered members spanning over **10 different nationalities**. Fridae is a trusted opinion leader for the most current gay and lesbian happenings around the region. The site is highly interactive, a fluid conduit for its members to engage in discourse and camaraderie, uniting in a global gay village that is proud to embrace its diverse roots in the celebration of an Asian gay community.

Fridae Events include parties such as **Squirt**, **Nation** (named one of the Top 10 Gay Events in the World by *DNA Magazine*) and **Snowball**, offering companies invaluable offline exposure and marketing opportunities.

Fridae uses its expertise to offer forward-looking companies online advertising and branding as well as offline strategies and direct marketing programs. Past and present advertisers on Fridae include international brands such as Fortune 100 global communications leader **Motorola**, carmaker **Subaru** and hotel chain **Intercontinental** among many others.

Fridae brought Asia to the attention of the world circuit scene with the advent of its signature party **Nation** in 2001. Dubbed a "festival of international proportions" by *Time Magazine*, Nation is held in the month of October on island paradise Phuket. Featuring internationally renowned DJs and top of the class laser and pyrotechnics, Nation attracts and unites thousands of party revellers from the region and beyond.

Fridae is also a keen supporter of the arts scene and has been the official media sponsor for key film festivals and arts productions around the region. These include the **Hong Kong Lesbian and Gay Film Festival** and the recently concluded **Pink Film Festival** in the Philippines. Fridae believes in lending a voice to the arts scene for enhanced exposure and connecting like-minded individuals all over Asia.

"Fridae" is inspired by the charismatic character "Friday" from Daniel Defoe's novel *Robinson Crusoe*.

 An advertisement for Fridae. The top part features the text 'GAY ASIA' in large, bold letters, with 'The Next Frontier' underneath. Below this, there is a map of Asia with several photos of people, including a couple in a romantic embrace and a group of people. The text on the map reads: 'With over 2 billion people and more internet users than North America and Europe combined, Asia is hard to ignore. The gay and lesbian communities in this rapidly evolving region represent one of the fastest growing demographics in the world. But vastly different cultures and languages pose a significant barrier for those wanting to venture into this fertile market. **Fridae** is Asia's leading media and events company - operating the region's largest Internet portal and managing events that transform communities. Log into **Fridae** and take a peak into the future.' At the bottom left, the Fridae logo is displayed with the tagline 'empowering gay asia' and the website [www.fridae.com](http://www.fridae.com).

# Small Business Opportunities

From all of the information presented in this guide, it can sometimes be difficult to tell which websites, events and publications serve the **smaller, more entry level business** wishing to market itself to the gay & lesbian community.

In national print publications, some of the best places to start are with those publications offering a **Marketplace Section** towards the end of the magazine. **The Advocate** and **Instinct Magazine** both offer a sizeable Marketplace section, allowing for both text-based ads bought by the word and smaller, display ads bought by the inch. Of course, your visibility in the publication is less significant, but often times this is a great place to start as well as test your message at a fraction of the cost of full color display print advertising.

(See Chapter on National Print in this Guide for more information on these publications)

On the regional level, display ads in **local magazines and newspapers** are often priced on par with Marketplace ads placed in national magazines. If your business has any type of local component to it, including real estate, accounting, etc., then advertising with your local magazine or newspaper should be a primary aspect of your marketing plan. These publications often have classified advertising as well, offering you additional affordable choices for advertising.

(See Chapter on Regional Opportunities in this Guide for more information)

Some regions of the world have their own local gay & lesbian yellow pages directories offered by companies such as **GLYP.com** and **GLYCP.com**. Advertising in these directories can also be effective, depending on your location.

Online, there are several gay business directories which are well utilized by gays and lesbians online. In the world of gay hotels and resorts, there is **Damron.com**, **GayHotelsGuide.com**, **PurpleRoofs.com** and **LambdaResorts.com**. All three offer comprehensive listings of gay hotels, resorts, inns and B&Bs worldwide, and allow hotel owners the option to advertise and promote their properties with web link and photos, as well as additional supporting text.

