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# 2009 GAY PRESS REPORT

This is the sixteenth annual edition of the Gay Press Report.

The Gay Press Report is sponsored by Prime Access Inc., a New York advertising agency, and Rivendell Media Company Inc., a media placement firm based in New Jersey.

Prime Access continues to be the leading advertising agency for reaching the gay and lesbian market, and has represented more Fortune 500<sup>®</sup> companies in the market than any other advertising agency.

Rivendell Media works exclusively in the gay and lesbian market, representing 99% of all gay and lesbian publications across North America.

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## **INTRODUCTION and HISTORICAL CONTEXT**

The time frame covered by the 2009 Gay Press Report – May 2008 through April 2009 – saw events that had a tremendous impact on the LGBT community.

By September 2008, AIG was in big trouble, and Lehman Brothers was on the verge of bankruptcy. In rapid succession, the financial meltdown on Wall Street burst into the public consciousness and ushered in a worldwide recession, the impact of which is still with us.

This economic tsunami walloped both the mainstream and the gay press, as demonstrated throughout this report. Many publications were shut down (gay publications included), and a number of LGBT bookstores were closed. (Of special note was the Oscar Wilde Bookshop in New York City, the oldest gay and lesbian bookstore in the country, which had been in business for over 40 years.)

Then in November 2008, Barack Obama was elected president, with 53% of the popular vote. (At the same time, Jared Polis, the first openly gay man to successfully run for Congress, was elected to the House of Representatives from Colorado.) Throughout his candidacy, Obama had the support of a large number of gays and lesbians, despite the fact that he favored civil unions over same-sex marriage. (Early on, the gay community was one of the first constituencies disappointed by Obama when he chose Rick Warren, an anti-gay pastor, to lead the invocation at his inauguration and did not immediately end Don't Ask, Don't Tell.)

At the beginning of the timeframe covered by this report (May 2008), the California Supreme Court ruled that gay and lesbian couples had a constitutional right to marry, allowing California to become the second state (after Massachusetts in 2004) to legalize same-sex marriage. The ruling went into effect in June and was law until November 2008, when voters overturned it by passing Proposition 8 (which defined marriage in California as only between a man and a woman). Between June and November 2008, however, over 18,000 gay and lesbian couples were married in California, and these couples remain legally married (by virtue of an appeal decided May 2009). One of the best known of these couples was Ellen DeGeneres and Portia de Rossi, who were married in August 2008.

Then in October 2008, the Connecticut Supreme Court ruled in favor of same-sex marriage; Connecticut began issuing licenses in November. And on April 3, 2009, the Iowa Supreme Court ruled in favor of marriage equality (licenses were issued at the end of April). Shortly thereafter, both houses of the Vermont legislature approved a same-sex marriage bill, only to have it vetoed by Governor Jim Douglas. The very next day (April 7), the house overrode the governor's veto, declaring that same-sex couples could begin to marry in September. Thus Vermont became the first state to use legislative action to achieve same-sex marriage. (Although New Hampshire soon followed, its

decision took place beyond the confines of our timeline, but will be noted in the 2010 report.)

Between May 2008 and April 2009, three states successfully implemented same-sex marriage, bringing the total number of states in which marriage between gay partners is legal to four – Massachusetts (2004), Connecticut (2008), Iowa (2009) and Vermont (2009). This progress is remarkable, especially since after Massachusetts, voters in 26 other states adopted constitutional amendments banning same-sex marriage (including both Florida and Arizona in November 2008).

Progress is definitely being made as attitudes are changing. A CBS News Poll indicated that as of April 2009, one-third of the public supported same-sex marriage (compared to 22% in 2004).

Meanwhile, voters in Arkansas passed a law in November 2008 that banned anyone who is unmarried – gay or straight – from becoming a foster or adoptive parent. Concurrently, voters in Tennessee and Mississippi overturned bills designed to prevent same-sex couples from adopting.

