



2005 GAY PRESS REPORT

This is the twelfth annual edition of the Gay Press Report, compiled and analyzed by Prime Access Inc., a New York advertising agency, and Rivendell Media Company Inc., a media placement firm based in Mountainside, NJ. Prime Access is the leading advertising agency serving the gay and lesbian market, and represents more Fortune 500[®] companies than any other agency. Rivendell Media works exclusively with the gay and lesbian market, and services more than 200 publications across North America.

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TABLE OF CONTENTS

INTRODUCTION	3
BACKGROUND AND METHODOLOGY	3
EXECUTIVE SUMMARY	5
DETAILED FINDINGS	7
1. Advertising Spending in the Gay and Lesbian Press	7
2. Ads with Specific Gay and Lesbian Content	8
3. Composition and Size of the Gay and Lesbian Press	9
4. Advertising Activity in the Gay and Lesbian Press	10
5. Broad-Based Product Categories Represented in the Gay and Lesbian Press	11
6. Line Item Product Categories Represented in the Gay and Lesbian Press	12
7. Changes in Line Item Product Categories Since 2004	14
8. Broad-Based Product Categories with Specific Gay and Lesbian Content	15
APPENDIX	16

INTRODUCTION

The 2005 Gay Press Report analyzes advertising spending in the gay and lesbian press during an important year when headlines have highlighted the struggle between those who favor same-sex marriages (made legal in Massachusetts in May 2004) and those who oppose them.

During the November 2004 presidential elections, for example, there were anti-gay amendments on the ballots in 11 states. All passed. Concurrently, exit polls on the day of the election showed that 60% of voters nationwide favor legal recognition of same-sex couples,¹ and in December 2004, California enacted a domestic partnership law that is considered to be the most comprehensive in the nation.

Meanwhile, Logo, a new cable channel from MTV featuring LGBT-themed programming, launched. It was soon followed by HERE TV! (on-demand video) and Q Television. While only a few short years ago, the television industry initially held its breath when it scheduled a couple of gay-themed shows, 2005 marked the debut of three television networks aimed at gay and lesbian viewers.

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BACKGROUND AND METHODOLOGY

Background

Each year, the Gay Press Report documents spending in the gay and lesbian press, providing a unique service to both the advertising and publishing industries. These data cannot be found elsewhere. Moreover, they represent a historical record of this very important market, and how it is changing over time. This makes the Gay Press Report a key resource for advertisers, publishers and other interested parties who want to understand and gain insights into this valuable market.

The gay and lesbian market is important because it is both affluent and influential. In 2005, the buying power of this market was estimated at \$610 billion.² It is a vital contributor to the U.S. economy, but often remains below the radar and under-reported.

Like all consumer segments, gays and lesbians show most interest in and tend to purchase brands that advertise directly to them. But there is growing evidence that as a group, they exhibit much higher brand loyalty than their straight counterparts. As a result, more and more advertisers are making this consumer group a marketing priority.

¹ GLAAD, November 2004

² Witeck Combs Communications, 2005

Methodology

The gay and lesbian press is comprised of publications aimed at this target market, and includes local newspapers, magazines and entertainment guides, and national magazines, family magazines and resource guides.

151 individual titles comprise the totality of the U.S. gay and lesbian press. For the 2005 Gay Press Report, we reviewed the April ad editions of all these titles. We chose April, as we do every year, because April placements are widely regarded as a representative average of the year's advertising activity. Thus, we use April figures to represent what has happened since we published the previous Gay Press Report.

For 2005, we examined a total of 311 April issues published by all 151 titles (many titles publish more often than once a month). We then examined each ad, classifying it by type of advertiser (product or industry), and noting whether the ad's content was gay-specific (containing specific references to gay and lesbian identity, either in its art or in its message).

We also measured the size of each ad and calculated the revenue it represents. In this manner, we were able to arrive at a close estimate of yearly advertising expenditures in the gay and lesbian press.

EXECUTIVE SUMMARY

- Advertising growth in the gay and lesbian press has far outdistanced ad growth in consumer magazines as a whole compared to nearly a decade ago. Specifically, 2005 gay and lesbian press advertising placements are up 189% versus their 1996 level. The comparable 2005 figure for all consumer magazines is only a 42% increase. (This is a compound annual growth rate [CAGR] of 12.5% vs. 4.0% during the same time period.)
- In 2005, ad spending in the gay and lesbian press reached a record \$212.2 million, signaling that the market has clearly recovered from the downturn of 2001-2003, when all advertising spending was in recession. Meanwhile, ad spending for all consumer magazines peaked at \$12.8 billion, a gain of 5.5%.
- For the first time, advertising with “gay-specific” content comprised over half (50.3%) of all ads in the gay and lesbian press. For perspective, this is a dramatic increase from just three years ago, when “gay-specific” content accounted for only 9.9% of all ads.
- Over 175 Fortune 500[®] brands were active in the gay consumer market in 2005, up from 150 in 2004; there were only 19 such brands in 1994. The most popular product categories among these Fortune 500[®] brands were travel, financial services, automotive, fashion and entertainment.
- Importantly, in national gay and lesbian magazines, whose advertising pages are dominated by national brands, the percentage of gay-specific advertising was 74.1%, or nearly three-fourths of all advertising. This is an increase of 15 percentage points in one year (up from 59.1% in 2004) and a clear indication that the majority of national brands marketing to the gay and lesbian audience are creating unique advertising executions that appeal directly to these consumers’ sensibilities and mindset.
- The combined circulation of all publications comprising the gay and lesbian press was 3,420,555 in 2005, an increase of 1% over the previous year.
- This year, we identified 31,760 ads, distributed as follows: 97.5% of all ads are placed in local publications; local newspapers account for most (56.5% of all ads), followed by local magazines (24.7%) and entertainment guides (16.3%). In contrast, national publications represent 2.5% of all ads, with 1.7% in magazines.

- The largest broad-based product category (national, regional, and local) is “Eat and Drink” (comprising 14.7% of all ads), followed by “Services/Non-Medical” (ads placed by lawyers, counselors and accountants, and accounting for 12.8%). Both these categories have claimed either first or second place since 2002. This year, “Real Estate” is third, with 11.0%.

Other categories reflecting at least 5% of ads include: “Arts & Entertainment” (7.9%), “Health/Fitness/Grooming” (7.5%), “Phone Services/Personals” (7.4%), “Travel” (5.6%) and “Retail” (5.1%).

Only three categories showed gains since 2004: “Retail” (up 83.3%), “Gay-Oriented Media” (12.4%) and “Fashion & Accessories” (2.6%). However, the line item “Retail Products/Services” increased 104.9%.

DETAILED FINDINGS

1. Advertising Spending in the Gay and Lesbian Press

In 2005, advertising spending in the gay and lesbian press reached a record high of \$212.2 million, surpassing the previous high achieved in 2000. This figure represents an increase (+2.5%) over 2004, and it clearly shows that advertising spending in the gay and lesbian press has recovered from the downturn observed between 2001 and 2003, when all advertising spending was in recession.

Parallel to this, all consumer magazine spending (not just spending in gay and lesbian publications) peaked at \$12.8 billion, a 5.5% gain over the 2004 total which surpassed the record high of \$12.4 billion achieved in 2000.

