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# 2007 GAY PRESS REPORT

This is the fourteenth 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 Westfield, NJ.

Prime Access is the leading advertising agency for the gay and lesbian market, and represents more Fortune 500<sup>®</sup> companies in the market than any other advertising agency.

Rivendell Media works exclusively in the gay and lesbian market, and represents more than 200 gay and lesbian publications across North America.

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## **BACKGROUND AND METHODOLOGY**

### **Background**

The Gay Press Report is a unique service for advertisers and publishers, in that it is the only source of data on advertising in the gay and lesbian press. Each year it examines the content of such advertising and measures the frequency with which it appears. Thus, comparisons can be made across industries, and changes can be traced year by year.

The Gay Press Report is, therefore, a valuable resource for advertisers, publishers and others who are interested in and want to understand and gain insights into the gay and lesbian market.

The GLBT segment is both affluent and influential. In 2007, the buying power of these consumers was estimated at \$690 billion\*. They are vital contributors to the US economy, but often remain below the radar and underreported.

Like all consumers, gays and lesbians gravitate toward purchasing brands that advertise directly to them. Moreover, recent studies have shown that as a group, they tend to exhibit stronger brand loyalty than their heterosexual counterparts. As a result, increasing numbers of advertisers have chosen to make this group a marketing priority.

\*according to Witeck Combs Communications

## **Methodology**

The gay and lesbian press is comprised of all publications aimed at this market, including local newspapers, magazines and entertainment guides, and national magazines, family magazines and resource guides (although this year we did not see any resource guides).

Altogether, 145 individual titles represent the totality of the gay and lesbian press. In preparing the 2007 Gay Press Report, we collected and examined the April publications of 308 issues of these titles. We chose April – as we do every year – because what happens during April is widely regarded as typical of what occurs in advertising during other months of the year. Thus, we use figures from April as an indication of everything that has transpired since our previous report – here the 12-month period from May 2006 through April 2007.

Most gay and lesbian titles publish on Fridays. Prior to this year, we analyzed all titles published during the calendar month of April, but last year we ran into a problem. While April 2005 had five Fridays, April 2006 included only four. Rather than compare exact numbers for April 2006 with those for April 2005 (which would have resulted in a skewed comparison), we decided to weight the April 2006 data with a corrective factor of 1.25. This had the effect of making the 2006 data equivalent to what it would have been if April 2006 had had five Fridays. Thus, we were able to compare the data for April 2006 to that of April 2005 without compromise.

As the number of Fridays in April varies, we decided (beginning with this year) to mandate a consistent time frame of five Fridays (four calendar weeks and one day) to represent each April, starting with the first Friday in April. Thus, in 2007, we began gathering publications dated the first Friday (this year April 6), and stopped collecting them four weeks and one day later, on the fifth Friday (May 4). And this 29-day period will be our methodological time frame from now on.

To assemble the data for the Gay Press Report, we analyzed all ads, classifying each by type of advertiser (product or industry), and noting whether the ad's content is gay-specific (that is, contains specific reference to gay and lesbian identity, either in art or in message).

We also measured the size of each ad and calculated the revenue that each represented. Using this methodology, we were able to estimate advertising spending in the gay and lesbian press for 2007.

## EXECUTIVE SUMMARY

- In 2007, a year marked by increased economic uncertainty, ad spending in the gay and lesbian press was \$181.9 million, representing an 18.6% decrease from 2006. Niche markets, such as the gay and lesbian and African American markets, usually see steep declines during economic downturns as niche advertising budgets are often the first cut. Niche budgets also tend to be cyclical. During the post-9/11 economic slump in 2002, ad spending in gay media declined, but rebounded in 2003.
- Long-term advertising growth in the gay and lesbian press, however, continues to outpace advertising growth in mainstream consumer magazines. The 2007 decline notwithstanding, numbers for the gay and lesbian press are up an impressive 148% since 1996, compared to 51% for mainstream consumer magazines during the same time. This translates to a compound annual growth rate (CAGR) of 8.6% and 3.8%, respectively, demonstrating that the amount of advertising in the gay and lesbian press has grown more than twice as fast as advertising in mainstream consumer magazines over the past 11 years.
- Among brands active in the gay market, advertising containing “gay-specific” content (ads with unmistakable references to gay and lesbian lifestyles through their images and/or messages) now accounts for a majority of all ads – a record 52.2% – up 7.4% from 2006. This represents a remarkable change since 2002, when “gay-specific” content accounted for only 9.9% of ads.
- In national gay and lesbian magazines whose advertising pages are dominated by national brands, the percentage of gay-specific advertising was 49.4%, nearly half of all advertising appearing in those magazines.
- In 2007, 151 Fortune 500® brands were active in the gay marketplace, a decrease from 175 in 2006 (in 1994, there were only 19 such brands). Again, this follows the pattern typically experienced by niche media during the onset of a recession. The most popular product categories among these Fortune 500® brands are travel, financial services, automotive, fashion and entertainment.
- The combined circulation of all publications in the gay and lesbian press is now 3,062,362, down 18.9% from 2006. While 2007 was a challenging year for gay media, this number is further magnified by the fact that a total of 14 gay and lesbian publications went out of business altogether.
- The report identified a total of 28,587 ads, distributed as follows: 96.2% are in local publications; local newspapers account for most (53.2% of all ads in the gay and lesbian press appear in local newspapers), followed by local magazines (22.9%) and entertainment guides (20.1%). In contrast, national publications have 3.8% of all ads (3.7% are in national magazines).

## **DETAILED FINDINGS**

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

2007 has been a difficult year for the gay and lesbian press. Advertising spending was \$181.9 million, down at least 18.6% from 2006.

