

(/)

[News \(/\)](#)

[Events \(/events/\)](#)

[Awards \(/awards/\)](#)

[Sign in \(/login/\)](#)

[Register Now \(/register/\)](#)

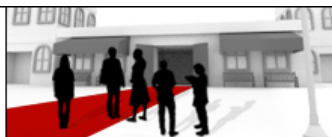
[Advertise \(/mediakit/\)](#)

[http://www.mediadailynews.com](#)

[Members \(/people/\)](#)

[More \(/\)](#)

INTERACTIVE TECHNOLOGIES LIKE RFI
AND TELESCOPING GET YOUR TARGET
CLOSER TO YOUR BRAND.



COMCAST
SPOTLIGHT
SUCCEED ON SCREEN

LEARN MORE

NCC Media Nationally Represented by NCC Media

[MediaDailyNews \(/publications/mediadailynews/\)](#)

LGBT Press Spending Up in 2014

by Erik Sass (/publications/author/1080/erik-sass/) @eriksass1 (<http://www.twitter.com/eriksass1>), May 19, 2015,
12:52 PM

[Comment](#)

[Recommend \(4\)](#)



While mainstream consumer magazines and newspapers suffered another round of print ad declines last year, LGBT media continued to defy the trend with increased spending, led by local media. Total advertising spending in

22
SHARES

[\(/publi](#)

print publications targeting LGBT audiences in the U.S. increased 6.4% from \$381.4 million in 2013 to \$405.7 million in 2014, according to the latest Gay Press Report from Rivendell Media.

This marks the fourth consecutive year of gains for LGBT press following the economic downturn. From 1996-2014, LGBT press revenues increased 453.5%, although they took a steep dive in 2010 and only reached their pre-recession levels in 2013.

As in previous years, local publications took the lion's share of the business in 2014, capturing 90.1% of ad spending and 96.3% of ads. Within these figures, local newspapers took 53.6% of revenues, local magazines 19.3%, and local guides to arts and entertainment 17.2%. The other 9.9% of ad revenues went to national magazines, which received 3.7% of ads.

The proportion of ads overtly target LGBT consumers, for example by featuring same-sex couples, also continues to grow and now represents more than half of all ads in LGBT publications: in 2014 the share of ads referencing LGBT lifestyles or issues was up 8% to 60.7%. That's a big increase from 2002, when Rivendell started tracking gay-specific ads: that year just 9.9% of ads referred to LGBT lifestyles or issues.

Rivendell noted that the proportion of gay-specific ads decreased from 2010-2012, perhaps as a result of the downturn, as marketers cut back on niche advertising efforts and substituted mainstream creative.

The list of big brands advertising in the gay press in 2014 included Wells Fargo, Lexus, Gilead Pharmaceuticals and Bud Light, according to Rivendell.

Subscribe to *MediaDailyNews*

[Subscribe](#)

More from MediaDailyNews
[\(/publications/mediadailynews/\)](#)

[MediaDailyNews](#)

[\(/publications/mediadailynews/\)](#)

[CBS To Stream Showtime, Launches On Apple Devices \(/publications/article/251237/cbs-to-stream-showtime-launches-on-apple-devices.html\)](#)

[Tribune Launches New Publisher Consortium For National Ad Buys \(/publications/article/251219/tribune-launches-new-publisher-consortium-for-nati.html\)](#)

[Yahoo Gives Advertisers More Control Of Viewability, Fraud Verification \(/publications/article/251189/yahoo-gives-advertisers-more-control-of-viewabilit.html\)](#)

[Netflix Rejects Advertising, Maintains Subscriptions \(/publications/article/251198/netflix-rejects-advertising-maintains-subscriptio.html\)](#)

[Kia Drives Awareness With Telemundo's 'El Maestro' \(/publications/article/251097/kia-drives-awareness-with-telemundos-el-maestro.html\)](#)

[Lithium Unveils New Social Analytics, Management Tools \(/publications/article/251147/lithium-unveils-new-social-analytics-management-t.html\)](#)

DO BRANDS HAVE
ONLINE IDENTITIES?

In 2013, Witeck Communications estimated that the U.S. LGBT community wields spending power of \$830 billion. That compares to around \$1 trillion each for the U.S. Hispanic and African-American communities.

Tags: [ad spending \(/publications/tag/ad-spending/\)](/publications/tag/ad-spending/), [gay/lesbian \(/publications/tag/gaylesbian/\)](/publications/tag/gaylesbian/), [magazines \(/publications/tag/magazines/\)](/publications/tag/magazines/), [print \(/publications/tag/print/\)](/publications/tag/print/)

Recommend (4) Print (?print) RSS (/publications/feeds/)

All content published by MediaPost is determined by our editors 100% in the interest of our readers ... independent of advertising, sponsorships or other considerations.