(Note: Advertising spending for consumer magazines also includes advertising spending for the gay and lesbian press. In order to understand the differences, here we treat them here as two separate entities.)

While consumer magazine ad spending is, of course, much larger than ad spending in the gay and lesbian press, the growth of the gay and lesbian press exceeds that of consumer magazines in general, as indicated by two different measures. Comparing the differences between 1996 and 2005, we note that revenues for the gay and lesbian press increased by 189%, while consumer magazine spending gained only 42%. Additionally, a calculation of Compound Annual Growth Rates (CAGR) during the same time period shows that the gay and lesbian press grew more than three times as fast as consumer magazines (reaching a CAGR of 12.5% vs. 4.0%).

2. Ads with Specific Gay and Lesbian Content

In 2005, we identified 15,987 out of a total of 31,760 ads as having gay-specific content—that is, they make unmistakable references to gay and lesbian target consumers through images and/or messages.

This continues a trend first documented in 2002, when 2,905 ads out of a total of 29,222 (9.9%) were classified as gay-specific. In 2003, the proportion was 15.1%, and in 2004—the year gay people first began to get legally married—it jumped to an astounding 44.1%. Now the percentage has reached 50.3%, representing just over half of all ads in the gay and lesbian press.

Importantly, in national magazines, whose advertising pages are dominated by national brands, the percentage of gay-specific advertising was 74.1%, or nearly three-fourths of all advertising. This is an increase of 15 percentage points in one year (up from 59.1% in 2004) and a clear indication that the majority of national brands marketing to the gay and lesbian audience are creating unique advertising executions that appeal directly to the sensibilities of these consumers.

Of all publication types, resource guides have the highest proportion of gay-specific ads (98.1%), followed by national magazines (74.1%), entertainment guides (66.2%), local magazines (48.9%), local newspapers (45.4%) and family magazines (30.8%).

Since 2004, all types of publications (with one exception) show gains in their proportion of gay-specific ads. The largest gain is among national magazines (+25.2%), and the smallest is in resource guides (+8.3%). The only noted decrease is among entertainment guides (-2.2%), roughly in line with a year ago.

3. Composition and Size of the Gay and Lesbian Press

The gay and lesbian press embodies six different types of publications—local newspapers, magazine and entertainment guides, national magazines, family magazines, and resource guides. We also pointed out that these publications represent 151 individual titles; we analyzed 311 issues published in April 2005.

In 2005, the combined circulation of all these publications was 3,420,555, an increase of 1% over 2004. Although local magazines demonstrated an increase of 58.5% over last year, that gain is primarily due to the occurrence of five Fridays in April, with a corresponding increase in the number of issues. Meanwhile, entertainment guides gained 12.8%. Other types of publications showed either no change in readership, or very little change. There was a significant decline in the circulation of national magazines (-33.6%), but that was largely due to the loss of one title with a circulation of 100,000.

In summary, the circulation of the gay and lesbian press remained the same as 2004, for the most part, taking into account the extra number of issues in the month and the loss of a single title in the national magazine category.

4. Advertising Activity in the Gay and Lesbian Press

Distribution of Ads

Advertising activity in 2005 continues to be concentrated in local publications (97.5% of all ads placed), such as local newspapers (capturing the lion's share of all ads with 56.5%), local magazines (24.7%) and entertainment guides (16.3%).

Conversely, national publications represent a small 2.5% of all ads, with 1.7% in national magazines.

Growth in Ads

31,760 ads were identified in 2005, indicating a decrease of 19.7% from 2004.

Only local magazines showed a gain over 2004 in number of ads (up 26.5%). The fall-off is greatest among local newspapers (-28.7%), entertainment guides (-27.9%), resource guides (-25.4%) and national magazines (-25.2%). Additionally, family magazines registered a small decrease (-3.7%).

Number of Ad Pages

As might be expected, the number of ad pages, a measure related to (and not independent of) the number of ads, is also down: -6.8% from 2004. Concurrently, the ratio of the number of individual ads to number of ad pages has decreased (currently 1.52 ads to every ad page, compared to 1.77:1 in 2004), meaning that in 2005, there were fewer ads per page than in 2004. At the same time, because overall advertising revenues were up, the sizes of these individual ads—on average—are somewhat larger than before (as there were no notable upswings in ad rates).

Changes in ad pages from 2004 to 2005 are similar to those for individual ads. Again, local magazines show a gain of 26.1%, while family magazines demonstrate only a small increase (2.5%). Results are different, however, when it comes to losses; the biggest decline is among entertainment guides (-25.8%), followed by resource guides (-18.0%), local newspapers (-12.3%) and national magazines (-9.6%).

5. Broad-Based Product Categories Represented in the Gay and Lesbian Press

Over 175 Fortune 500[®] brands were active in the gay consumer market in 2005, compared to 150 in 2004 and only 19 in 1994. The most popular product categories among these Fortune 500[®] brands were travel, financial services, automotive, fashion and entertainment.

Among all ads—national, regional, and local—the largest product category in the gay and lesbian press was “Eat and Drink” (which included “Bars & Clubs” and “Restaurants”). This represented 14.7% of all ads. “Eat and Drink” was closely followed by “Services/Non-Medical” (ads placed by lawyers, counselors and accountants, accounting for 12.8% of all ads). Both of these categories have claimed either first or second place since 2002. This year, “Real Estate” is second, with 11.0%.

Other broad-based product categories representing at least 5% of ads are: “Arts & Entertainment” (7.9%), “Health/Fitness/Grooming” (7.5%), “Phone Services/Personals” (7.4%), “Travel” (5.6%) and “Retail” (5.1%).

Only three categories show gains since 2004: “Retail,” up 83.3%; “Gay-Oriented Media,” up 12.4%; and “Fashion & Accessories,” up 2.6%. All other broad-based categories have declined, posting losses ranging from -4.2% to -46.2%. (The largest decline, -46.2%, was for “Professional Services/Small Space Ads.”)

6. **Line Item Product Categories Represented in the Gay and Lesbian Press**

In this part of the report, we examine individual line items within each broad-based product/industry category in terms of distribution (the percentage of all ads within the gay and lesbian press that each represents). Broad categories with no subcategories are also included in this discussion.

Services/Non-Medical (12.8% of all ads). This is a broad-based product category with no subcategories. Similar to “Professional Services,” listed below, it is comprised of ads for services from lawyers, counselors/therapists and other professionals, but not doctors, and, in general, these ads are larger than the small space ads that characterize “Professional Services.” In 2005, this category included a number of ads from professionals offering various types of wedding services. For the past three years, “Services/Non-Medical” has remained number one, accounting for the largest proportion of ads in the gay and lesbian press.

Real Estate (11.0%). Previously hovering around third or fourth place, this is the first time that “Real Estate” has made it to the second position. This is no surprise, given the booming housing market. Members of the gay and lesbian community are eager to find homes and condos for sale or rent in areas known for their beauty and for their openness to gays, and are responsive to ads that are directed to them. As with “Services/Non-Medical,” “Real Estate” is a broad product category with no subcategories.