Meanwhile, consumer magazine revenues registered an estimated \$13,568 billion, a gain of 3.2% over 2006.

(Note: Advertising spending for consumer magazines usually includes some advertising spending for the gay and lesbian press. Here we treat them separately, in order to highlight the differences.)

As always, advertising spending for consumer magazines is far greater than it is for the gay and lesbian press. But – as shown by two different measures – the advertising spending achievements of the gay and lesbian press far outshine those of consumer magazines:

- (1) Looking at 1996 to 2007, we find that revenue for the gay and lesbian press increased by an impressive 148%; concurrent spending for consumer magazines was a much smaller 51%.
- (2) In addition, a calculation of compound annual growth rates (CAGR) during the same time period demonstrates that spending for the gay and lesbian press grew more than twice as fast as revenues for consumer magazines (achieving a CAGR of 8.6% versus that of 3.8% for consumer magazines).

## 2. Ads with Specific Gay and Lesbian Content

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

The proportion of gay-specific ads in the gay and lesbian press (ads with explicit references to gay and lesbian consumers and lifestyles in images and/or messages) continues to increase. In 2007, 52.2% of all ads (14,916 of 28,587) have gay-specific content, a gain of 7.4% over the percentage in 2006.

Meanwhile, the overall rate of growth of these types of ads appears to be leveling off. In 2002, 9.9% of all ads were classified as gay-specific. In 2003, the proportion was 15.1%, and in 2004 – the first year gays and lesbians were able to marry – it jumped to a startling 44.1%. By 2005, the percentage reached 50.3%, representing over half of all ads in the gay and lesbian press. In 2006, however, it slipped to 48.6%, but has now rebounded to reach an all-time high of 52.2%.

Reviewing the percentages of gay-specific ads in each type of publication, we find that entertainment guides have the highest proportion (71.0% of all ads in such publications are gay-specific), followed by local magazines (54.2%), national magazines (49.4%) and local newspapers (44.5%). Family magazines have the fewest such ads (13.8%).

Changes since 2006 demonstrate that the proportion of gay-specific ads in local magazines is up 21.5% and in local newspapers, up by 8.0%. While slight losses are noted for entertainment guides (-0.6%) and national magazines (-1.0%), the percentage of gay-specific ads in family magazines has fallen a drastic 63.2% (no resource guides were analyzed this year).

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

Not surprisingly, the overall distribution of gay-specific ads tends to reflect the distribution of all ads in the gay and lesbian press. As noted in previous years, the largest proportion of gay-specific ads is featured in local newspapers (45.4% of all gay-specific ads), followed by entertainment guides (27.4%) and local magazines (23.7%). In contrast, national magazines account for only 3.5%, and family magazines a mere 0.03%.

Compared to 2006, the total number of gay-specific ads has increased by six (up a miniscule 0.04%). Meanwhile, gay-specific ads in local magazines have risen 19.4% and local newspapers are up 2.3%. Other publications show declines. While entertainment guides are down 3.3%, other publications register considerable losses in number of ads: national magazines are down 39.4%; family magazines have declined 63.6%; and resource guides were not analyzed this year.

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

As mentioned earlier, six different types of publications – local newspapers, magazines and entertainment guides, and national magazines, family magazines and resource guides – comprise the gay and lesbian press. In 2007, we analyzed 308 issues, representing 145 individual titles and no resource guides were analyzed this year).

The combined circulation of these publications was 3,062,362, down 18.9% since 2006.

The only increase in circulation is of local magazines, where numbers are up 9.3%. All other publications post losses – 16.9% for local newspapers, 17.9% for entertainment guides, 20.0% for family magazines, 38.0% for national magazines.

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

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

In 2007, advertising activity in the gay and lesbian press continues to be concentrated in local publications (accounting for 96.2% of all ads placed). These include local newspapers (53.2%, garnering a majority of all ads), local magazines (22.9%) and entertainment guides (20.1%).

In contrast, national publications represent 3.8% of all ads (3.7% in national magazines).

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

This year, the number of ads is 28,587, a decrease of 6.7% since 2006.

All types of magazines show losses in number of ads, ranging from -1.8% for local magazines, -2.8% for entertainment guides, -3.3% for family magazines, -5.3% for local newspapers, and -38.8% for national magazines.

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

A similar trend is noted for the number of ad pages, as that measure is related to number of ads. Overall, these numbers are down by 7.6% over 2006.

Meanwhile, the ratio of individual ads to ad pages appears to be holding steady. In 2007, it is 1.51 ads to every ad page, compared to 1.50 in 2006 and 1.52 in 2005, meaning that for the past three years, there have been about the same number of ads per page. But because advertising revenues are down, the sizes of these ads in 2007 – on average – are probably smaller than they were before.

Since 2006, changes in the number of ad pages reflect those observed for individual ads, with one exception. Local magazines demonstrate a slight increase of 4.5%, while all other publications are down. Local newspapers have lost 7.4% of their ad pages, while family magazines are down 8.3%, entertainment guides have declined 12.6%, and national magazines have fallen 26.0%.

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

As in previous years, the broad-based product category with the largest number of ads in the gay and lesbian press is, by far, Eat & Drink (which also includes Bars & Clubs and Restaurants). In 2007, this category accounts for 17.6% of all ads. Eat & Drink is followed by Services/Non-Medical (ads placed by lawyers, counselors and accountants), accounting for 9.8%, and Real Estate (9.2%).

These three categories have claimed first, second or third place since 2005. (Prior to 2005, Real Estate was in fourth or fifth place.) And hard on their heels is Health/Fitness/Grooming, accounting for 8.5% of all ads.