The Employment Non-Discrimination Act was slowly winding its way through the House. As a result, there were few developments on this during the timeframe of this report. As of 2008, 30 states had laws on the books that made it legal to fire employees for their sexual orientation. In the interim, business support for LGBT rights continued to grow, as the Human Rights Campaign awarded 260 businesses a perfect score in its Seventh Annual Corporate Equality Index, a 33% increase over the number a year earlier.

At the same time, violence against gays continued. Hate crimes based on sexual orientation remained the third most prevalent type of hate crime, after race and religion. (The Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act passed in late October 2009, and was signed into law a few days later.)

On the cultural front, the film *Milk* was released in October 2008. Based on the life of Harvey Milk, a gay rights activist and the first openly gay man elected to public office in California, the film starred Sean Penn as Milk and Josh Brolin as Dan White. *Milk* was nominated for eight Academy Awards, and won two – Best Actor and Best Original Screenplay.

Other happenings: In September 2008, MSNBC television began broadcasting a news/commentary program featuring Rachel Maddow. In addition, Clay Aiken came out in September 2008, and Wanda Sykes came out in November 2008 (she had married her girlfriend in California in October).

## **BACKGROUND AND METHODOLOGY**

### **Background**

For sixteen years now, the Gay Press Report has kept tabs on advertising in the gay and lesbian press, the only entity to do so. As an exclusive source, the Gay Press Report provides valuable information to advertisers and publishers.

Each year the sponsors of this report collect and document all gay and lesbian publications in the United States, measure the number and scope of all the advertising therein, analyze its content, and publish this report. Changes can be tracked over time, and comparisons made across industries.

The Gay Press Report is therefore an unparalleled resource for advertisers, publishers and other parties who are interested in and want to better understand and more effectively engage with the gay and lesbian market.

While it is difficult to determine the size of the LGBT market (estimates range from 4% to 10% of all U.S. adults, or as few as 9 million and as many as 22 million people), there is no doubt that many gays and lesbians are both affluent and influential people. In 2008, the buying power of this segment was estimated at \$610 billion, and was expected to top \$835 billion by 2011. Thus, these consumers are clearly vital contributors to the U.S. economy, but often remain below the radar and underreported.

Like all consumers, gays and lesbians gravitate toward products and brands that advertise directly to them. Moreover, recent studies have shown that as a group, they tend to seek out companies and products that reflect their concerns, and so demonstrate stronger brand loyalty toward such entities than their straight counterparts. As a result, increasing numbers of advertisers are choosing to make this group a marketing priority.

### **Methodology**

The gay and lesbian press includes all publications aimed at the LGBT market – local newspapers, magazines and A&E guides, as well as national magazines.

As might be expected, the scope of the gay and lesbian press changes from year to year. While some publications endure long-term, new ones appear and old ones disappear. Each year, however, we make every attempt to gather the totality of what has been published in this realm, especially during the month of April.

We choose April – as we do every year – as the basis for the Gay Press Report, because what happens during April is widely regarded as typical of what happens during other months in advertising. Thus we use figures from April to portray what has transpired in the 12 months since our previous report (here May 2008 through April 2009).

Most gay and lesbian titles publish on Fridays. As the number of Fridays in April varies from year to year (four to five), we use a timeframe of five Fridays (four calendar weeks plus one day) to represent every April, beginning with the first Friday in April. Thus for the 2009 report, we began gathering publications dated the first Friday (in this instance April 3), and stopped collecting them four weeks and one day later, on the fifth Friday (May 1). Using this 29-day time period assures methodological consistency and allows us to make consistent comparisons from one April to the next.

For the 2009 Gay Press Report, we assembled and examined a total of 251 publications, the entirety of the gay and lesbian press published in April 2009 – 136 individual titles.

To construct the data, we analyze all ads in each publication, classifying them by type of advertiser (product or industry), and noting whether the content is gay-specific or not (that is, contains direct references to gay and lesbian identity and lifestyles, either in images and/or messages).