Bars & Clubs (10.2%). This item is a mainstay of the gay and lesbian press, and has been among the top three categories in advertising since 2002. Along with “Restaurants,” discussed below, it is a subcategory of Eat and Drink, which accounts for 14.7% of all ads. These ads are from bars and clubs with a predominately gay clientele, as well as from others that are gay-friendly. Such establishments often have special theme nights (like 80s Night or Bingo Night), and feature floor shows.

Phone Services/Personals (7.4%). Down from second place in both 2003 and 2004, this broad-based category has long been a key component of gay and lesbian advertising. These ads cover 800- and 900-number phone services and phone-based personal ads. Advertisers include traditional personal ads (such as “GWF, 30-something, loves Melissa Etheridge music and dogs, looking for a long-term relationship”), as well as ads for escort services, special massage services and chat lines.

Fitness/Health (6.0%). These ads are for local health clubs as well as for other businesses that offer wellness services to help people maintain or achieve a healthier lifestyle. Usually among the top ten, “Fitness/Health” is the largest subcategory in “Health/Fitness/Grooming,” which accounts for 7.5% of all advertising in the gay and lesbian press.

Professional Services (small-space ads, 4.8%). As mentioned above, these ads tend to be smaller than those in “Services/Non-Medical.” Many of them look like business cards, and are placed by local doctors, dentists, chiropractors, lawyers and accountants. Occasionally, they indicate that the professional who has placed the ad is gay-friendly or runs a business that is gay-owned and/or operated. This is also a broad-based product category, and usually among those most frequently advertised.

Restaurants (4.5%). This item is a subcategory, along with “Bars & Clubs,” of “Eat and Drink” (which garners 14.7% of all ads). It features gay-owned or gay-friendly local restaurants, and does not include chains. It almost always finishes among the top ten items.

Retail Products & Services (4.3%). This line item makes its second appearance in our list of top advertisers, the first being in 2003. This advertising represents all retail products, with the exception of fashion/clothing, home décor and electronics.

Theater/Dance (2.9%). These ads are for Broadway productions and local and regional theaters, some of which present gay-themed productions. This line item usually finishes among the top ten, and is a subcategory of Arts & Entertainment, which accounts for 7.9% of all ads in the gay and lesbian press.

Hotels/Resorts (2.5%). Both gay and gay-friendly hotels and resorts place these ads. They are always among the most popular, and fall under the main category of Travel, which covers 5.6% of all gay press ads.

Medical–Non-HIV (2.4%). These are direct-to-consumer ads, usually for pharmaceutical products. This is a subcategory of “Medical/Health-Related,” which comprises 4.5% of all ads, and is making its first appearance among the top finishers since 2002.

7. **Changes in Line Item Product Categories Since 2004**

Advertising in three line item categories has at least doubled since 2004, most notably in advertising for gay magazines (+327.3%, up from 33 ads to 141). Meanwhile, “Retail Products & Services” is up 104.9%, from 669 to 1,371 ads, and “Sports” advertising shows a similar gain—up 104.7%, from 43 to 88 ads.

Other impressive results include “Credit Cards” (+75.0%, up from 4 to 7 ads), “Politics” (+69.5%, up from 59 to 100 ads), “Viaticals” (+65.9%, up from 44 to 73 ads) and “Comedy” (+62.5%, up from 32 to 52 ads). Altogether, twenty line item categories have increased since 2004.

Meanwhile, thirty line item categories reveal losses. The most profound are among “AIDS Events/Fundraisers” (-99.3%, down from 279 to 2—perhaps a good sign), “Long Distance/Cellular” (-71.7%, down from 60 to 17), “Hotels/Resorts” (-54.4%, down from 1,763 to 804) and “Vitamins” (-54.1%, down from 74 to 34).

Although three items show losses of 100.0%—“Hair Growth” (down from 11 to 0), “Magazines” (non-gay; down from 9 to 0) and “Helpline” (also down from 9 to 0)—these are very small categories.

8. Broad-Based Product Categories with Specific Gay and Lesbian Content

Broad-based product categories that consist of advertising in which the majority of ads are gay-specific include: “Phone Services/Personals” (95.1%), “Travel” (87.1%), “Gay-Oriented Media” (79.7%), “Events” (77.6%), “Health/Fitness/Grooming” (75.6%), “Eat and Drink” (70.5%), “Classifieds” (56.4%) and “Arts & Entertainment” (51.8%).

Categories with the smallest proportions of gay-specific advertising are “Home” (5.1%) and “Automotive” (8.0%).

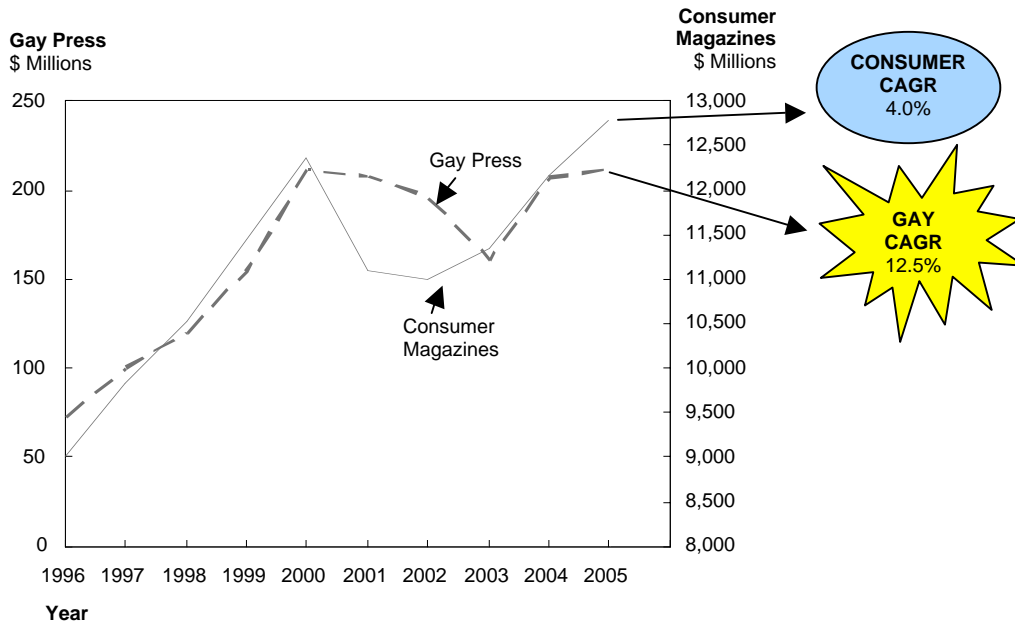
Since 2004, the proportion of gay-specific ads in real estate has grown by 207.8%. Other very large increases are noted for “Professional Services” (small space ads, up 65.9%) and “Fashion & Accessories” (65.0%). Six categories show losses. “Automotive” is the largest of these, with a drop in percentage of 32.2%. “Home” also shows a decline of 13.6%, but other losses are negligible.