In business, **GayBusinessWorld.com** features up-to-date gay business articles and news, as well as a full gay business directory with all categories of gay business represented. **GayBusinessWorld.com's** business directory is powered by the database directories found at **LambdaBusiness.com** and **LambdaResorts.com**, two pioneering sites in the world of Gay Yellow Pages online. Searched by regions of the world and business categories such as Accountants or Real Estate, online users can quickly and easily find gay and gay-friendly businesses listed and contact them via phone, e-mail or their website. Just like its print yellow pages counterpart, **LambdaBusiness.com** is free for users and advertiser supported. A newer player in the world of online directories is **GayFriendlyBiz.com**.

There are also a number of print yellow pages directories coming online including **RainbowPages.net**, **GLYP.com**, **GLYCP.com** and **DiversityBuilder.com**. In addition,

**Gay.com** has recently launched **Zoom.Gay.com**, a new online business directory similar to those highlighted above.

One of the largest categories in the world of gay business directories found online and in print is **real estate**. Advertising in the classifieds and marketplace areas of national print publications, and found online through sites such as **GayRealEstateAgents.com**, **GayRealty.net.com**, **GayAgent.com**, **GayHomes.com**, **RainbowReferrals.com**, **HomeLounge.com** and **GayRealEstate.com**, the field of real estate in the gay & lesbian marketplace is strong.

**Business-to-business networking organizations** are also strong in the gay & lesbian community, depending on the region. They each bring to the table networking events, local trade shows, educational seminars and more, all designed to help individual gay and gay-friendly business owners to succeed.

LINKS: [www.gaybusinessworld.com/ba/](http://www.gaybusinessworld.com/ba/) and [www.NGLCC.org](http://www.NGLCC.org)

GLBT networking organizations online have emerged recently and include **Networking Out** in the US and the **Circa Club** in the UK.

LINKS: [www.NetworkingOut.com](http://www.NetworkingOut.com) and [www.Circa-Club.com](http://www.Circa-Club.com)



## Featured Report: 2006 Gay Press Report

### Advertising In Gay Media Growing Three Times Faster Than Mainstream Media, 2006 Gay Press Report Finds

Ad spending in the gay and lesbian press has grown at almost three times the rate of consumer magazines over the past ten years, according to the **2006 Gay Press Report**, the annual survey produced by advertising agency Prime Access Inc. and gay media representative firm Rivendell Media. Ad spending in gay and lesbian publications in 2006 reached a record \$223.3 million, an increase of 5.2% over 2005 and an increase of 205% since 1996. Among Fortune 500® brands, more than 183 were active in the GLBT

consumer market (gay, lesbian, bisexual, transgender) in 2006, up from only 19 in 1994. Currently, the most popular product categories among these Fortune 500® brands are travel, financial services, automotive, fashion and entertainment.

Produced annually by advertising agency Prime Access Inc. and gay media representative firm Rivendell Media, the 2006 Gay Press Report provides a unique, historical perspective on the gay and lesbian market. This year's survey analyzed 131 individual publications targeting gay and lesbian consumers, including local and national newspapers, consumer magazines and entertainment guides.

LINK: [www.RivendellMedia.com](http://www.RivendellMedia.com)

# Market Research

By Michael Wilke, [CommercialCloset.org](http://CommercialCloset.org)

**D**ecades after invisibility and reaching critical mass, a breakthrough July 1991 article in the conservative Wall Street Journal called the lesbian and gay community "**a dream market.**" Today the American market is estimated to be valued at \$660 billion, projected to reach \$835 billion by 2011 –based primarily on U.S. population growth and steady 7% representation of gays and lesbians within the overall population.

In 2004, **36% of Fortune 100 companies have advertised directly to the lesbian and gay market**, and American corporations now spend about **\$223.3 million annually in gay print media**, according to the 2006 Gay Press Report ([http://primeaccess.net/downloads/news/GayPressReport\\_2006.pdf](http://primeaccess.net/downloads/news/GayPressReport_2006.pdf)) from Rivendell Marketing and Prime Access, which tracks 284 U.S. gay press publications. Much more has been spent in sponsorships and online advertising, which the survey does not track.