Other product categories representing at least 5% include: Arts & Entertainment (6.9%), Travel (6.5%), Retail (6.4%), Phone Services/Personals (6.1%) and Medical/Health-Related (5.2%).

Since 2006, two categories register significant increases: Gay-oriented Media is up a most impressive 161.0% and Health/Fitness/Grooming has risen 11.5%.

Notable decreases are shown in six categories: the largest (-27.7%) is for Professional Services/Small Space Ads, followed by Real Estate (down 26.1%) and Financial Services (-24.6%). Next are Automotive (-23.2%) and Home (-22.4%). Classifieds has also declined (-17.6%).

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

Considering the distribution of individual line items within broad-based product/industry categories (the percentage of all ads that each represents), we note that the following items make our top ten list for 2007. (Broad categories with no subcategories are included here.)

**Bars & Clubs** (12.0% of all ads). This item is a mainstay of advertising in the gay and lesbian press, and has been among the top three items since 2002 (last year the number one spot was occupied by Real Estate). (Bars & Clubs is a subcategory of Eat and Drink, which along with Restaurants (see below), accounts for 17.6% of all ads.) Ads in this category are for bars and clubs serving a predominately gay clientele and other gay-friendly customers. These types of establishments often feature floor shows and/or sponsor theme nights like '80s Night or Bingo Night.

**Services/Non-Medical** (9.8%). From 2002-2005, this broad-based category with no subcategories was number one, accounting for the largest proportion of ads in the gay and lesbian press. In 2006 it fell to number three, and is now second. This category advertises services provided by lawyers, counselors/therapists and other professionals, but not doctors. It is similar to Professional Services (listed below), but is characterized by larger ads. Since 2005, this category includes ads from professionals who offer various types of wedding services.

**Real Estate** (9.2% of all ads). Real Estate is now third (after achieving first place in 2006 and second in 2005). Before that, it had been in either third or fourth place since 2002 (corresponding to the rise and fall of the housing market). Gays and lesbians (like their heterosexual counterparts) are eager to find houses and apartments for sale or rent in desirable areas. Moreover, they are particularly interested in communities that are open to gays, and are responsive to ads directed to them. (Real Estate is a broad-based product category with no subcategories.)

**Fitness/Health** (7.0%). While usually among the top ten, this is the first year that Fitness/Health has reached such heights on our list (usually it comes in around sixth or seventh). These ads publicize local health clubs as well as other businesses that help people achieve and/or maintain a healthy lifestyle. (Fitness/Health is the largest subcategory in Health/Fitness/Grooming, which now accounts for 8.5% of all advertising in the gay and lesbian press.)

**Retail Products & Services** (6.0%). This line item is also making its first appearance this high on the list, and its fourth appearance among the top ten (the first time was in 2003, when we first began to track retail). Advertising here is for all retail products with the exception of fashion/clothing, home décor and electronics. (This item is a subcategory of Retail, which covers 6.4% of all ads.)

***Phone Services/Personals*** (6.1%). This broad-based product category is now in sixth place, and continues to decline (it was second in both 2003 and 2004, fourth in 2005 and fifth in 2006). Ads are for 800 and 900 number phone services and phone-based personal ads, and include traditional personals 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 and chat lines. 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.

***Restaurants*** (5.6%). This line item is a subcategory – along with Bars & Clubs – of Eat & Drink (which garners 17.6% of all ads). It advertises gay-owned or gay-friendly local restaurants, not including chains, and usually finishes among the top ten.

***Professional Services*** (small-space ads, 4.9%). As mentioned above, these ads tend to be smaller than those for 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 placing the ad runs a gay-owned and/or operated business, or is gay-friendly. (This is also a broad-based product category.)

***Hotels/Resorts*** (3.7%). Both gay and gay-friendly hotels and resorts commission these ads. This item is usually among the top ten, and falls under the main category of Travel, which this year accounts for 6.5% of all gay and lesbian advertising.

***Theater/Dance*** (3.5%). After an absence in 2006, Theater/Dance returns to the top ten. Ads here are for Broadway shows and local and regional theaters, some of which present gay-themed productions. (This item is a subcategory of Arts & Entertainment, which comprises 6.9% of all ads.)

## 7. Changes in Line Item Product Categories Since 2006

In 2007, six line items grew an impressive two to three times their numbers in 2006. The largest increase is observed for Gay Magazines, up 327.3%, followed by Rental Cars (up 200.0%, from 1 to 3 ads) and Regular Events/Entertainment (up 173.7%, from 19 to 52).

Also showing considerable growth are Credit Cards (+133.3%, from 6 to 14 ads), Gay Internet Sites (+115.7%) and Hair Growth (+100.0%, from 12 to 24).

Meanwhile, Comedy has grown by 54.3%, Church by 41.3%, Pets & Vets by 39.4%, Medical-HIV by 37.5%, Helpline by 35.0% (from 20 to 27), Theater & Dance by 31.1% and Viaticals by 30.8%.

Other important results are noted for Fitness/Health (up 24.7%) and Vitamins (up 21.1%). In total, ads in 21 line categories grew significantly since last year.

Meanwhile, 22 line items register significant decreases. The largest of these is Magazines (non-gay) (down 100.0%, from 4 ads to 0), then Long Distance/Cellular (down 66.7%, from 30 to 10), Sports (-56.0%) and Florists/Nurseries (-53.7%).

*Note: All ad numbers that grew or declined beyond a count of 30 are noted.*

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

There are seven broad-based product categories in which a majority of ads are gay-specific: Travel (96.3% of ads in this category are gay-specific), Phone Services/Personals (95.4%), Gay-Oriented Media (88.1%), Events (82.0%), Health/Fitness/Grooming (74.2%), Eat & Drink (73.2%) and Classifieds (65.7%).