APPENDIX

ADVERTISING SPENDING				
Year	Gay Press		Consumer Magazines	
	\$ Millions	Change	\$ Millions	Change
1994	53.0			
1995	61.6	16.2 %		
1996	73.3	19.0	9,010.0	5.0 %
1997	100.2	36.7	9,821.0	9.0
1998	120.4	20.2	10,518.0	7.1
1999	155.3	29.0	11,433.0	8.7
2000	211.6	36.3	12,370.0	8.2
2001	208.1	-1.7	11,095.0	-10.3
2002	196.0	-5.8	10,990.0	-0.9
2003	161.2	-17.8	11,435.0	4.0
2004	207.0	28.4	12,121.0	6.0
2005	212.2	2.5	12,788.0	5.5

Source: Consumer magazine numbers are from Veronis Suhler Stevenson and represent actual expenditures except for 2005, which is a projection.

GROWTH IN AD SPENDING – GAY PRESS VS. CONSUMER MAGAZINES (Compound Annual Growth Rate 1996-2005)



<i>Number of Issues Analyzed by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Issues Analyzed	315	100.0%	311	100.0%	-1.3
Local Newspapers	166	52.7	159	51.1	-4.2
Local Magazines	67	21.3	89	28.6	32.8*
Entertainment Guides	62	19.7	44	14.2	-29.0
National Magazines	17	5.4	16	5.2	-5.9
Family Magazines	2	0.6	2	0.6	0
Resource Guides	1	0.3	1	0.3	0

<i>Circulation by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Circulation	3,388,195	100.0 %	3,420,555	100.0 %	1.0
Local Newspapers	1,003,995	29.6	970,855	28.4	-3.3
Local Magazines	747,900	22.1	1,185,400	34.7	58.5*
Entertainment Guides	350,500	10.3	395,500	11.5	12.8
National Magazines	1,239,800	36.6	822,800	24.0	-33.6**
Family Magazines	16,000	0.5	16,000	0.5	0
Resource Guides	30,000	0.9	30,000	0.9	0

* These gains are primarily due to the occurrence of five Fridays in April 2005 (rather the usual four), with corresponding increase in number of issues analyzed (as well as projections of their circulation).

** Decrease here reflects the loss of one title with a circulation of 100,000.

<i>Number of Ads by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Ads	39,561	100.0 %	31,760	100.0 %	-19.7
Local Newspapers	25,155	63.6	17,950	56.5	-28.7
Local Magazines	6,197	15.7	7,842	24.7	26.5
Entertainment Guides	7,155	18.1	5,157	16.3	-27.9
National Magazines	733	1.8	548	1.7	-25.2
Family Magazines	108	0.3	104	0.3	-3.7
Resource Guides	213	0.5	159	0.5	-25.4

<i>Number of Ad Pages by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Ad Pages	22,373	100.0 %	20,861	100.0 %	-6.8
Local Newspapers	12,704	56.8	11,143	53.4	-12.3
Local Magazines	4,673	20.9	5,892	28.3	26.1
Entertainment Guides	4,249	19.0	3,152	15.1	-25.8
National Magazines	539	2.4	487	2.3	-9.6
Family Magazines	80	0.3	82	0.4	2.5
Resource Guides	128	0.6	105	0.5	-18.0

<i>Number of Ads by Category</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Ads	39,561	100.0%	31,760	100.0%	-19.7
Real Estate	3,652	9.2	3,487	11.0	-4.5
Financial Services	881	2.2	838	2.6	-4.9
Viaticals	44	0.1	73	0.2	65.9
Mortgages	314	0.8	270	0.8	-14.0
Banks	83	0.2	50	0.2	-39.8
Insurance	203	0.5	271	0.9	33.5
Investments	233	0.6	167	0.5	-28.3
Credit Cards	4	*	7	*	75.0
Health/Fitness/Grooming	3,179	8.1	2,390	7.5	-24.8
Fitness/Health	2,757	7.0	1,907	6.0	-30.8
Cosmetics	337	0.9	449	1.4	33.2
Hair Growth	11	*	0	0	-100.0
Vitamins	74	0.2	34	0.1	-54.1
Medical/Health-Related	1,504	3.8	1,441	4.5	-4.2
Pharmaceuticals	430	1.1	239	0.7	-44.4
Medical – HIV	459	1.2	434	1.4	-5.4
Medical – Non-HIV	606	1.5	768	2.4	26.7
Helpline	9	*	0	0	-100.0
Arts & Entertainment	2,708	6.9	2,496	7.9	-7.8
Theater/Dance	1,025	2.6	934	2.9	-8.9
Movies/Video	886	2.3	631	2.0	-28.8
Records/CDs/Concerts	291	0.7	382	1.2	31.3
Books/Bookstores	168	0.4	207	0.7	23.2
Sports	43	0.1	88	0.3	104.7
Comedy	32	0.1	52	0.2	62.5
TV/Cable	218	0.6	168	0.5	-22.9
Radio	45	0.1	34	0.1	-24.4
Travel	2,738	6.9	1,775	5.6	-35.2
Hotels/Resorts	1,763	4.5	804	2.5	-54.4
Destinations	522	1.3	361	1.2	-30.8
Travel Agents	394	1.0	574	1.8	45.7
Airlines	57	0.1	34	0.1	-40.4
Rental Cars	2	*	2	*	0
Eat and Drink	5,546	14.0	4,667	14.7	-15.8
Bars & Clubs	3,706	9.4	3,239	10.2	-12.6
Restaurants	1,840	4.6	1,428	4.5	-22.4

<i>Number of Ads by Category - (continued)</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Ads	39,561	100.0%	31,760	100.0%	-19.7
Events	727	1.8	407	1.3	-44.0
Gay Events/Meetings	359	0.9	338	1.1	-5.8
Regular Events/Entertainment	89	0.2	67	0.2	-24.7
AIDS Events/Fundraisers	279	0.7	2	*	-99.3
Retail	882	2.2	1,617	5.1	83.3
Retail Products & Services	669	1.7	1,371	4.3	104.9
Food & Markets	103	0.2	110	0.4	6.8
Electronics	110	0.3	136	0.4	23.6
Home	1,002	2.5	828	2.6	-17.4
Home Furnishings/Décor	821	2.1	647	2.0	-21.2
Florists/Nurseries	181	0.4	181	0.6	0
Fashion & Accessories	618	1.6	634	2.0	2.6
Fashion/Clothing	369	1.0	407	1.3	10.3
Jewelry	249	0.6	227	0.7	-8.8
Beverage Alcohol	180	0.5	136	0.4	-24.4
Liquor – Non-Beer	85	0.2	71	0.2	-16.5
Beer	95	0.3	65	0.2	-31.6
Gay-Oriented Media	526	1.3	591	1.9	12.4
Gay Magazines	33	0.1	141	0.5	327.3
Gay Internet Sites	493	1.2	450	1.4	-8.7
Automotive	685	1.7	589	1.9	-14.0
Dealers	302	0.7	331	1.1	9.6
Manufacturers	383	1.0	258	0.8	-32.6
Professional Services (small space ads)	2,818	7.1	1,517	4.8	-46.2
Services/Non-Medical	5,889	14.9	4,059	12.8	-31.1
Phone Services/Personals	3,829	9.7	2,363	7.4	-38.3
Classifieds	788	2.0	647	2.0	-17.9
Other	1,409	3.6	1,278	4.0	-9.3
Recruiting/Jobs	258	0.7	365	1.1	41.5
Church	784	2.0	475	1.5	-39.4
Pets & Vets	192	0.5	220	0.7	14.6
Funeral Services	0	0	36	0.1	n/a
Tobacco	47	0.1	65	0.2	38.3
Politics	59	0.1	100	0.3	69.5
Long Distance/Cellular	60	0.2	17	0.1	-71.7
Magazines (nongay)	9	*	0	0	-100.0