Up to another \$27 million is spent in online gay media, an estimated \$20 million on Viacom-owned LOGO gay network, and over \$6 million more spent annually on sponsorships in the gay community, per 2006 and 2007 Commercial Closet reports, **totaling over \$276 million in annual corporate spending in the gay and lesbian community.** A handful of advertisers, such as IBM and American Express, seek the business-to-business market, targeting 800,000 to 1.2 million gay and lesbian-owned businesses, as estimated by the **National Lesbian & Gay Chamber of Commerce** (<http://nglcc.org>).

Research and corporate interest in the gay market is increasing in North America and Australia, and modestly in various European countries (but not much elsewhere). However, due to politics, the closet and noncommittal interest, solid information on gays and lesbians is in short supply and they have remained difficult to survey. No one can say with certainty exactly how many lesbians or gays there are because they are rarely counted anywhere. (The U.S. Census says it cannot ask about sexuality until Congress recognizes gays as a federally protected minority.)

It is important to remember that the so-called "gay community" or "gay market" are not monolithic – it is more of a confederation of individuals with identities as diverse as the general population. Gay men's buying habits have little to do with gay women's. Transgender and bisexual people may or may not identify as "gay."

Gay men may live in Chelsea, Fort Lauderdale or West Hollywood/WeHo, they may be nomadic truckers, own a home in the suburbs with a partner and child, they may be in a retirement home, or they could be struggling in the ghetto. Lesbians may own a vegetarian restaurant in Northampton, they may run a major media company, own a home in the suburbs with a partner and child, or they could be working at a discount store.

Gays and lesbians are also Hispanic, African-American, Asian, American-Indian, Caucasian, Jewish, Hindu, Muslim, Christian, Mormon, war veterans, retired, teenagers, Republican, Democrat, rural, suburban, and many other layers of identities. Like everyone else, they face issues of

race, class, ethnicity, nationality, age, religion, health, and wealth – mirroring that of the general population. So as always, be certain whom you want to speak to with your message, do good research, select your media outlets with care, and spend enough money to do your brand justice. And remember, "brand loyalty" is earned over time, not overnight.

But first, some information to help out...

## How Many People Are GLBT?

It is always difficult to determine sexual minorities through surveys because of the complexities of self-identification, definitions, survey methodologies and stigmas. It is estimated by Harris Interactive that in the U.S. only 2% of self-identified lesbians and gays will respond to telephone surveys (compared to 3% of general population), but between **6%-7% will do so on Internet surveys.** Confirming this finding, a Yahoo survey of its users found 7.1% of adults over age 18 identified as GLBT, totaling 18 million in the U.S.

Various studies have estimated that between **4% and 10% of populations are homosexual**, meaning between **12 million and 30 million** in the United States alone.

A 2002 study, "Sexual Behavior and Selected Health Measures," of 12,571 Americans aged 15-44 (by computer interviews conducted by the University of Michigan) for the National Center for Health Statistics found **6% of men and 11% of women had same-sex sexual experiences by age 44.** Among men 18 to 44, 2% identified as bisexual and 4% as "something else" than heterosexual or bisexual. When looking at younger women, aged 18 to 29, 14% reported a sexual experience with a woman at least once.

**Lesbians are estimated at over 6 million in the U.S.** Data from Voter News Service and Zogby International consistently measure 4% to 5% of the American voting population as self-identified gay or lesbian. Studies by Kinsey (<http://www.kinseyinstitute.org>) in 1948 and Janus in 1993 have found bisexuals to represent between 22% to 37% of the population, though identifying them is quite difficult.

Increasingly, American gay marketing firms and major gay rights organizations are finding agreement that about **6%-7% of the overall population identifies as gay, with higher concentration in major cities.** In late 2006, research analysis from Gary Gates and the Williams Institute on Sexual Orientation Law and Public Policy at the University of California, Los Angeles, concluded that 10 cities exceed 8% in concentrations of bisexuals, gays and lesbians, with San Francisco predictably topping the list at 15.4%, followed in order by Seattle (12.9%), Atlanta (12.8%), Minneapolis (12.5%), Boston (12.3%), Oakland, CA (12.1%), Sacramento (9.8%), Portland, OR (8.8%), Denver (8.2%), and Long Beach, CA (8.1%). Surprisingly, New York, Los Angeles and Chicago didn't make the list. (Source: <http://www.law.ucla.edu/williamsinstitute/home.html>)