Categories with the smallest proportions of gay-specific advertising are Home (8.7%) and Automotive (8.9%), same as before.

Since 2006, the percentage of gay-specific ads for Real Estate has grown by a striking 167.7%. Other large increases are noted for Medical/Health-Related (up 47.5%) and Financial Services (up 41.7%).

Altogether, four categories reflect significant declines – Professional Services/Small Space Ads (down 33.1%), Home (-28.7%), Automotive (-28.2%) and Services/Non-Medical (down 23.1%).

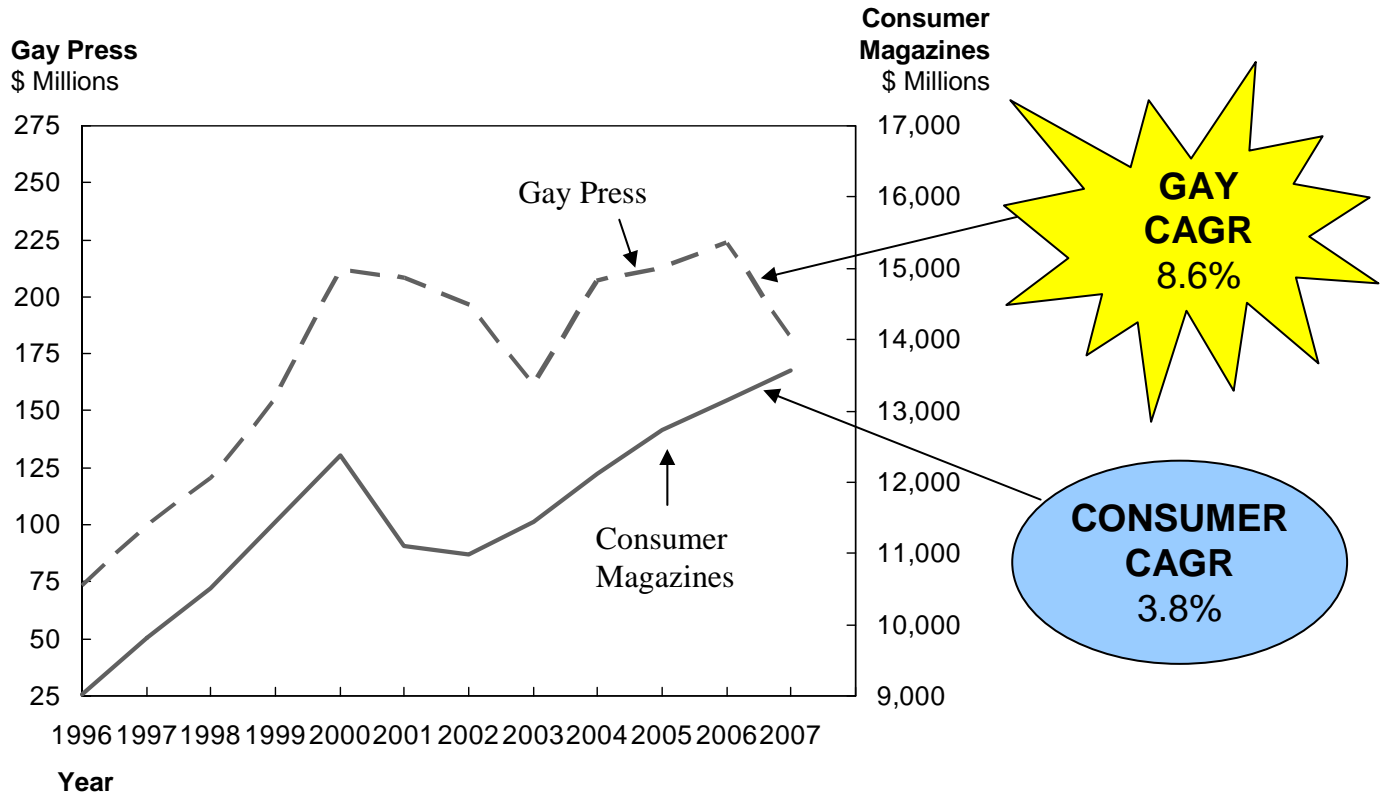
## APPENDIX 2007 GAY PRESS REPORT

<b>ADVERTISING SPENDING</b>				
<b>Year</b>	<b>Gay Press</b>		<b>Consumer Magazines</b>	
	<b>\$ Millions</b>	<b>Change</b>	<b>\$ Millions</b>	<b>Change</b>
<b>1994</b>	53.0			
<b>1995</b>	61.6	16.2%		
<b>1996</b>	73.3	19.0	9,010.0	5.0%
<b>1997</b>	100.2	36.7	9,821.0	9.0
<b>1998</b>	120.4	20.2	10,518.0	7.1
<b>1999</b>	155.3	29.0	11,433.0	8.7
<b>2000</b>	211.6	36.3	12,370.0	8.2
<b>2001</b>	208.1	-1.7	11,095.0	-10.3
<b>2002</b>	196.0	-5.8	10,990.0	-0.9
<b>2003</b>	161.2	-17.8	11,435.0	4.0
<b>2004</b>	207.0	28.4	12,121.0	6.0
<b>2005</b>	212.2	2.5	12,729.0	5.0
<b>2006</b>	223.3*	5.2	13,147.0	3.3
<b>2007</b>	181.9	-18.6	13,568.0	3.2

Source: Consumer magazine numbers are from Veronis Suhler Stevenson and represent actual expenditures except for 2007, which is a projection.

\* This figure may be underreported, as it is based on unweighted data.