We also measure the size of each ad and calculate the revenue it represents. Using this methodology, we are able to arrive at an estimate of advertising spending in the gay and lesbian press for the current year.

## EXECUTIVE SUMMARY

- Despite a bad economy and a great deal of turbulence in the advertising and publishing worlds, LGBT publications managed to accomplish a banner year in several respects, earning a record \$349.6 million in advertising revenues (up 13.6% over 2008). Ironically, at the same time, the number for consumer magazine revenues fell to an estimated \$10,533 billion, the lowest since 1998 (a loss of 15.6%). (See below for explanation.)
  - Growth in the gay and lesbian press continues to outpace growth in consumer magazines, as LGBT advertising revenues have grown a phenomenal 377% since 1996 (the figure for consumer magazines is 17%). This translates into respective compound annual growth rates (CAGR) of 12.8% and 1.2% during the same time period, demonstrating that ad revenues in the gay and lesbian press grew more than ten times faster than that of consumer magazines.
- The proportion of gay-specific ads in the LGBT press (ads that directly portray gay and lesbian consumers and their lives in artwork and/or messages) continues to grow, and has now reached a record 61.9%, up 7.8% since 2008. This represents a remarkable advance since 2002, when “gay-specific” content was seen in only 9.9% of all ads.
- In *national* gay and lesbian magazines, whose advertising pages are dominated by national brands, the percentage of gay-specific advertising is now 87.7%. Although the reader may find that percentage unremarkable, just two years ago the proportion for national magazines was 49.4% (2007). Thus national advertisers have embraced tailoring ads to fit their target, as gay-specific ads now comprise almost nine-tenths of all ads in national LGBT magazines. (The percentage in local newspapers is 55.5%.)
- The combined circulation of all LGBT publications is now 2,387,750, down a significant 27.6% since 2008. As discussed below, several publishers cut their frequencies early in 2009, as soon as they realized that ad pages were down for their individual magazines. Later in the year many relaunched, and were thereby able to survive. Nevertheless, circulation figures were clearly affected, as was number of ads.
- In 2009 we identified a total of 21,461 ads in the LGBT press, a decrease of 6.8% compared to 2008 (see explanations above and below concerning the emergency measures publishers took to stay in business). The year’s increase in revenue, however, traces to *larger* ads. Therefore, the *number* of ads fell, but the *revenue* from advertising increased. These ads are distributed as follows: 98.6% are in local publications – local newspapers have the majority (61.8% of all ads), followed by local magazines (18.6%) and A&E guides (18.2%). In contrast, national magazines account for only 1.4% of all ads. (Recall that there are currently only five national LGBT magazines vs. seven in 2008.)

## DETAILED FINDINGS

### 1. Advertising Spending in the Gay and Lesbian Press

The year 2009 was a complicated but productive year for the gay and lesbian press. In these most difficult of economic times, it captured the highest revenue recorded (\$349.6 million), accounting for a respectable 13.6% gain over 2008.

At the same time, the estimated revenue for consumer magazines plummeted to \$10,533 billion, the lowest figure since 1998, confirming a significant loss of 15.6%.

(Note: Advertising spending for consumer magazines includes advertising spending for the gay and lesbian press. In this report, we analyze them separately, in order to highlight their differences.)

As usual, advertising spending in consumer magazines is far greater than that in the gay and lesbian press. But – as shown by two different measures – the relative performance of advertising spending in the latter far outshines that of consumer magazines:

(1) From 1996 to 2009, revenue for the gay and lesbian press increased by an impressive 377%; comparable spending for consumer magazines gained a much smaller 17%.

(2) In addition, a calculation of compound annual growth rates (CAGR) over the same time period demonstrates that spending for the gay and lesbian press rose more than ten times faster than revenues for consumer magazines (achieving a CAGR of 12.8% versus 1.2% for consumer magazines).