Gates used data from the National Survey of Family Growth, a multipurpose survey sponsored by the U.S. Department of Health and Human Services, to conservatively estimate that 4.1% of the US identifies as gay, lesbian or bisexual, totaling 8.8 million people between the ages of 18-45. He then applied that data to the results of the American Community Survey, a periodic census update, to estimate the number of GLB people in cities, metropolitan areas and congressional districts. His formula assumed that the percentage of all same-sex coupled households in any area as provided by the census reflects the percentage of all gays, lesbians and bisexuals in that same area.

# Buying Power of Gay Men and Lesbians in 2008

by Witeck-Combs Communications

Marketers, economists and journalists often puzzle over guesstimating the purchasing power of America's gay and lesbian households. Some tend to ballyhoo the gay market as a dream market precisely because of its presumed affluence. But is it really true?

Over the past several years, we've given this question considerable thought and research. We conclude that projections of gay wealth are likely overstated or simply a flat misconception, and therefore we come to rely most often on the excellent analysis conducted by economist and academic Dr. Lee Badgett and the work of the Williams Institute at UCLA.

Dr. Badgett and others have shown that it appears likely that gay men earn slightly less than their heterosexual counterparts, while lesbians appear to earn a bit more than other women. Over time, we will continue to examine these studies and to analyze their implications for public policy as well as for market strategies.

But let's step back a moment. It stands to reason that a certain portion of America's gay population enjoys wealth or merely higher than average earnings. But the real questions that marketers and journalists raise should go beyond earnings and household income, and instead focus on key lesbian and gay consumer traits such as brand loyalty and early adopting behaviors.

So how should we understand buying power, and attempt to measure the economic clout of gays and lesbians in today's market? When any company decides to pursue the gay dollar and to reach out to gay households, they're smart to understand their customers and to determine what market share they hope to achieve.

Since 2000, we have worked with an expert research team at Packaged Facts to evaluate the economic clout of gay households - in contrast with other households. For this purpose, we therefore use the term "buying power" (or "purchasing power") to measure the size of the gay and lesbian market in the United States based on its estimated population. Buying power is another term for "disposable personal income (DPI)," which is defined by the U.S. Bureau of Economic Affairs as the total after-tax income available to an individual to spend on personal consumption, personal interest payments, and savings.

## America's Gay and Lesbian Population

Social scientists and market researchers alike grapple with the likely dimensions of the gay, lesbian and bisexual population. These estimates today range between 4 percent and 10 percent of American adults. In a nation with more than 300 million people, the U.S. Census Bureau estimates today that we have roughly 225 million adults (over the age of 18.)

Therefore, the most reliable projections of the GLB population may be as low as nine million or as high as 22 million adults. Demographers such as Dr. Gary Gates at the Williams Institute tend to estimate at the lower end of this range based largely on social science data and Census household data; while marketers forecast a higher percentage.

We tend to rely on a reasonably conservative estimate of 6.8% of adults, based on nearly a hundred general surveys conducted online over the

past eight years by our research partner, Harris Interactive, which frequently invites respondents to anonymously self-identify online by sexual orientation. We believe this is a reasonable benchmark, and this therefore suggests the U.S. population may be as high as 15 to 16 million. [Interestingly, in 2005, the United Kingdom (with a total population one fifth of the United States, roughly 60 million residents) officially estimated a combined population of 3.6 million gay men, lesbians and bisexuals - which approaches 8% of that nation's adult population.]

## Buying Power Methodology

The methodology we chose to apply is similar to the approach taken by the Selig Center for Economic Growth at the University of Georgia in calculating the purchasing power of other multicultural consumer segments such as Hispanics and African Americans. This methodology uses aggregate disposable income data compiled by the Bureau of Economic Analysis (BEA) of the U.S. Department of Commerce, a data source that provides the most comprehensive view of overall purchasing power in the United States.

