

- [Front Page](#)
- [Selling Advertising](#)
- [Selling Digital](#)
- [Sales Skills](#)
- [Sales Management](#)
- [State of Media Sales »](#)
- [Features »](#)
- [About M\\$T »](#)



THE **STATE OF MEDIA SALES** 2015
Download the *free* White Paper here

Gay Press Ad Spending Sets Record

Tuesday, May 26, 2015

Kathy Crosett



If you're selling ads in the gay press industry, you have reason to cheer. The [latest Rivendell Media report](#) indicates advertisers spent a record amount last year to reach consumers in this audience. The increases in this sector far outpaced ad growth in traditional consumer publications. Here's what you need to know about the gay press market.

For the past 20 years, Rivendell Media has been tracking ad spending in the gay press market. Last year, advertisers spent \$405.7 million. This spending level marked a 6.4% increase over the previous year. By comparison, ad spending in the consumer market, while much higher, actually fell from \$10.3 billion to \$10.17 billion between 2013 and 2014.

The gay press market is comprised of advertising in several formats and breaks out as follows (2013 numbers are in parens):

- National magazines 9.9% (8.8%)
- Local magazines 19.3% (10.5%)
- Local A&E guides 17.2% (25.3%)
- Local newspapers 53.6% (55.4%)

Overall, the gay press had fewer titles in 2014 – 196 versus 209. Researchers report it is not unusual for the number of titles to fluctuate. Not surprisingly, circulation also fell from 2.7 million to 2.3 million. Despite the rise in ad revenue, fewer ads were placed in national magazines, A&E guides, and local newspapers. On the other hand, local magazines appear to be going strong and saw double digit increases in issues, circulation and ads.

The researchers also track the percentage of gay-specific messages that appear in these titles. Last year, about 6 in 10 ads mentioned LGBT lifestyles in terms of text or images. When you're working with marketers who want to reach your audience, remind them that LGBT consumers have long favored doing business with marketers that recognize and appreciate their differences.

Related Posts:

- [Ad Sales Rise in Gay Press](#)

- [Local TV, Outdoor and Digital Ad Sales to Rise Through...](#)
- [Local Ad Market Growth All About Digital Through 2017](#)
- [Kantar Media: Mid-Size Marketers Increased Spending by 4.6%](#)
- [Magazine Readership Trends Digital](#)

guy press, Selling Advertising



About Kathy Crosett

Kathy is the Research Director for Sales Development Services. She holds a Masters in Business Administration from the University of Vermont and oversees a staff of researchers, writers and content providers for SDS.

[View all posts by Kathy Crosett →](#)
[← Who is the real decision maker? Find out or lose the sale](#)
[Pinterest-ing Tactics to Power Up Your Clients' Social Strategies →](#)

TODAY'S MEDIA NEWS



Brands Take (Long) Wait-and-See Approach to Mobile Video
 Thursday, June 4



ABC Family's 'Pretty Little Liars' Returns at #1 Among Target Demographics
 Wednesday, June 3



Classic Hip-Hop Comes To Oklahoma City
 Wednesday, June 3



TODAY'S SALES DISCUSSIONS

- [Start Your BTS Drip Campaigns TODAY!](#)
- [5 Proven Effective Selling Tips](#)
- [Latest 5 Amazing Sales Tips For Successful Sales](#)
- [5 Traits of Top Sales People](#)
- [Call on Your Customers](#)



Join our group on LinkedIn!
MEDIA SALES PROFESSIONALS

LIVE TWITTER FEED