## 2. Ads with Specific Gay and Lesbian Content

### *Percentage of Gay-Specific Ads by Type of Publication*

The *percentage* of gay-specific ads in LGBT publications (ads that directly portray, either in art or message, gay and lesbian consumers and their lives) continues to grow, and has now reached 61.9%, an all-time high. Thus in 2009, 13,276 of 21,461 total ads featured gay-specific content, an increase in proportion of 7.8% over 2008. (While the *number* of gay-specific ads grew a small 0.5%, this was achieved within the context of a decline of 6.8% in the overall number of ads.)

Just seven years ago (in 2002), only 9.9% of all ads in the LGBT press were gay-specific. In 2003 that proportion grew to 15.1%, and in 2004 – the year Massachusetts initiated same sex marriage – it jumped to 44.1%. By 2005, the percentage had risen to 50.3%, representing over half of all ads. In 2006, it slipped to 48.6%, but rebounded to 52.2% in 2007, grew to 57.4% in 2008, and has now reached 61.9%.

Looking at percentage of gay-specific ads by type of publication, we find that national magazines have the highest proportion (87.7% of all ads are gay-specific), followed by local A&E guides (77.1%), local magazines (65.9%) and local newspapers (55.5%). Thus, for the first time, gay-specific ads now account for a majority of ads in all types of publications.

While changes in *percentage* no longer reflect double-digit gains, they accomplished a healthy 7.8% rise over last year. Since 2008, the largest gain took place in local magazines, where the proportion of gay-specific ads grew 8.0%, closely followed by a 7.7% increase in national magazines, and a 7.4% rise in local newspapers. In addition, these ads in local A&E guides were up 6.9%.

### *Number of Gay-Specific Ads by Type of Publication*

In terms of distribution, the largest proportion of gay-specific ads is featured in local newspapers (counting 55.4% of all such ads), followed by local A&E guides (representing 22.8%) and local magazines (19.8%). In contrast, gay-specific ads in national magazines comprise 2.0% of all ads.

Comparing 2009 to 2008, the *number* of gay-specific ads was up 0.5%, while the *number* of all ads declined 6.8%. Largest gains were noted in local A&E guides (up 76.9%), while a much smaller but still significant increase was found in local newspapers (up 11.4%). In contrast, local magazines registered a loss of 42.6%, and national magazines showed a decline of 14.6% (paralleling results shown for total ad counts).

### 3. Composition and Size of the Gay and Lesbian Press

As mentioned earlier, each year we collect all gay and lesbian publications issued in the 29-day period beginning the first Friday in April (representing the totality of the gay and lesbian press) and proceed to count, measure, classify and analyze all the advertising featured in those publications.

Altogether, we examine four types of publications – three that are local (newspapers, magazines and A&E guides) and one that is national (magazines).

In 2009, the gay and lesbian press consisted of 251 issues (27 less than in 2008), representing 136 individual titles. Even though the number of issues is somewhat less than in 2008 (especially in the realm of local magazines and newspapers), this is no cause for alarm. The number of individual titles, for example, is up six since last year.

Such changes mean little in the life of the gay and lesbian press. While there are some long-lived titles that publish year-to-year, most change over time. For example, in an average year, about 10 new titles enter the mix, and another 10 cease publication. Even if the overall numbers in 2009 matched those in 2008, the titles would not be the same.

In 2009, the combined circulation of all LGBT publications was 2,387,750, down a significant 27.6% versus a year ago. Circulation losses were noted across all segments – with national magazines being most affected (down 40.4%). Local magazines lost 27.6%, and local newspapers lost 25.9%. Meanwhile, the number for local A&E Guides was down minimally – only 2.5%.

As indicated, 2009 was a particularly volatile year for consumer magazines as well as the gay and lesbian press. In difficult economic times, niche publications are the first to go (as well as the first to recover). Thus early in 2009 (within the time frame of this report), it became apparent that several prominent LGBT titles were struggling (page counts were painfully down). Thus several immediately curtailed frequency, resulting in reduced circulation figures. Toward the end of the year (beyond the scope of this report), some publications failed – most notably the loss of two major titles, *Genre* and *Jane and Jane* – but most did not skip a beat and have since rebounded (to be referred to in our 2010 report).