Gay and lesbian purchasing power is calculated by allocating a proportion of aggregate disposable personal income to gay and lesbian consumers that is equivalent to their percentage of the overall population aged 18 years old and over. The most basic premise underlying this estimate of gay and lesbian buying power is that the income-generating power of the gay and lesbian population essentially mirrors that of the adult population as a whole. [Note: Although for the purposes of this article, we stipulate "gay and lesbian," we intend for it to mean individuals who self-identify as lesbian, gay and bisexual.

[Note: We do not customarily include transgender people in this analysis for two simple reasons. First, transgender people may be either heterosexual or homosexual in their orientation, and therefore do not necessarily and uniformly have same-sex relationships or attractions. Second, and as important, their true number in the total population has been very difficult to gauge given the scarcity of credible data. Until we have better data sources and understanding, we assume the number of transgender people may be as few as one-tenth of one percent to one percent of the adult population. That proportion also makes projections about their economic contributions difficult if not impossible to analyze.]

Reliable estimates of buying power for each multicultural population segment in the nation- including African-Americans, Hispanics and Asian-Americans-are reported widely by the University of Georgia's Selig Center and by others. Of course, gays, lesbians and bisexuals come from all walks of life, all ethnicities and all races. Thus, the projected buying power for gay adults includes individuals who will be part of buying power projections for other groups as well, including African Americans, Hispanics and Asian Americans.

Consequently, it is difficult to accurately compare gay and lesbian buying power to that of other populations without mischaracterizing the relative strengths of each.

Another key consideration in assessing the relative buying power of major multicultural consumer groups is that the buying power calculation for

gay Americans is based only on adults over the age of 18, while ethnic and racial buying power calculations include all members of all ages within each target household. It stands to reason one may easily identify a person's ethnicity or racial composition at birth, while sexual orientation is a naturally occurring characteristic that only becomes apparent in later adolescence or adult life. Thus, our estimates are based more appropriately and somewhat more conservatively on gay, lesbian and bisexual adults over the age of 18.

#### "Disposable Income" Not the Same as "Discretionary"

Although "disposable income" often is equated with "discretionary income," the two terms have different meanings. As mentioned above, disposable income refers to the total amount an individual has available after taxes for saving, making interest payments on loans, and spending of all kinds. Discretionary income refers to the amount that an individual has available to spend for non-essentials after taking care of necessities and fixed payments such as rent, car payments, and basic food costs.

#### Gay and Lesbian Buying Power Reached \$690 Billion in 2007 and Likely Will Top \$712 Billion in 2008

Gay and lesbian buying power has been calculated as follows:

- Based on the latest available data from BEA, it is expected that aggregate DPI totaled \$10,006 billion (or put another way, \$10 trillion) in 2007.
- The gay and lesbian population is assumed to account for 6.8% of aggregate disposable personal income in the population 18 years old and over, a proportion consistent with the percentage of gay men and lesbians in the adult population as a whole.
- Thus, the buying power of gay men and lesbians totaled an estimated \$690 billion in 2000 (.068 X \$10,006 billion).

#### Gay and Lesbian Buying Power Expected to Reach \$835 Billion by 2011

The Bureau of Labor Statistics has projected that aggregate disposable personal income will increase at an average annual rate of 4.9% during the period from 2004 through 2014. However, various U.S. government and private-sector sources have forecast that the economy now is growing at a relatively slower rate during late 2007 and 2008. As a result, we estimate that aggregate disposable personal income will grow at a rate of 4.5% between 2007 and 2008 and is then likely to grow at an average rate of 4.9% thereafter through 2011.

Based on these assumptions, the buying power of gay and lesbian consumers is expected to total \$835.3 billion by three years from now. This represents cumulative growth of 26.5% during the forecast period.

Table 9-1  
Projected Growth in Total Gay and Lesbian Buying Power, 2007-2011

Year	Population (thousands)	Per Capita Buying Power	Aggregate Buying Power (millions)	Cumulative Growth
2011	16,314	\$51,204	\$835,337	26.5%
2010	16,115	49,415	796,317	20.6
2009	15,919	47,686	759,120	15.0
2008	15,726	45,298	712,368	9.4
2007	15,535	44,407	689,858	4.5

Source: *Packaged Facts, Witeck-Combs Communications.*

## Featured Book:

### Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers

In this book, marketing experts Robert Witeck and Wesley Combs share more than thirteen years of real-life, research-based lessons that provide a complete approach to successfully targeting this emerging market. Harris Interactive® and Witeck and Combs have long partnered on learning the estimated size, strength, spending habits and brand loyalty factors of gay consumers.

