



THE REST OF THE STORY®

4300 US Highway 1 CN-5219
Princeton, New Jersey 08543

Core Consumers for the Gay & Lesbian Market

List Reco Report 2008

[2]

10percent.com

alyson books

BuyGay.com
What's your pleasure?

Contributors to Gay
& Lesbian Candidates

DAMRON

freshmen

glaad



men

National Gay and Lesbian
Task Force

NEW FEST
THE NEW YORK LGBT FILM FESTIVAL



OUT
THE ADVOCATE

unzipped



CIVIL UNIONS MEAN MORE DISCRETIONARY INCOME

Domestic partnerships, civil unions, gay marriage—Twelve states have laws in the books recognizing same-sex couples and more are certain to follow. Many corporations recognize their rights whether government does or not. It all adds up to less discrimination and more discretionary income. Those on these lists are spending it via mail order.

[2]

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gay & lesbian alliance
against defamation



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Gay & Lesbian Market Reco's

[2] Magazine – 19,000 @ \$115/M¹

The elite magazine for the connoisseur of gay erotica.

10Percent.com – 207,000 @ \$115/M¹

The largest gay shopping website featuring books, movies, clothing, music, greeting cards, calendars, accessories, gifts, and novelties.

Alyson Publications Book Buyers – 4,000 @ \$110/M¹

Direct response-driven readers who purchase gay and lesbian books.

BuyGay.com Product Buyers – 36,000 @ \$115/M¹

The online store for gay products including movies, music, books, clothing, toys, and gift items.

Contributors to Gay & Lesbian Candidates – 3,000 @ \$70/M¹

Progressive donors who support the campaigns of Democratic gay and lesbian candidates.

Damron Guide – 65,000 @ \$115/M¹

The authoritative vacation guide publisher for LGBT world travelers.

Freshmen Magazine – 20,000 @ \$115/M¹

High-income, well-educated gay men who live well and have a healthy attitude toward sex.

Gay & Lesbian Alliance Against Defamation (GLAAD) – 15,000 @ \$90/M¹

Donors dedicated to eliminating discrimination based on sexual orientation.

Human Rights Campaign – 650,000 @ \$100/M¹

America's largest civil rights organization working to achieve LGBT equality.

Men Magazine – 29,000 @ \$115/M¹

The most widely read gay men's erotic title, featuring photos and erotic fiction.

National Gay and Lesbian Task Force – 11,000 @ \$95/M¹

Affluent, intellectual, passionate, and dedicated activists on the front line in the fight for equality.

New Fest – New York Lesbian and Gay Film Festival – 11,000 @ \$95/M¹

Donors and ticket buyers with an avid interest in contemporary arts.

National Organization for Women (NOW) – 76,000 @ \$75/M²

The original and leading organization fighting to achieve equality for women.

Out – 475,000 @ \$115/M¹

The gay men's fashion, entertainment and lifestyle magazine with the highest circulation of any gay monthly publication in the United States.

The Advocate – 123,000 @ \$115/M¹

The gay community's leading national news source with a readership of upscale, career-driven men and women interested in business, current events, politics, and culture.

Also Available:

Out/Advocate Gay Masterfile – 551,000 @ \$105/M¹

Out/Advocate Enhanced Masterfile – 252,000 @ \$115/M¹

Out/Advocate Lesbian Masterfile – 143,000 @ \$105/M¹

Unzipped Magazine – 19,000 @ \$115/M¹

The intelligent magazine for the insatiably curious gay man.

For Further Counts & Pricing

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² Danielle LaSala – 914-524-5235, email: danielle.lasala@alc.com



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