<i>Number of Ads by Category – Changes 2004-2005</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Notable Increases					
Retail	882	2.2%	1,617	5.1%	83.3
Gay-Oriented Media	526	1.3	591	1.9	12.4
About the Same					
Fashion & Accessories	618	1.6	634	2.0	2.6
Medical/Health-Related	1,504	3.8	1,441	4.5	-4.2
Real Estate	3,652	9.2	3,487	11.0	-4.5
Financial Services	881	2.2	838	2.6	-4.9
Arts & Entertainment	2,708	6.9	2,496	7.9	-7.8
Notable Decreases					
Automotive	685	1.7	589	1.9	-14.0
Eat and Drink	5,546	14.0	4,667	14.7	-15.8
Home	1,002	2.5	828	2.6	-17.4
Classifieds	788	2.0	647	2.0	-17.9
Beverage Alcohol	180	0.5	136	0.4	-24.4
Health/Fitness/Grooming	3,179	8.1	2,390	7.5	-24.8
Services/Non-Medical	5,889	14.9	4,059	12.8	-31.1
Travel	2,738	6.9	1,775	5.6	-35.2
Phone Services/Personals	3,829	9.7	2,363	7.4	-38.3
Events	727	1.8	407	1.3	-44.0
Professional Services/Small Space Ads	2,818	7.1	1,517	4.8	-46.2

<i>Number of Ads by Individual Items – Changes 2004-2005</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Notable Increases					
Gay Magazines	33	0.1%	141	0.5%	327.3
Retail Products & Services	669	1.7	1,371	4.3	104.9
Sports	43	0.1	88	0.3	104.7
Credit Cards	4	*	7	*	75.0
Politics	59	0.1	100	0.3	69.5
Viaticals	44	0.1	73	0.2	65.9
Comedy	32	0.1	52	0.2	62.5
Travel Agents	394	1.0	574	1.8	45.7
Recruiting/Jobs	258	0.7	365	1.1	41.5
Tobacco	47	0.1	65	0.2	38.3
Insurance	203	0.5	271	0.9	33.5
Cosmetics	337	0.9	449	1.4	33.2
Records/CDs/Concerts	291	0.7	382	1.2	31.3
Medical – Non-HIV	606	1.5	768	2.4	26.7
Electronics	110	0.3	136	0.4	23.6
Books/Bookstores	168	0.4	207	0.7	23.2
Pets & Vets	192	0.5	220	0.7	14.6
Fashion/Clothing	369	1.0	407	1.3	10.3
About the Same					
Automobile Dealers	302	0.7	331	1.1	9.6
Food & Markets	103	0.2	110	0.4	6.8
Funeral Services	0	0	36	0.1	n/a
Rental Cars	2	*	2	*	0
Florists/Nurseries	181	0.4	181	0.6	0
Medical – HIV	459	1.2	434	1.4	-5.4
Gay Events/Meetings	359	0.9	338	1.1	-5.8
Gay Internet Sites	493	1.2	450	1.4	-8.7
Jewelry	249	0.6	227	0.7	-8.8
Theater/Dance	1,025	2.6	934	2.9	-8.9

<i>Number of Ads by Individual Items – Changes 2004-2005</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Notable Decreases					
Bars & Clubs	3,706	9.4%	3,239	10.2%	-12.6
Mortgages	314	0.8	270	0.8	-14.0
Liquor – Non-Beer	85	0.2	71	0.2	-16.5
Home Furnishings/Décor	821	2.1	647	2.0	-21.2
Restaurants	1,840	4.6	1,428	4.5	-22.4
TV/Cable	218	0.6	168	0.5	-22.9
Radio	45	0.1	34	0.1	-24.4
Regular Events/Entertainment	89	0.2	67	0.2	-24.7
Investments	233	0.6	167	0.5	-28.3
Movies/Video	886	2.3	631	2.0	-28.8
Travel Destinations	522	1.3	361	1.2	-30.8
Fitness/Health	2,757	7.0	1,907	6.0	-30.8
Beer	95	0.3	65	0.2	-31.6
Automobile Manufacturers	383	1.0	258	0.8	-32.6
Church	784	2.0	475	1.5	-39.4
Banks	83	0.2	50	0.2	-39.8
Airlines	57	0.1	34	0.1	-40.4
Pharmaceuticals	430	1.1	239	0.7	-44.4
Vitamins	74	0.2	34	0.1	-54.1
Hotels/Resorts	1,763	4.5	804	2.5	-54.4
Long Distance/Cellular	60	0.2	17	0.1	-71.7
AIDS Events/Fundraisers	279	0.7	2	*	-99.3
Helpline	9	*	0	0	-100.0
Magazines (non-gay)	9	*	0	0	-100.0
Hair Growth	11	*	0	0	-100.0

<i>Number of Ads by Category by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Local Newspapers	25,155	100.0%	17,950	100.0%	-28.6
Services/Non-Medical	4,096	16.3	2,691	15.0	-34.3
Real Estate	2,702	10.8	2,409	13.4	-10.8
Eat and Drink	2,645	10.5	1,901	10.6	-28.1
Arts & Entertainment	1,745	6.9	1,524	8.5	-12.7
Phone Services/Personals	1,911	7.6	1,134	6.3	-40.7
Health/Fitness/Grooming	2,119	8.4	1,049	5.8	-50.5
Professional Services (small space)	2,245	8.9	1,041	5.8	-53.6
Medical/Health-Related	1,124	4.5	1,006	5.6	-10.5
Retail	599	2.4	870	4.8	45.2
Travel	1,259	5.0	865	4.8	-31.3
Financial Services	636	2.5	482	2.7	-24.2
Home	708	2.8	481	2.7	-32.1
Automotive	569	2.3	420	2.3	-26.2
Classifieds	504	2.0	373	2.1	-26.0
Fashion & Accessories	390	1.6	282	1.6	-27.7
Events	426	1.7	242	1.4	-43.2
Gay-Oriented Media	231	0.9	225	1.3	-2.6
Beverage Alcohol	87	0.3	70	0.4	-19.5
Other	1,159	4.6	885	4.9	-23.6
Local Magazines	6,197	100.0%	7,842	100.0%	26.5
Eat and Drink	1,285	20.7	1,390	17.7	8.2
Services/Non-Medical	1,034	16.7	974	12.4	-5.8
Real Estate	507	8.2	720	9.2	42.0
Health/Fitness/Grooming	431	7.0	656	8.4	52.2
Retail	151	2.4	506	6.5	235.1
Arts & Entertainment	371	6.0	490	6.2	32.1
Travel	319	5.1	490	6.2	53.6
Professional Services (small space)	401	6.5	377	4.8	-6.0
Phone Services/Personals	356	5.7	373	4.8	4.8
Financial Services	184	3.0	308	3.9	67.4
Home	219	3.5	296	3.8	35.2
Medical/Health-Related	219	3.5	267	3.4	21.9
Gay-Oriented Media	81	1.3	191	2.4	135.8
Fashion & Accessories	82	1.3	162	2.1	97.6
Classifieds	142	2.3	143	1.8	0.7
Automotive	76	1.2	121	1.6	59.2
Events	103	1.7	103	1.3	0
Beverage Alcohol	52	0.8	40	0.5	-23.1
Other	184	3.0	235	3.0	27.7