## GROWTH IN AD SPENDING – GAY PRESS VS. CONSUMER MAGAZINES (Compound Annual Growth Rate 1996-2007)



<b><i>Number of Issues Analyzed by Type of Publication</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Issues Analyzed</b>	<b>318</b>	<b>100%</b>	<b>276</b>	<b>100%</b>	<b>-13.2</b>
Local Newspapers	165	52.0	126	45.6	-23.6
Local Magazines	70	22.0	82	29.7	-17.1
Entertainment Guides	60	18.9	53	19.2	-11.7
National Magazines	19	5.9	14	5.1	-26.3
Family Magazines	1	0.3	1	0.4	0
Resource Guides	3	0.9	n/a	n/a	n/a

Note: No resource guides were analyzed this year.

<b><i>Circulation by Type of Publication</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Circulation</b>	<b>3,777,488</b>	<b>100.0</b>	<b>3,062,362</b>	<b>100.0</b>	<b>-18.9</b>
Local Newspapers	1,210,175	32.0	1,005,150	32.8	-16.9
Local Magazines	890,500	23.6	973,100	31.8	9.3
National Magazines	1,190,875	31.6	738,612	24.1	-38.0
Entertainment Guides	408,438	10.8	335,500	11.0	-17.9
Family Magazines	12,500	0.3	10,000	0.3	-20.0
Resource Guides	65,000	1.7	n/a	n/a	n/a

<b><i>Number of Ads by Type of Publication</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Ads</b>	<b>30,654</b>	<b>100.0</b>	<b>28,587</b>	<b>100.0</b>	<b>-6.7</b>
Local Newspapers	16,074	52.4	15,229	53.2	-5.3
Local Magazines	6,652	21.7	6,534	22.9	-1.8
Entertainment Guides	5,909	19.3	5,743	20.1	-2.8
National Magazines	1,720	5.6	1,052	3.7	-38.8
Family Magazines	30	0.1	29	0.1	-3.3
Resource Guides	269	0.9	n/a	n/a	n/a

<b><i>Number of Ad Pages by Type of Publication</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Ad Pages</b>	<b>20,455</b>	<b>100.0</b>	<b>18,893</b>	<b>100.0</b>	<b>-7.6</b>
Local Newspapers	10,474	51.2	9,695	51.3	-7.4
Local Magazines	4,466	21.8	4,668	24.7	4.5
Entertainment Guides	4,383	21.4	3,829	20.3	-12.6
National Magazines	933	4.6	690	3.6	-26.0
Family Magazines	12	0.1	11	0.1	-8.3
Resource Guides	187	0.9	n/a	n/a	n/a

<i>Number of Ads by Category</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Ads</b>	<b>30,654</b>	<b>100%</b>	<b>28,587</b>	<b>100%</b>	<b>-6.7</b>
<b>Real Estate</b>	<b>3,555</b>	<b>11.6</b>	<b>2,626</b>	<b>9.2</b>	<b>-26.1</b>
<b>Financial Services</b>	<b>994</b>	<b>3.2</b>	<b>749</b>	<b>2.6</b>	<b>-24.6</b>
Viaticals	52	0.1	68	0.2	30.8
Mortgages	395	1.3	269	1.0	-31.9
Banks	58	0.2	62	0.2	6.9
Insurance	264	0.9	208	0.7	-21.2
Investments	219	0.7	128	0.5	-41.6
Credit Cards	6	*	14	*	133.3
<b>Health/Fitness/Grooming</b>	<b>2,174</b>	<b>7.1</b>	<b>2,423</b>	<b>8.5</b>	<b>11.5</b>
Fitness/Health	1,613	5.3	2,011	7.0	24.7
Cosmetics	511	1.7	342	1.2	-33.1
Hair Growth	12	*	24	0.1	100.0
Vitamins	38	0.1	46	0.2	21.1
<b>Medical/Health-Related</b>	<b>1,622</b>	<b>5.3</b>	<b>1,496</b>	<b>5.2</b>	<b>-7.8</b>
Pharmaceuticals	317	1.0	299	1.0	-5.7
Medical – HIV	424	1.4	583	2.0	37.5
Medical – Non-HIV	861	2.8	587	2.1	-31.8
Helpline	20	0.1	27	0.1	35.0
<b>Arts &amp; Entertainment</b>	<b>2,033</b>	<b>6.6</b>	<b>1,970</b>	<b>6.9</b>	<b>-3.1</b>
Theater/Dance	760	2.5	996	3.5	-31.1
Movies/Video	707	2.3	445	1.6	-37.1
Records/CDs/Concerts	199	0.6	206	0.7	3.5
Books/Bookstores	171	0.6	153	0.5	-10.5
Sports	91	0.3	40	0.2	-56.0
Comedy	35	0.1	54	0.2	54.3
TV/Cable	36	0.1	37	0.1	2.8
Radio	34	0.1	39	0.1	14.7
<b>Travel</b>	<b>1,928</b>	<b>6.2</b>	<b>1,857</b>	<b>6.5</b>	<b>-3.7</b>
Hotels/Resorts	965	3.1	1,060	3.7	9.8
Destinations	533	1.7	413	1.4	-22.5
Travel Agents	419	1.4	371	1.3	-11.5
Airlines	10	*	10	*	0
Rental Cars	1	*	3	*	200.0
<b>Eat &amp; Drink</b>	<b>4,725</b>	<b>15.4</b>	<b>5,028</b>	<b>17.6</b>	<b>6.4</b>
Bars & Clubs	3,306	10.8	3,433	12.0	3.8
Restaurants	1,419	4.6	1,595	5.6	12.4