In *Business Inside Out*, Witeck and Combs apply this knowledge to provide insights into how best to approach this valuable market segment, including:

- Why gay consumers have such high potential for brand loyalty
- Determining if a targeted or .gay-vague. approach is best for your business
- What strengths and weaknesses within a company have an impact on brand loyalty
- How to strike a balance between addressing this specialized audience and maintaining the interest of other customers

- How to manage negative consumer response and respond to tactics such as the threat of backlash
- Understanding how to leverage the emerging trends within the GLBT market, such as the increase of same-sex parents as well as retirement communities

*Business Inside Out* also profiles campaigns from major Fortune 500 brands that target gay consumers and includes an extensive list of resources for marketers interested in reaching this audience. It is the first book to provide a complete overview of the GLBT market from a business perspective.

LINK: [www.WiteckCombs.com](http://www.WiteckCombs.com)



# Resources

## GLBT Organizations

**Gay & Lesbian Community Centers** are one of the first organizations to often crop up in communities with a growing gay & lesbian population. Often starting in an informal setting, perhaps sharing space in someone's home or office, Gay & Lesbian Community Centers today provide a vital central location for a variety of services and resources made available to the local gay & lesbian community. Some of the largest community centers are found in Los Angeles and New York, with recent centers being developed in San Francisco and Chicago. In our chapter on Regional Markets, we have many Gay & Lesbian Community Centers listed with their website address.

In addition, many regions have active chapters for a wide variety of nationally-based organizations including the **International Gay Rodeo Association**, **Gay Mens Chorus** and the **Gay Softball League**, just to name a very few. More detailed information on these organizations can be found in our chapter on Niche Markets.

The most prominent gay & lesbian organizations in the US are as follows.

### Campus Climate Index

A vital tool for assisting campuses in learning ways to improve their LGBT campus life and ultimately shape the educational experience to be more inclusive, welcoming and respectful of LGBT and Ally people. The index is owned and operated by Campus Pride, the only national nonprofit organization for student leaders and campus groups working to create safer, more LGBT-Friendly learning environments at colleges and universities.  
*LINK: [www.campusclimateindex.org](http://www.campusclimateindex.org)*

### Commercial Closet Association

A non-profit that works to improve public opinion of the lesbian, gay, bisexual and transgender community by improving GLBT portrayals in the powerful \$1.1 trillion annual worldwide mainstream advertising market. We leverage the world's only archive of over 2,000 GLBT-themed international ads, a popular website (attracting an average of 85,000 unique visitors monthly) with editorial and visitor ratings displaying every ad in the archive, a traveling live advertising sensitivity training video program for corporations and universities, Best Practices for B2B/Mainstream Advertising, media outreach, a syndicated advertising column, and other industry resources.  
*LINK: [www.CommercialCloset.org](http://www.CommercialCloset.org)*

### Equality Forum

A national nonprofit and 501(c)(3) GLBT organization headquartered in Philadelphia. Equality Forum undertakes high impact initiatives, produces documentary films, highlights GLBT history and presents annually the largest national and international GLBT civil rights forum.  
*LINK: [ww.EqualityForum.com](http://ww.EqualityForum.com)*

### Family Pride Coalition

The Family Pride Coalition (FPC) has for 25 years been the only national non-profit organization solely dedicated to equality for lesbian, gay, bisexual and transgender (LGBT) parents and their families. Headquartered in Washington, D.C., FPC supports nearly 200 membership-based LGBT parenting groups nationwide with a base of 35,000 supporters.  
*LINK: [www.FamilyPride.org](http://www.FamilyPride.org)*  
*GUIDE REFERENCE: Niche - Parenting and Families*

### Funders for Lesbian and Gay Issues

Formed in 1982 as the Working Group on Funding Lesbian and Gay Issues in response to the lack of visibility and funding for lesbian, gay, bisexual and transgender (LGBT) issues in the philanthropic community. They are the only national organization whose mission is to advocate for increased support of LGBT issues within organized philanthropy.  
*LINK: [www.LGBTFunders.org](http://www.LGBTFunders.org)*