<i>Number of Ads by Category by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Entertainment Guides	7,155	100.0%	5,157	100.0%	-27.9
Eat & Drink	1,487	20.8	1,243	24.1	-16.4
Phone Services/Personals	1,541	21.5	844	16.4	-45.2
Health/Fitness/Grooming	596	8.3	659	12.8	10.6
Arts & Entertainment	494	6.9	377	7.3	-23.7
Services/Non-Medical	677	9.5	344	6.7	-49.2
Real Estate	425	5.9	344	6.7	-19.1
Travel	769	10.8	241	4.7	-68.7
Retail	103	1.4	185	3.6	79.6
Medical/Health Related	110	1.5	152	2.9	38.2
Fashion & Accessories	84	1.2	131	2.5	56.0
Gay-Oriented Media	156	2.2	120	2.3	-23.1
Classifieds	136	1.9	112	2.2	-17.6
Professional Services (small space)	169	2.4	97	1.9	-42.6
Events	185	2.6	46	0.9	-75.1
Home	64	0.9	41	0.8	-35.9
Automotive	28	0.4	32	0.6	14.3
Financial Services	57	0.8	31	0.6	-45.6
Beverage Alcohol	24	0.3	16	0.3	-33.3
Other	50	0.7	142	2.7	184.0
National Magazines	733	100.0%	548	100.0%	-25.2
Travel	326	44.5	134	24.4	-58.9
Arts & Entertainment	70	9.5	80	14.6	14.3
Fashion & Accessories	56	7.6	54	9.8	-3.6
Gay-Oriented Media	56	7.6	51	9.3	-8.9
Eat and Drink	26	3.5	47	8.6	80.8
Retail	20	2.7	46	8.4	130.0
Services/Non-Medical	39	5.3	20	3.6	-48.7
Medical/Health-Related	49	6.7	14	2.6	-71.4
Automotive	10	1.4	14	2.6	40.0
Financial Services	1	0.1	14	2.6	1,300.0
Events	5	0.7	12	2.2	140.0
Real Estate	13	1.8	11	2.0	-15.4
Beverage Alcohol	16	2.2	10	1.8	-37.5
Classifieds	6	0.8	10	1.8	66.7
Phone Services/Personals	17	2.3	8	1.5	-52.9
Home	7	1.0	7	1.3	0
Health/Fitness/Grooming	9	1.2	5	0.9	-44.4
Professional Services (small space)	0	0	2	0.4	n/a
Other	7	1.0	9	1.6	28.6

<i>Number of Ads by Category by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Family Magazines	108	100.0%	104	100.0%	-3.7
Services/Non-Medical	36	33.3	30	28.8	-16.7
Eat and Drink	22	20.4	22	21.2	0
Arts & Entertainment	14	13.0	13	12.5	-7.1
Retail	6	5.6	5	4.8	-16.7
Events	4	3.7	4	3.8	0
Fashion & Accessories	2	1.9	4	3.8	100.0
Home	3	2.7	3	2.9	0
Real Estate	3	2.7	3	2.9	0
Health/Fitness/Grooming	2	1.9	3	2.9	50.0
Financial Services	1	0.9	3	2.9	200.0
Gay-Oriented Media	0	0	3	2.9	n/a
Automotive	2	1.9	2	1.9	0
Medical/Health-Related	2	1.9	2	1.9	0
Travel	3	2.7	0	0	-100.0
Beverage Alcohol	1	0.9	0	0	-100.0
Classifieds	0	0	0	0	0
Phone Services/Personals	0	0	0	0	0
Professional Services (small space)	0	0	0	0	0
Other	7	6.5	7	6.7	0
Resource Guides	213	100.0%	159	100.0%	-25.4
Eat and Drink	81	38.0	64	40.3	-21.0
Travel	62	29.1	45	28.3	-27.4
Health/Fitness/Grooming	22	10.3	18	11.3	-18.2
Arts & Entertainment	14	6.6	12	7.6	-14.3
Classifieds	0	0	9	5.7	n/a
Retail	3	1.4	5	3.1	66.7
Phone Services/Personals	4	1.9	4	2.5	0
Fashion & Accessories	4	1.9	1	0.6	-75.0
Gay-Oriented Media	2	0.9	1	0.6	-50.0
Services/Non-Medical	7	3.3	0	0	-100.0
Events	4	1.9	0	0	-100.0
Professional Services (small space)	3	1.4	0	0	-100.0
Financial Services	2	0.9	0	0	-100.0
Real Estate	2	0.9	0	0	-100.0
Home	1	0.5	0	0	-100.0
Automotive	0	0	0	0	0
Beverage Alcohol	0	0	0	0	0
Medical/Health-Related	0	0	0	0	0
Other	2	0.9	0	0	-100.0

<i>Number of Ad Pages by Category</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Pages	22,373	100.0%	20,861	100.0%	-6.8
Real Estate	1,538	6.9	1,753	8.4	14.0
Financial Services	724	3.2	680	3.2	-6.1
Viaticals	40	0.2	45	0.2	12.5
Mortgages	259	1.2	239	1.1	-7.7
Banks	72	0.3	40	0.2	-44.4
Insurance	173	0.8	192	0.9	11.0
Investments	180	0.8	157	0.8	-12.8
Credit Cards	0	0	7	*	n/a
Health/Fitness/Grooming	1,242	5.6	1,228	5.9	-1.1
Fitness/Health	856	3.8	795	3.8	-7.1
Cosmetic	310	1.4	399	1.9	28.7
Hair Growth	10	*	0	0	-100.0
Vitamins	66	0.3	34	0.2	-48.5
Medical/Health-Related	1,063	4.8	1,030	4.9	-3.1
Pharmaceuticals	342	1.5	121	0.6	-64.6
Medical – HIV	277	1.2	297	1.4	7.2
Medical – Non-HIV	435	1.9	612	2.9	40.7
Helpline	9	*	0	0	-100.0
Arts & Entertainment	2,085	9.3	1,931	9.3	-7.4
Theater/Dance	740	3.3	652	3.1	-11.9
Movies/Video	646	2.9	520	2.5	-19.5
Records/CDs/Concerts	244	1.1	251	1.2	2.9
Books/Bookstores	155	0.7	184	0.9	18.7
Sports	39	0.2	81	0.4	107.7
Comedy	30	0.1	47	0.2	56.7
TV/Cable	188	0.8	162	0.8	-13.8
Radio	43	0.2	34	0.2	-20.9
Travel	1,606	7.2	1,355	6.5	-15.6
Hotels/Resorts	854	3.8	546	2.6	-36.1
Destinations	346	1.5	312	1.5	-9.8
Travel Agents	354	1.6	461	2.2	30.2
Airlines	51	0.2	34	0.2	-33.3
Rental Cars	1	*	2	*	100.0
Eat and Drink	4,021	18.0	3,648	17.5	-9.3
Bars & Clubs	2,984	13.3	2,689	12.9	-9.9
Restaurants	1,037	4.6	959	4.6	-7.5