<i>Number of Ads by Category (cont'd)</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Ads</b>	<b>30,654</b>	<b>100%</b>	<b>28,587</b>	<b>100%</b>	<b>-6.7</b>
<b>Events</b>	<b>600</b>	<b>2.0</b>	<b>572</b>	<b>2.0</b>	<b>-4.7</b>
Gay Events/Meetings	380	1.2	282	1.0	-25.8
Regular Events/Entertainment	19	0.1	52	0.2	173.7
AIDS Events/Fundraisers	201	0.7	238	0.8	18.4
<b>Retail</b>	<b>1,915</b>	<b>6.3</b>	<b>1,836</b>	<b>6.4</b>	<b>-4.1</b>
Retail Products & Services	1,780	5.8	1,714	6.0	-3.7
Food & Markets	85	0.3	94	0.3	10.6
Electronics	50	0.2	28	0.1	-44.0
<b>Home</b>	<b>771</b>	<b>2.5</b>	<b>598</b>	<b>2.1</b>	<b>-22.4</b>
Home Furnishings/Décor	557	1.8	499	1.7	-10.4
Florists/Nurseries	214	0.7	99	0.4	-53.7
<b>Fashion &amp; Accessories</b>	<b>741</b>	<b>2.4</b>	<b>680</b>	<b>2.4</b>	<b>-8.2</b>
Fashion/Clothing	496	1.6	552	1.9	11.3
Jewelry	245	0.8	128	0.5	-47.8
<b>Beverage Alcohol</b>	<b>185</b>	<b>0.6</b>	<b>187</b>	<b>0.7</b>	<b>1.1</b>
Liquor – Non-Beer	82	0.3	67	0.3	-18.3
Beer	103	0.3	120	0.4	16.5
<b>Gay-Oriented Media</b>	<b>154</b>	<b>0.5</b>	<b>402</b>	<b>1.4</b>	<b>161.0</b>
Gay Magazines	33	0.1	141	0.5	327.3
Gay Internet Sites	121	0.4	261	0.9	115.7
<b>Automotive</b>	<b>557</b>	<b>1.8</b>	<b>428</b>	<b>1.5</b>	<b>-23.2</b>
Dealers	267	0.9	241	0.8	-9.7
Manufacturers	290	0.9	187	0.7	-35.5
<b>Professional Services (small space ads)</b>	<b>1,956</b>	<b>6.4</b>	<b>1,414</b>	<b>4.9</b>	<b>-27.7</b>
<b>Services/Non-Medical</b>	<b>3,069</b>	<b>10.0</b>	<b>2,795</b>	<b>9.8</b>	<b>-8.9</b>
<b>Phone Services/Personals</b>	<b>1,904</b>	<b>6.2</b>	<b>1,756</b>	<b>6.1</b>	<b>-7.8</b>
<b>Classifieds</b>	<b>891</b>	<b>2.9</b>	<b>734</b>	<b>2.6</b>	<b>-17.6</b>
<b>Other</b>	<b>880</b>	<b>3.0</b>	<b>1,036</b>	<b>3.6</b>	<b>17.7</b>
Recruiting/Jobs	179	0.6	195	0.7	8.9
Church	300	1.0	424	1.5	41.3
Pets & Vets	213	0.7	297	1.0	39.4
Funeral Services	21	0.1	17	0.1	-19.0
Tobacco	26	0.1	20	0.1	-23.1
Politics	107	0.4	73	0.2	-31.8
Long Distance/Cellular	30	0.1	10	*	-66.7
Magazines (non-gay)	4	*	0	0	-100.0

<b><i>Number of Ads by Category – Changes 2006-2007</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Notable Increases</b>					
Gay-Oriented Media	154	0.5	402	1.4	161.0
Health/Fitness/Grooming	2,174	7.1	2,423	8.5	11.5
<b>About The Same</b>					
Eat & Drink	4,725	15.4	5,028	17.6	6.4
Beverage Alcohol	185	0.6	187	0.7	1.1
Arts & Entertainment	2,033	6.6	1,970	6.9	-3.1
Travel	1,928	6.2	1,857	6.5	-3.7
Retail	1,915	6.3	1,836	6.4	-4.1
Events	600	2.0	572	2.0	-4.7
Medical/Health-Related	1,622	5.3	1,496	5.2	-7.8
Phone Services/Personals	1,904	6.2	1,756	6.1	-7.8
Fashion & Accessories	741	2.4	680	2.4	-8.2
Services/Non-Medical	3,069	10.0	2,795	9.8	-8.9
<b>Notable Decreases</b>					
Classifieds	891	2.9	734	2.6	-17.6
Home	771	2.5	598	2.1	-22.4
Automotive	557	1.8	428	1.5	-23.2
Financial Services	994	3.2	749	2.6	-24.6
Real Estate	3,555	11.6	2,626	9.2	-26.1
Professional Services/Small Space Ads	1,956	6.4	1,414	4.9	-27.7

