



Advertising In Gay Media Growing Three Times Faster Than Mainstream Media, 2006 Gay Press Report Finds



New York City, June 11, 2007 - Ad spending in the gay and lesbian press has grown at almost three times the rate of consumer magazines over the past ten years, according to a major annual survey released today.

Ad spending in gay and lesbian publications in 2006 reached a record \$223.3 million, an increase of 5.2% over 2005 and an increase of 205% since 1996, according to the 2006 edition of the **Gay Press Report**, the annual survey produced by multicultural advertising agency Prime Access Inc. and gay media representative firm Rivendell Media.

During the same ten-year period, ad revenues for all consumer magazines increased by only 47%, translating to a compound annual growth rate of 4% for consumer magazines versus a ten-year growth rate of 11.8% for gay media.

Howard Buford, founder and president of Prime Access, Inc., said the report reflects how far both corporate America and gay media have evolved since 1996, a watershed year that saw Ellen DeGeneres come out on prime time television and on the cover of *Time* magazine.

“This year's report confirms how, in just one decade, gay and lesbian consumers have gone from an overlooked niche to an audience that Fortune 500® companies are working overtime to reach,” said Buford. “The numbers make it clear that corporate America recognizes and values both the spending power and influence of gay consumers.”

Among Fortune 500® brands, more than 180 were active in the GLBT consumer market (gay, lesbian, bisexual, transgender) in 2006, up from only 19 in 1994. Currently, the most popular product categories among these Fortune 500® brands are travel, financial services, automotive, fashion and entertainment.

“Over the past ten years, the gay market has become one of the most coveted demographics in the advertising industry,” said Todd Evans, president and CEO of Rivendell. “Gay and lesbian consumers have more discretionary time than their straight counterparts, and Fortune 500® companies and local businesses alike are committing more and more advertising dollars to reach them. Higher brand loyalty and less advertising clutter also make the GLBT market quite attractive.”

Produced annually by multicultural advertising agency Prime Access Inc. and gay media representative firm Rivendell Media, the **2006 Gay Press Report** provides a unique, historical perspective on the gay and lesbian market.

To view the 2006 Report in its entirety, please visit:

<http://www.primeaccess.net/gaypressreport2006.pdf>

About Rivendell Media

Rivendell Media (www.rivendellmedia.com) is the leading authority on the gay and lesbian press in the United States. Founded in 1979, Rivendell currently works with most advertising agencies providing effective media schedules nationally, regionally or by market. As a media rep firm, we represent over 200 local and national gay and lesbian publications in the United States and Canada.

About Prime Access, Inc.

Prime Access Inc. (www.primeaccess.net) is a multicultural advertising agency that offers a unique URBAN MAJORITY™ approach to advertising, marketing and media services. Prime Access specializes in linking clients' brands to the values of African American, Hispanic and Gay consumers through a sophisticated mix of touch point management, including targeted advertising, direct marketing, media planning and community outreach. Its clients include some of America's best-known Fortune 500® companies and brands.