#### **4. Advertising Activity in the Gay and Lesbian Press**

##### ***Distribution of Ads***

As in previous reports, we find that most LGBT advertising is featured in local publications (they get 98.6% of all such ads). Such publications include local newspapers (which capture a majority, 61.8%), local magazines (which garner 18.6%) and A&E guides (which obtain 18.2%).

Meanwhile, national magazines account for only 1.4% of all LGBT ads.

##### ***Growth in Ads***

In 2009, the total number of ads in the gay and lesbian press was 21,461, a decrease of 6.8% compared to 2008 (but far less than the 19.4% decline recorded last year).

Two types of publications had significant losses – national magazines were down 20.6%, and local magazines receded 46.9%. Meanwhile local newspapers showed a slight gain of 3.8%, and local A&E guides increased an impressive 65.4%.

##### ***Number of Ad Pages***

Similar results are noted for number of ad pages, as that measure correlates with number of ads. Overall, ad pages were down 11.1% (but less than the 18.2% drop observed between 2007 and 2008).

Not surprisingly, changes in ad pages reflect changes in numbers of ads by type of publication. In 2009, local A&E guides attained a hefty 46.6% increase in number of ad pages, while ad pages in other publications were down – local newspapers lost 5.8%, national magazines declined 23.8%, and local magazines fell 41.9%. These latter types felt the economic hit early on; what their publishers did in response determined whether or not they survived into the next year. (As mentioned earlier, most such publications are still viable.)

Meanwhile, the ratio of individual ads to ad pages continued to hold. In 2009, there were an average 1.56 ads on every ad page (ratios were 1.49 in 2008, 1.51 in 2007, 1.50 in 2006 and 1.52 in 2005). While there are now slightly more ads per page, the difference is imperceptible. Meanwhile, advertising revenues have continued to climb (and are now at \$349.6 million, up 13.6% since 2008). Since revenues are up and both ad numbers and ad pages are down, ad rates have probably increased.

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

### *Distribution of Ads*

Eat and Drink continues to be the broad-based product category with the greatest number of ads (this category consists of Bars & Clubs and Restaurants). In 2009, it represented 17.9% of all ads, but is up only 1.6% compared to 2008. Next is Professional Services, which clocks in at 12.2% (smaller ads about the size of a business card, placed by doctors, lawyers and accountants, up an impressive 27.9%). Services/Non-Medical is third, at 11% (larger ads placed by lawyers and accountants, but not doctors). While the proportion of the latter is the same as before, the number of ads is down 6.7%, reflecting the fact that in 2009, fewer ads were placed in the gay and lesbian press than in the previous year.

(In 2008, Eat and Drink also claimed first place, Services/Non-Medical was second and Professional Services third. From 2004-2007, Real Estate was in the top three, but fell to seventh place in 2008 [down a dismal 34.8%], and continued to freefall in 2009 [down another 30.9%, now in eighth place].)

Meanwhile, Arts & Entertainment is fourth (7.9%), Retail fifth (7.3%), Health/ Fitness/Grooming sixth (6.7%), Classified seventh (5.7%), Real Estate eighth (5.5%), Phone Services/Personals ninth (5.1%), and Medical/Health-Related tenth (4.0%).

### *Growth in Ads*

Looking at changes in number of ads re: 2008, we note significant increases in six product categories – Classified gained 118.6%; Events is up 114.0%; Beverage Alcohol increased 46.1%; Professional Services (small space ads) has risen 27.9%; Retail is up 11.8% and Phone Services/Personals has gained 11.3%.

Three categories are similar to before (up or down no more than 10%), but nine show significant decreases. Those with the most and largest losses are Home (down 51.9%), Travel (-52.3%) and Fashion & Accessories (-69.0%), categories in which consumers are most likely to reduce spending in a bad economy.