### Gill Foundation

The Gill Foundation was established in 1994 by Tim Gill, founder and former chairman and chief technology officer of Quark, Inc., a Denver-based computer software company. The Gill Foundation has invested more than \$67 million to hundreds of organizations and programs serving the lesbian, gay, bisexual and transgender community and people with HIV/AIDS. Through the Gay & Lesbian Fund for Colorado, the foundation funds Colorado nonprofits in the areas of: social justice; children, youth and families; leadership development; arts and culture; civic participation; and public broadcasting.  
*LINK: [www.GillFoundation.org](http://www.GillFoundation.org)*

### GLAAD

As one of the more prominent non-profit activist organizations in the gay & lesbian community, GLAAD's primary mission and focus is "fair, accurate and inclusive representation" in television, film and print. Each year, GLAAD holds the Gay Media Awards in various cities throughout the US including Los Angeles, New York and San Francisco. They also hold a variety of fundraising events throughout the country, raising money and awareness for their work in mainstream media and how gays & lesbians are represented.  
*LINK: [www.glaad.org](http://www.glaad.org)*  
*GUIDE REFERENCE: Niche - Entertainment*  
*GUIDE REFERENCE: Events*

### GLAD

Founded in 1978, Gay & Lesbian Advocates & Defenders (GLAD) is New England's leading legal rights organization dedicated to ending discrimination based on sexual orientation, HIV status and gender identity and expression. Providing litigation, advocacy, and educational work in all areas of gay, lesbian, bisexual and transgender civil rights and the rights of people living with HIV, GLAD has a full-time legal staff and a network of cooperating attorneys across New England.  
*LINK: [www.GLAD.org](http://www.GLAD.org)*

### GLSEN

The Gay, Lesbian and Straight Education Network, or GLSEN, is working to ensure safe and effective schools for all students.  
*LINK: [www.GLSEN.org](http://www.GLSEN.org)*

### HRC

As America's largest gay and lesbian organization, the Human Rights Campaign provides a national voice on gay and lesbian issues. The Human Rights Campaign effectively lobbies Congress; mobilizes grassroots action in diverse communities; invests strategically to elect a fair-minded Congress; and increases public understanding through innovative education and communication strategies. HRC is a bipartisan organization that works to advance equality based on sexual orientation and gender expression and identity, to ensure that gay, lesbian, bisexual and

## NGLCC's Local Chambers

### ARIZONA

#### Greater Phoenix Gay & Lesbian Chamber of Commerce (Phoenix, AZ)

The Greater Phoenix Gay & Lesbian Chamber of Commerce has been a part of gay life in Phoenix for nearly 30 years. GPGLCC has about 460 members, and is pushing to hit 600 by the end of 2007. In addition to its networking and business development events, the chamber has forged extensive ties with the business community at large. GPGLCC maintains partnerships with Phoenix's Chamber of Commerce and the Convention and Visitors Bureau, and makes it a point to welcome members of the city's other business organizations to chamber events. But the chamber is perhaps most visible through its "GLBT Visitor and Relocation Guide," which touts Phoenix to gay travelers and potential new residents. The chamber distributes up to 50,000 guides worldwide every year.

Web site: [www.gpglcc.org](http://www.gpglcc.org)

#### Tucson GLBT Chamber of Commerce (Tucson, AZ)

The Tucson GLBT Chamber of Commerce evolved from a group founded in 1992 as a safe space for gay businesspeople to network and find support. The chamber now boasts more than 200 members, making it the second-largest LGBT chamber of commerce in Arizona. In addition to traditional networking events, TGLBTCC prides itself on its political activism, and played an active role with other community groups—both gay and non-gay—in uniting to defeat Arizona's Proposition 107 at the ballot box, which would have amended the state constitution to ban same-sex marriage. The chamber regularly partners with other business and community groups for various activities, and is planning to roll out a supplier diversity initiative for the benefit its members.