<b><i>Number of Ads by Individual Items – Changes 2006-2007</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Notable Increases</b>					
Gay Magazines	33	0.1	141	0.5	327.3
Rental Cars	1	*	3	*	200.0
Regular Events/Entertainment	19	0.1	52	0.2	173.7
Credit Cards	6	*	14	*	133.3
Gay Internet Sites	121	0.4	261	0.9	115.7
Hair Growth	12	*	24	0.1	100.0
Comedy	35	0.1	54	0.2	54.3
Church	300	1.0	424	1.5	41.3
Pets & Vets	213	0.7	297	1.0	39.4
Medical – HIV	424	1.4	583	2.0	37.5
Helpline	20	0.1	27	0.1	35.0
Theater/Dance	760	2.5	996	3.5	31.1
Viaticals	52	0.1	68	0.2	30.8
Fitness/Health	1,613	5.3	2,011	7.0	24.7
Vitamins	38	0.1	46	0.2	21.1
AIDS Events/Fundraisers	201	0.7	238	0.8	18.4
Beer	103	0.3	120	0.4	16.5
Radio	34	0.1	39	0.1	14.7
Restaurants	1,419	4.6	1,595	5.6	12.4
Fashion/Clothing	496	1.6	552	1.9	11.3
Food & Markets	85	0.3	94	0.3	10.6
<b>About The Same</b>					
Hotels/Resorts	965	3.1	1,060	3.7	9.8
Recruiting/Jobs	179	0.6	195	0.7	8.9
Banks	58	0.2	62	0.2	6.9
Bars & Clubs	3,306	10.8	3,433	12.0	3.8
Records/CDs/Concerts	199	0.6	206	0.7	3.5
TV/Cable	36	0.1	37	0.1	2.8
Airlines	10	*	10	*	0
Retail Products & Services	1,780	5.8	1,714	6.0	-3.7
Pharmaceuticals	317	1.0	299	1.0	-5.7
Automobile Dealers	267	0.9	241	0.8	-9.7

<b><i>Number of Ads by Individual Items – Changes 2006-2007 (cont'd)</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Notable Decreases</b>					
Home Furnishings/Décor	557	1.8	499	1.7	-10.4
Books/Bookstores	171	0.6	153	0.5	-10.5
Travel Agents	419	1.4	371	1.3	-11.5
Liquor – Non-Beer	82	0.3	67	0.3	-18.3
Funeral Services	21	0.1	17	0.1	-19.0
Insurance	264	0.9	208	0.7	-21.2
Travel Destinations	533	1.7	413	1.4	-22.5
Tobacco	26	0.1	20	0.1	-23.1
Gay Events/Meetings	380	1.2	282	1.0	-25.8
Politics	107	0.4	73	0.2	-31.8
Medical – Non-HIV	861	2.8	587	2.1	-31.8
Mortgages	395	1.3	269	1.0	-31.9
Cosmetics	511	1.7	342	1.2	-33.1
Automobile Manufacturers	290	0.9	187	0.7	-35.5
Movies/Video	707	2.3	445	1.6	-37.1
Investments	219	0.7	128	0.5	-41.6
Electronics	50	0.2	28	0.1	-44.0
Jewelry	245	0.8	128	0.5	-47.8
Florists/Nurseries	214	0.7	99	0.4	-53.7
Sports	91	0.3	40	0.2	-56.0
Long Distance/Cellular	30	0.1	10	*	-66.7
Magazines (non-gay)	4	*	0	0	-100.0

<i>Number of Ads by Category by Type of Publication</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Local Newspapers</b>	<b>16,074</b>	<b>100%</b>	<b>15,229</b>	<b>100%</b>	<b>-5.3</b>
Eat & Drink	1,774	11.0	2,136	14.0	20.4
Services/Non-Medical	1,966	12.2	1,925	12.7	-2.1
Real Estate	2,253	14.0	1,688	11.1	-25.1
Health/Fitness/Grooming	692	4.3	1,101	7.2	59.1
Retail	977	6.1	1,073	7.1	9.8
Arts & Entertainment	1,220	7.6	1,069	7.0	-12.4
Professional Services (small space)	1,440	9.0	810	5.3	-43.8
Phone Services/Personals	974	6.1	810	5.3	-16.8
Travel	854	5.3	799	5.3	-6.4
Medical/Health-Related	919	5.7	773	5.1	-15.9
Financial Services	409	2.5	460	3.0	12.5
Classifieds	475	3.0	410	2.7	-13.7
Events	410	2.6	368	2.4	-10.2
Home	429	2.7	307	2.0	-28.4
Automotive	406	2.5	273	1.8	-32.8
Fashion & Accessories	180	1.1	249	1.6	38.3
Gay-Oriented Media	31	0.2	142	0.9	358.1
Beverage Alcohol	64	0.4	82	0.5	28.1
Other	601	3.7	754	5.0	25.5
<b>Local Magazines</b>	<b>6,652</b>	<b>100%</b>	<b>6,534</b>	<b>100%</b>	<b>-1.8</b>
Eat & Drink	783	11.8	1,086	16.6	38.7
Travel	385	5.8	567	8.7	47.3
Professional Services (small space)	469	7.0	548	8.4	16.8
Services/Non-Medical	584	8.8	547	8.4	-6.3
Real Estate	758	11.4	480	7.3	-36.7
Health/Fitness/Grooming	659	9.9	462	7.1	-29.9
Arts & Entertainment	337	5.1	457	7.0	35.6
Retail	522	7.9	395	6.0	-24.3
Phone Services/Personals	215	3.2	323	4.9	50.2
Medical/Health-Related	397	6.0	308	4.7	-22.4
Financial Services	384	5.8	230	3.5	-40.1
Classifieds	232	3.5	214	3.3	-7.8
Home	182	2.7	187	2.9	2.7
Fashion & Accessories	250	3.7	186	2.9	-25.6
Events	92	1.4	119	1.8	29.3
Gay-Oriented Media	49	0.7	118	1.8	140.8
Automotive	99	1.5	82	1.3	-17.2
Beverage Alcohol	55	0.8	42	0.6	-23.6
Other	200	3.0	183	2.8	-8.5