Of special interest is Phone Services/Personals, which refers to ads with phrases like “GWM looking for....” While this type of ad has long been a mainstay of the gay and lesbian press, its numbers peaked in 2004, at 3,829. Since then, such ads have been migrating to the Internet, and their decline has been startling. By 2005 the number dropped to 2,363; in 2006 it fell to 1,904, and by 2007 it plummeted even further, to 1,756. By 2008, Phone Services/Personals was only 977 ads. In 2009, however, Phone Services/Personals has shown a slight resurgence, as it numbered 1,087 (an 11.3% increase). We will continue to monitor this category as time passes.

6. **Line Item Product Categories Represented in the Gay and Lesbian Press**  
(includes broad categories with no subcategories)

Looking at the distribution of individual line items within broad-based product categories, we discover that the top 10 (in terms of percent of all ads) are:

**Bars & Clubs** (comprising 13.0% of all ads). This category has long been an anchor of gay and lesbian advertising, having occupied one of the top three slots since 2002. Bars & Clubs cater to a gay and gay-friendly clientele; such establishments usually feature floor shows and/or sponsor theme nights. It is a subcategory of Eat and Drink, which along with Restaurants (see below), accounts for 17.9% of all ads in the LGBT press. (Three short years ago, Real Estate was in first place; it is now in seventh.)

**Professional Services** (small-space ads, 12.2%, up 27.9% over 2008). This category is gaining in popularity, and has been in the top three only since last year. Most of these ads are the size of business cards, and look similar. They promote services provided by professionals like doctors, dentists, chiropractors, lawyers and accountants. Sometimes these ads mention that the sponsoring person runs a gay-owned and/or operated business, or is gay-friendly. (This classification is not only a line item, it is also a broad-based product category.)

**Services/Non-Medical** (11.0%). This broad-based category with no subcategories has made the top three list since 2002. It advertises the services of lawyers, counselors/therapists and other professionals (but not doctors), and while it is similar to Professional Services (see above), it features larger ads. Since 2004, this category has included ads for professionals providing wedding services.

**Retail Products & Services** (6.6%). This line item makes its first appearance among the top four, reflecting an 11.8% gain over 2008. It covers all retail products except fashion/clothing, home décor and electronics, and is a subcategory of Retail, which comprises 7.3% of all ads.

**Fitness/Health** (6.3%, down 25.7% since 2008). These ads are for local health clubs and other businesses that promote a healthy lifestyle. (Fitness/Health is the largest subcategory in Health/Fitness/Grooming, which now accounts for 6.7% of all ads in the gay and lesbian press.)

**Classifieds** (5.7% of all ads, up 118.6% over 2008). A stand-alone category, Classifieds has not been in the top 10 for the past three years, but now resides in sixth place.

**Real Estate** (5.5% of all ads, down 30.9% since 2008). Real Estate is now seventh, at its lowest level in eight years (after achieving first place in 2006, declining to third in 2007 and falling to fifth place in 2008, reflecting the meteoric rise and fall of the housing market). Gays and lesbians, like their straight

counterparts, are interested in finding homes and condos for rent or sale in desirable areas. In addition, they are particularly interested in communities that indicate they are friendly to gays, and are very responsive to ads pitched directly to them. (Real Estate is a broad-based product category with no subcategories.)

***Phone Services/Personals*** (5.1% of all ads, up 11.3% over 2008). As mentioned earlier, this broad-based product category is in marked decline. It is now in eighth place (after being second in both 2003 and 2004, fourth in 2005, fifth in 2006, sixth in 2007, and eighth in 2008). Ads in this category include traditional personals such as “GWF, 30-something, looking for a long-term relationship, loves dogs and Lady Gaga,” as well as ads for chat lines, escort services and special massage services. Phone Services/Personals has long been a key component of gay and lesbian advertising, but times are changing, and this category continues to migrate toward the Internet.