Web site: [www.tucsonglbtchamber.org](http://www.tucsonglbtchamber.org)

### CALIFORNIA

#### Long Beach Community Business Network (Long Beach, CA)

The Long Beach Community Business Network was founded in 1992 by area LGBT business owners to serve as a network for gay-owned and gay-friendly businesses in this city 20 miles south of Los Angeles. LBCBN now has more than 150 members who participate in the chamber's many networking and social events, including member mixers and beach parties. The group publishes a print directory with a yearly circulation of 15,000.

Web site: [www.lbcbn.com](http://www.lbcbn.com)

#### Los Angeles Gay & Lesbian Chamber of Commerce (Los Angeles, CA)

The roots of the Los Angeles Gay & Lesbian Chamber of Commerce stretch back to 1979, when members of the gay community formed the area's first organization for LGBT businesspeople. Among its many early achievements was its instrumental role in opening the first AIDS hospice in the San Fernando Valley. Today's LAGLCC has the same commitment to the community while growing its profile in the business world, establishing partnerships and gaining sponsors among some of the area's largest companies. LAGLCC holds an array of networking and new member events, with a focus on adding to the existing 200 members. The chamber also holds joint events with other chambers of commerce, creating what they informally call "L.A.'s largest mixer." With both membership and visibility increasing, LAGLCC hopes in the near future to hire a full-time executive director and support staff.

Web site: [www.laglcc.org](http://www.laglcc.org)

#### Greater San Diego Business Association (San Diego, CA)

In 1979 the Greater San Diego Business Association began with 21 charter members, and in just over a year grew to 100 members. It hired its first paid employee a year after that, and has gone on to become the second-largest LGBT chamber in the country with more than 800 members. GSDBA offers its members a variety of networking events, affinity groups, and community outreach efforts to participate in. Indeed, the chamber prides itself on connecting with the greater community: GSDBA participates in a vendor outreach program with the city's Hispanic Chamber of Commerce, and is the first LGBT chamber to gain recognition by the U.S. Small Business Administration as a minority business association.

Web site: [www.gsdba.org](http://www.gsdba.org)

#### Golden Gate Business Association (San Francisco, CA)

The Golden Gate Business Association, founded in 1974, has the distinction of being the first LGBT chamber of commerce in the United States. And its place in history doesn't stop there. After launching the first charitable foundation devoted to LGBT causes in 1980, GGBA went on to award groups like the National Center for Lesbian Rights and the Names Project with their first-ever grants. The chamber also helped found larger LGBT business organizations in the region, and on the national level was a founding member of NGLCC. In 2006 GGBA expanded its geographic reach in the area through its Business Exchange Network, a networking and referral program that has generated \$2 million for member businesses so far. The chamber also recently partnered with the San Francisco Visitors & Convention Bureau as a resource for LGBT tourists.

Web site: [www.ggba.com](http://www.ggba.com)

### CANADA

#### Canadian Gay & Lesbian Chamber of Commerce

The Canadian Gay & Lesbian Chamber of Commerce was founded in 2003 with the encouragement of NGLCC. In just a few short years, this nationwide chamber has gained 700 members, and is still growing. With active affiliates in British Columbia, Ontario, Quebec and Manitoba, CGLCC is working to expand to northern Canada and the Atlantic region. It has just introduced a supplier diversity program to certify member businesses as gay-owned, and is training Canadian companies to provide gay-friendly customer service. The chamber is also conducting the first-ever major study of gay Canadians' travel habits, and recently spun off its tourism site, [travelgaycanada.com](http://travelgaycanada.com), as an autonomous partner.

Web site: [www.cglcc.org](http://www.cglcc.org)

### COLORADO

#### Denver Gay and Lesbian Chamber of Commerce (Denver, CO)

The Denver Gay and Lesbian Chamber of Commerce was founded in 1992 to encourage networking and increase visibility for LGBT businesses in the Denver area. The chamber offers its 400 members a variety of events every month—indeed, its mission is to promote "professional development, business diversity and personal enrichment." In addition to networking, the chamber organizes an annual awards banquet, a business expo, and monthly "after hours" events. DGLCC has also begun to offer educational seminars, and plans to launch a print directory in the near future.

Web site: [www.denverglc.org](http://www.denverglc.org)