Number of Ad Pages by Category - (continued)					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Ads	22,373	100.0%	20,861	100.0%	-6.8
Events	605	2.7	353	1.7	-41.7
Gay Events/Meetings	267	1.2	294	1.4	10.1
Regular Events/Entertainment	85	0.4	57	0.3	-32.9
AIDS Events/Fundraisers	253	1.1	2	*	-99.2
Retail	741	3.3	1,347	6.4	81.8
Retail Products & Services	581	2.6	1,155	5.5	98.8
Food & Markets	78	0.3	86	0.4	10.3
Electronics	82	0.4	106	0.5	29.3
Home	769	3.4	724	3.5	-5.9
Home Furnishings/Décor	609	2.7	565	2.7	-7.2
Florists/Nurseries	160	0.7	159	0.8	-0.6
Fashion & Accessories	511	2.3	508	2.4	-0.6
Fashion/Clothing	306	1.4	300	1.4	-2.0
Jewelry	205	0.9	208	1.0	1.5
Beverage Alcohol	167	0.7	129	0.6	-22.8
Liquor – Non-Beer	76	0.3	66	0.3	-13.2
Beer	91	0.4	63	0.3	-30.8
Gay-Oriented Media	463	2.1	497	2.4	7.3
Gay Magazines	31	0.1	126	0.6	306.5
Gay Internet Sites	432	1.9	371	1.8	-14.1
Automotive	536	2.4	524	2.5	-2.2
Dealers	247	1.1	302	1.4	22.3
Manufacturers	289	1.3	222	1.1	-23.2
Professional Services (small space ads)	651	2.9	326	1.6	-49.9
Services/Non-Medical	3,152	14.1	2,328	11.2	-26.1
Phone Services/Personals	955	4.3	1,020	4.9	6.8
Classifieds	664	3.0	564	2.7	-15.1
Other	880	3.9	916	4.4	4.1
Recruiting/Jobs	179	0.8	276	1.3	54.2
Church	380	1.7	262	1.3	-31.1
Pets & Vets	158	0.7	185	0.9	17.1
Funeral Services	0	0	34	0.2	n/a
Tobacco	43	0.2	50	0.2	16.3
Politics	56	0.3	92	0.4	64.3
Long Distance/Cellular	55	0.2	17	0.1	-69.1
Magazines (non-gay)	9	*	0	0	-100.0

<i>Number of Gay-Specific Ads by Type of Publication</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Gay-Specific Ads	17,427	100.0%	15,987	100.0%	-8.3
Local Newspapers	9,459	54.2	8,142	50.9	-13.9
Local Magazines	2,471	14.2	3,838	24.0	55.3
Entertainment Guides	4,841	27.8	3,413	21.4	-29.5
National Magazines	434	2.5	406	2.5	-6.5
Resource Guides	193	1.1	156	1.0	-19.2
Family Magazines	29	0.2	32	0.2	10.3

<i>Percent of Gay-Specific Ads in Each Type of Publication</i>					
	2004		2005		Change % 2004-2005
	#	%	#	%	
Total Gay-Specific Ads	17,427	44.1%	15,987	50.3%	14.1
Resource Guides	193	90.6	156	98.1	8.3
National Magazines	434	59.2	406	74.1	25.2
Entertainment Guides	4,841	67.7	3,413	66.2	-2.2
Local Magazines	2,471	39.9	3,838	48.9	22.6
Local Newspapers	9,459	37.6	8,142	45.4	20.7
Family Magazines	29	26.9	32	30.8	14.5

<i>Number of Gay-Specific Ads by Category</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Ads	17,427	100.0%	15,987	100.0%	-8.3
Real Estate	233	1.3	687	4.3	194.8
Financial Services	164	0.9	197	1.2	20.1
Viaticals	8	*	3	*	-62.5
Mortgages	75	0.4	56	0.4	-25.3
Banks	22	0.1	7	*	-68.2
Insurance	31	0.2	79	0.5	154.8
Investments	26	0.2	52	0.3	100.0
Credit Cards	2	*	0	0	-100.0
Health/Fitness/Grooming	2,089	12.0	1,806	11.3	-13.5
Fitness/Health	2,011	11.5	1,676	10.5	-16.7
Cosmetics	66	0.4	128	0.8	93.9
Hair Growth	4	*	0	0	-100.0
Vitamins	8	0.1	2	*	-75.0
Medical/Health-Related	342	1.9	312	2.0	-8.8
Pharmaceuticals	86	0.5	8	0.1	-90.7
Medical – HIV	190	1.1	217	1.4	14.2
Medical – Non-HIV	58	0.3	87	0.5	50.0
Helpline	8	*	0	0	-100.0
Arts & Entertainment	1,317	7.5	1,293	8.0	-1.8
Theater/Dance	200	1.2	290	1.8	45.0
Movies/Video	702	4.0	477	3.0	-32.1
Records/CDs/Concerts	62	0.4	129	0.8	108.1
Books/Bookstores	95	0.5	150	0.9	57.9
Sports	23	0.1	33	0.2	43.5
Comedy	19	0.1	48	0.3	152.6
TV/Cable	194	1.1	147	0.9	-24.2
Radio	22	0.1	19	0.1	-13.6
Travel	2,036	11.7	1,546	9.7	-24.1
Hotels/Resorts	1,375	7.9	687	4.3	-50.0
Destinations	411	2.4	303	1.9	-26.3
Travel Agents	246	1.4	530	3.3	115.4
Airlines	3	*	24	0.2	700.0
Rental Cars	1	*	2	*	100.0
Eat and Drink	3,181	18.3	3,290	20.6	3.4
Bars & Clubs	2,884	16.6	2,986	18.7	3.5
Restaurants	297	1.7	304	1.9	2.4

Number of Gay-Specific Ads by Category (continued)