Leave a Comment

Sign in to post your comment. Not a member? [join here for free \(/register/?next=/article/250296/lgbt-press-spending-up-in-2014.html#reply\)](/register/?next=/article/250296/lgbt-press-spending-up-in-2014.html#reply)

Username

Password

☒ Remember me

[Forgot your password? \(/password-reset/\)](/password-reset/)

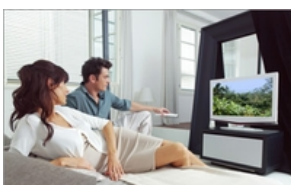
More Top Stories



Target's One-Word Fall Campaign: Plaid

Posted Yesterday, 3:20 PM by Sarah Mahoney to Marketing Daily

[\(/publications/article/251207/targets-one-word-fall-campaign-plaid.html\)](/publications/article/251207/targets-one-word-fall-campaign-plaid.html)



Media, Entertainment Spending To Remain Healthy

Posted Yesterday, 7:53 PM by Aaron Mahoney to Marketing Daily

[\(/publications/article/251211/media-entertainment-spending-to-remain-healthy.html\)](/publications/article/251211/media-entertainment-spending-to-remain-healthy.html)



Yahoo Gives Advertisers More Control Of Viewability, Fraud Verification

Posted Yesterday, 11:08 AM by Laurie Sullivan to MediaDailyNews

[\(/publications/article/251189/yahoo-gives-advertisers-more-control-of-viewability.html\)](/publications/article/251189/yahoo-gives-advertisers-more-control-of-viewability.html)

Today's Most Read Stories

The Making of Caitlyn Jenner: A Media Campaign Like No Other
[\(/publications/article/251116/the-making-of-caitlyn-jenner-a-media-campaign-lik.html\)](/publications/article/251116/the-making-of-caitlyn-jenner-a-media-campaign-lik.html)

AOL, DataXu, Turn, The Trade Desk, AppNexus Named 'Leaders' In Forrester DSP Report
[\(/publications/article/251220/aol-dataxu-turn-the-trade-desk-appnexus-named.html\)](/publications/article/251220/aol-dataxu-turn-the-trade-desk-appnexus-named.html)

Instagram To Add Direct-Response Ad Formats
[\(/publications/article/251132/instagram-to-add-direct-response-ad-formats.html\)](/publications/article/251132/instagram-to-add-direct-response-ad-formats.html)

NBC News In A Twist As Williams Saga Continues
[\(/publications/article/251128/nbc-news-in-a-twist-as-williams-saga-continues.html\)](/publications/article/251128/nbc-news-in-a-twist-as-williams-saga-continues.html)

comScore Adds Mobile Measurement, Including Viewability, To Offering
[\(/publications/article/251236/comscore-adds-mobile-measurement-including-viewab.html\)](/publications/article/251236/comscore-adds-mobile-measurement-including-viewab.html)

Archive

June 2015
[\(/publications/mediadailynews/edition/2015/06\)](/publications/mediadailynews/edition/2015/06)

May 2015
[\(/publications/mediadailynews/edition/2015/05\)](/publications/mediadailynews/edition/2015/05)

April 2015
[\(/publications/mediadailynews/edition/2015/04\)](/publications/mediadailynews/edition/2015/04)

March 2015
[\(/publications/mediadailynews/edition/2015/03\)](/publications/mediadailynews/edition/2015/03)

February 2015
[\(/publications/mediadailynews/edition/2015/02\)](/publications/mediadailynews/edition/2015/02)

January 2015
[\(/publications/mediadailynews/edition/2015/01\)](/publications/mediadailynews/edition/2015/01)

[All Archives >](#)



GAIN ACCESS TO CABLE, TELCO, AND SATELLITE HOMES, SO YOU CAN REACH MORE OF THE RIGHT CUSTOMERS.		COMCAST SPOTLIGHT SUCCEED ON SCREEN LEARN MORE
--	--	---



[About MediaPost \(/about/\)](/about/) | [MediaKit \(/mediakit/\)](/mediakit/) | [Contact Editorial \(/publications/masthead/\)](/publications/masthead/) | [RSS Feeds \(/publications/feeds/\)](/publications/feeds/) | [Sitemap \(/sitemap/\)](/sitemap/) | [Privacy/Terms & Conditions \(/privacy/\)](/privacy/)

©2015 MediaPost Communications. All rights reserved.

15 East 32nd Street, 7th Floor, New York, NY 10016

tel. 212-204-2000, fax 917-591-3261, feedback@mediapost.com (<mailto:feedback@mediapost.com>) Google+

(<https://plus.google.com/110488724564818521433>)