***Theater/Dance*** (5.1%, up 15.0% over 2008). Despite an absence in 2006, Theater/Dance has always been in the top 10. Here it ties for eighth place with Phone Service/Personals. Such ads are for Broadway shows and local and regional theaters, some of which feature gay-themed productions. (This item is a subcategory of Arts & Entertainment, accounting for 7.9% of all ads.)

***Restaurants*** (4.9%). This category rounds out our top 10, the lowest it has placed since 2002. Restaurants is a subcategory – along with Bars & Clubs – of Eat and Drink (which equals 17.9% of all ads). It covers gay-owned or gay-friendly local restaurants, but does not include chains.

## 7. Changes in Line Item Product Categories Since 2008

Ads for 12 line items increased significantly since 2008, the most astounding of which achieved a gain of 1,300%. This result is illustrative of the need to scrutinize numbers closely. As the case in point, Tobacco accounted for only one ad in 2008, but grew to 14 in 2009. While this result is indeed a phenomenal increase, there are still only 14 Tobacco ads in the gay and lesbian press.

If we draw the line at reporting only items that grow or decline beyond a count of 30, that would appear to be a more prudent approach. But we still need to keep an eye on low numbers. Using this rule, we find that Airline ads are up 308.3% (from 12 to 49 ads), AIDS Events/Fundraisers is up 222.7%, Beer is up 76.2% (from 42 to 74), and Cosmetics is up 46.9% (from 64 to 94).

In addition, advertisements for Church climbed 35.6%, Liquor (non-beer) gained 34.5% and Food & Markets increased 29.8%. Also of note are Theater/Dance (up 15.0%) and Retail Products & Services (up 11.8%).

Eight categories are essentially the same as they were in 2008.

Meanwhile, 33 line items show significant decreases. The largest of these is Hair Growth (down 100.0%, from 35 ads in 2008 to none in 2009). Also of note are: Destinations (down 99.6%, from 673 ads in 2008 to 3 in 2009); Fashion/Clothing (-81.2%, declining from 373 ads to 70); and Pharmaceuticals (-77.6%, falling from 85 ads to 19).

Meanwhile, Helpline is down 67.3% (from 49 ads to 16), Home Furnishings/Décor declined 55.7%, and ads for Gay Magazines fell 54.5% (dropping from 88 ads to 40).

Other noteworthy losses are Automobile Dealers (down 49.8%), Travel Agents (down 44.3%) and Florists/Nurseries (down 44.2%).

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

### ***Distribution of Ads***

The percent of ads in the gay and lesbian press that are gay-specific is up 7.8% overall since 2008. Altogether, there are now seven broad-based product categories in which a majority of the ads are explicitly gay.

For some time, the leader has been Phone Services/Personals; 98.5% of ads in this category are gay-specific. Next are: Gay-Oriented Media (in which 95.1% are gay-specific), Travel (accounting for 94.4%), Events (88.3%), Classifieds (87.6%), Eat and Drink (86.7%) and Health/Fitness/Grooming (81.1%).

Classifications with the smallest proportions of gay-specific ads are Automotive (16.0%) and Home (19.4%). Both are similar to what they were in 2008, although progress is being made (see below).

### ***Growth in Percent of Ads***

Since 2008, the proportion of gay-specific ads for Beverage Alcohol has grown 87.5%. Other sizeable increases are: Automotive (up 48.1%), Home (31.1%) and Real Estate (30.5%).

Gains in percentages are also shown for Financial Services (up 28.4%), Services/Non-Medical (25.3%), Fashion & Accessories (19.6%) and Eat and Drink (13.9%). In addition, Retail notes a 10.9% increase in percent of gay-specific ads, Gay-Oriented Media is up 10.8% and Events is up 10.1%.

In 2009, only two categories show a significant decline in gay-specific ads – Medical/Health-Related (proportions were down 13.6%) and Arts & Entertainment (down 29.6%).