	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Ads	17,427	100.0%	15,987	100.0%	-8.3
Events	428	2.5	316	2.0	-26.2
Gay Events/Meetings	310	1.8	312	2.0	0.6
Regular Events/Entertainment	0	0	4	*	n/a
AIDS Events/Fundraisers	118	0.7	0	0	-100.0
Retail	196	1.1	487	3.0	148.5
Retail Products & Services	169	0.9	436	2.7	158.0
Food & Markets	9	0.1	15	0.1	66.7
Electronics	18	0.1	36	0.2	100.0
Home	59	0.3	42	0.3	-28.8
Home Furnishings/Décor	40	0.2	27	0.2	-32.5
Florists/Nurseries	19	0.1	15	0.1	-21.1
Fashion & Accessories	150	0.9	254	1.6	69.3
Fashion/Clothing	110	0.7	212	1.3	92.7
Jewelry	40	0.2	42	0.3	5.0
Beverage Alcohol	36	0.2	26	0.2	-27.8
Liquor – Non-Beer	4	*	4	*	0
Beer	32	0.2	22	0.1	-31.3
Gay-Oriented Media	449	2.6	471	2.9	4.9
Gay Magazines	30	0.2	136	0.8	353.3
Gay Internet Sites	419	2.4	335	2.1	-20.0
Automotive	81	0.5	47	0.3	-42.0
Dealers	38	0.2	32	0.2	-15.8
Manufacturers	43	0.3	15	0.1	-65.1
Professional Services (small space ads)	760	4.4	679	4.2	-10.7
Services/Non-Medical	1,562	9.0	1,332	8.3	-14.7
Phone Services/Personals	3,740	21.5	2,247	14.1	-39.9
Classifieds	318	1.8	365	2.3	14.8
Other	286	1.6	590	3.7	106.3
Recruiting/Jobs	149	0.8	220	1.4	47.7
Church	68	0.4	339	2.1	398.5
Pets & Vets	25	0.1	5	*	-80.0
Funeral Services	0	0	5	*	n/a
Tobacco	12	0.1	4	*	-66.7
Politics	29	0.2	11	0.1	-62.1
Long Distance/Cellular	3	*	6	0.1	100.0
Magazines (non-gay)	0	0	0	0	0

<i>Percent of Gay-Specific Ads by Category</i>					
	2004		2005		Change % 2004-2005
	#	%	#	%	
Total Gay-Specific Ads	17,427	44.1%	15,987	50.3%	14.1
Phone Services/Personals	3,740	97.7	2,247	95.1	-2.7
Travel	2,036	74.4	1,546	87.1	17.1
Gay-Oriented Media	449	85.4	471	79.7	-6.7
Events	428	58.9	316	77.6	31.7
Health/Fitness/Grooming	2,089	65.7	1,806	75.6	15.1
Eat and Drink	3,181	57.4	3,290	70.5	22.8
Classifieds	318	40.4	365	56.4	39.6
Arts & Entertainment	1,317	48.6	1,293	51.8	6.6
Professional Services/Small Space Ads	760	27.0	679	44.8	65.9
Fashion & Accessories	150	24.3	254	40.1	65.0
Services/Non-Medical	1,562	26.5	1,332	32.8	23.8
Retail	196	22.2	487	30.1	35.6
Financial Services	164	18.6	197	23.5	26.3
Medical/Health-Related	342	22.7	312	21.7	-4.4
Real Estate	233	6.4	687	19.7	207.8
Beverage Alcohol	36	20.0	26	19.1	-4.5
Automotive	81	11.8	47	8.0	-32.2
Home	59	5.9	42	5.1	-13.6

<i>Number of Gay-Specific Ad Pages</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Pages	9,502	100.0%	10,136	100.0%	6.7
Real Estate	171	1.8	320	3.2	87.1
Financial Services	151	1.6	155	1.5	2.6
Viaticals	7	0.1	3	*	-57.1
Mortgages	71	0.8	50	0.5	-29.6
Banks	19	0.2	7	0.1	-63.2
Insurance	31	0.3	45	0.4	45.2
Investments	23	0.2	50	0.5	117.4
Credit Cards	0	0	0	0	0
Health/Fitness/Grooming	650	6.8	687	6.8	5.7
Fitness/Health	573	6.0	580	5.7	1.2
Cosmetic	65	0.7	105	1.1	61.5
Hair Growth	4	*	0	0	-100.0
Vitamins	8	0.1	2	*	-75.0
Medical/Health-Related	215	2.3	190	1.9	-11.6
Pharmaceuticals	62	0.7	6	0.1	-90.3
Medical – HIV	99	1.0	111	1.1	12.1
Medical – Non-HIV	46	0.5	73	0.7	58.7
Helpline	8	0.1	0	0	-100.0
Arts & Entertainment	1,033	10.8	1,085	10.7	5.0
Theater/Dance	183	1.9	194	1.9	6.0
Movies/Video	482	5.1	389	3.8	-19.3
Records/CDs/Concerts	55	0.6	124	1.3	125.5
Books/Bookstores	88	0.9	143	1.4	62.5
Sports	21	0.2	31	0.3	47.6
Comedy	18	0.2	43	0.4	138.9
TV/Cable	164	1.7	142	1.4	-13.4
Radio	22	0.2	19	0.2	-13.6
Travel	1,110	11.6	1,152	11.3	3.8
Hotels/Resorts	600	6.3	444	4.4	-26.0
Destinations	279	2.9	264	2.6	-5.4
Travel Agents	229	2.4	418	4.1	82.5
Airlines	2	*	24	0.2	1,100.0
Rental Cars	0	0	2	*	n/a
Eat and Drink	2,459	25.9	2,688	26.5	9.3
Bars & Clubs	2,301	24.2	2,476	24.4	7.6
Restaurants	158	1.7	212	2.1	34.2

<i>Number of Gay-Specific Ad Pages – continued</i>					
	2004		2005		Change in # 2004-2005
	#	%	#	%	
Total Number of Ads	9,502	100.0%	10,136	100.0%	6.7
Events	326	3.5	273	2.7	-16.3
Gay Events/Meetings	234	2.5	271	2.7	15.8
Regular Events/Entertainment	0	0	2	*	n/a
AIDS Events/Fundraisers	92	1.0	0	0	-100.0
Retail	167	1.8	404	4.0	141.9
Retail Products & Services	152	1.6	370	3.7	143.4
Food & Markets	7	0.1	15	0.1	114.3
Electronics	8	0.1	19	0.2	137.5
Home	55	0.6	38	0.4	-30.9
Home Furnishings/Décor	39	0.4	26	0.3	-33.3
Florists/Nurseries	16	0.2	12	0.1	-25.0
Fashion & Accessories	123	1.3	168	1.7	36.6
Fashion/Clothing	88	0.9	130	1.3	47.7
Jewelry	35	0.4	38	0.4	8.6
Beverage Alcohol	36	0.4	25	0.2	-30.6
Liquor – Non-Beer	4	*	4	*	0
Beer	32	0.4	21	0.2	-34.4
Gay-Oriented Media	398	4.2	419	4.1	5.3
Gay Magazines	28	0.3	121	1.2	332.1
Gay Internet Sites	370	3.9	298	2.9	-19.5
Automotive	54	0.6	44	0.4	-18.5
Dealers	24	0.3	30	0.3	25.0
Manufacturers	30	0.3	14	0.1	-53.3
Professional Services (small space ads)	161	1.7	142	1.4	-11.8
Services/Non-Medical	1,009	10.6	755	7.4	-25.2
Phone Services/Personals	907	9.5	928	9.2	2.3
Classifieds	254	2.7	311	3.1	22.4
Other	223	2.3	352	3.5	57.8
Recruiting/Jobs	113	1.2	166	1.6	46.9
Church	51	0.5	155	1.5	203.9
Pets & Vets	18	0.2	5	0.1	-72.2
Funeral Services	0	0	5	0.1	n/a
Tobacco	11	0.1	4	*	-63.6
Politics	27	0.3	11	0.1	-59.3
Long Distance/Cellular	3	*	6	0.1	100.0
Magazines (non-gay)	0	0	0	0	0