<i>Number of Ads by Category by Type of Publication (cont'd)</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Entertainment Guides</b>	<b>5,909</b>	<b>100%</b>	<b>5,743</b>	<b>100%</b>	<b>-2.8</b>
Eat & Drink	1,948	33.0	1,709	29.8	-12.3
Health/Fitness/Grooming	701	11.9	782	13.6	11.6
Phone Services/Personals	684	11.6	606	10.5	-11.4
Arts & Entertainment	359	6.1	388	6.8	8.1
Real Estate	515	8.7	372	6.5	-27.8
Travel	360	6.1	351	6.1	-2.5
Medical/Health Related	199	3.4	325	5.7	63.3
Retail	290	4.9	295	5.1	1.7
Services/Non-Medical	151	2.6	190	3.3	25.8
Fashion & Accessories	135	2.3	140	2.4	3.7
Home	47	0.8	102	1.8	117.0
Gay-Oriented Media	22	0.4	86	1.5	290.9
Classifieds	166	2.8	80	1.4	-51.8
Events	74	1.2	71	1.2	-4.1
Automotive	44	0.7	57	1.0	29.5
Professional Services (small space)	47	0.8	55	1.0	17.0
Beverage Alcohol	44	0.7	45	0.8	2.3
Financial Services	60	1.0	29	0.5	-51.7
Other	63	1.0	60	1.0	-4.8
<b>National Magazines</b>	<b>1,720</b>	<b>100%</b>	<b>1,052</b>	<b>100%</b>	<b>-38.8</b>
Travel	241	14.0	139	13.2	-42.3
Services/Non-Medical	341	19.8	123	11.7	-63.9
Fashion & Accessories	175	10.2	105	10.0	-40.0
Eat & Drink	129	7.5	97	9.2	-24.8
Real Estate	28	1.6	86	8.2	207.1
Health/Fitness/Grooming	90	5.2	78	7.4	-13.3
Retail	110	6.4	73	6.9	-33.6
Medical/Health-Related	106	6.2	73	6.9	-31.1
Gay-Oriented Media	50	2.9	56	5.3	12.0
Arts & Entertainment	100	5.8	55	5.2	-45.0
Financial Services	141	8.2	30	2.9	-78.7
Classifieds	8	0.4	30	2.9	275.0
Beverage Alcohol	22	1.3	18	1.7	-18.2
Phone Services/Personals	28	1.6	17	1.6	-39.3
Automotive	6	0.4	16	1.5	166.7
Events	20	1.2	14	1.4	-30.0
Home	110	6.4	2	0.2	-98.2
Professional Services (small space)	0	0	1	0.1	NA
Other	15	0.9	39	3.7	160.0

<i>Number of Ads by Category by Type of Publication (cont'd)</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Family Magazines</b>	<b>30</b>	<b>100%</b>	<b>29</b>	<b>100%</b>	<b>-3.3</b>
Medical/Health-Related	1	4.2	17	58.7	1,600.0
Services/Non-Medical	27	87.4	10	34.5	-63.0
Arts & Entertainment	1	4.2	1	3.4	0
Travel	0	0	1	3.4	NA
Retail	1	4.2	0	0	-100.0
Eat & Drink	0	0	0	0	
Events	0	0	0	0	
Fashion & Accessories	0	0	0	0	
Home	0	0	0	0	
Real Estate	0	0	0	0	
Health/Fitness/Grooming	0	0	0	0	
Financial Services	0	0	0	0	
Gay-Oriented Media	0	0	0	0	
Automotive	0	0	0	0	
Beverage Alcohol	0	0	0	0	
Classifieds	0	0	0	0	
Phone Services/Personals	0	0	0	0	
Professional Services (small space)	0	0	0	0	
Other	0	0	0	0	

<i>Number of Ad Pages by Category</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Pages</b>	<b>20,455</b>	<b>100%</b>	<b>18,893</b>	<b>100%</b>	<b>-7.6</b>
<b>Real Estate</b>	<b>2,179</b>	<b>10.7</b>	<b>1,619</b>	<b>8.6</b>	<b>-25.7</b>
<b>Financial Services</b>	<b>736</b>	<b>3.5</b>	<b>612</b>	<b>3.2</b>	<b>-16.8</b>
Viaticals	45	0.2	33	0.2	-26.7
Mortgages	278	1.4	222	1.2	-20.1
Banks	46	0.2	57	0.3	23.9
Insurance	187	0.9	180	1.0	-3.7
Investments	174	0.8	108	0.5	-37.9
Credit Cards	6	*	12	*	100.0
<b>Health/Fitness/Grooming</b>	<b>1,116</b>	<b>5.5</b>	<b>1,275</b>	<b>6.8</b>	<b>14.2</b>
Fitness/Health	712	3.5	898	4.8	26.1
Cosmetic	355	1.7	309	1.6	-13.0
Hair Growth	13	0.1	22	0.1	69.2
Vitamins	36	0.2	46	0.3	27.8
<b>Medical/Health-Related</b>	<b>1,219</b>	<b>6.0</b>	<b>1,119</b>	<b>5.9</b>	<b>-8.2</b>
Pharmaceuticals	259	1.3	235	1.2	-9.3
Medical – HIV	319	1.6	389	2.1	21.9
Medical – Non-HIV	621	3.0	471	2.5	-24.2
Helpline	20	0.1	24	0.1	20.0
<b>Arts &amp; Entertainment</b>	<b>1,724</b>	<b>8.4</b>	<b>1,577</b>	<b>8.3</b>	<b>-8.5</b>
Theater/Dance	599	2.9	736	3.9	22.9
Movies/Video	579	2.8	355	1.9	-38.7
Records/CDs/Concerts	190	0.9	184	0.9	-3.2
Books/Bookstores	163	0.8	139	0.7	-14.7
Sports	91	0.4	38	0.2	-58.2
Comedy	35	0.2	53	0.3	51.4
TV/Cable	36	0.2	33	0.2	-8.3
Radio	31	0.2	39	0.2	25.8
<b>Travel</b>	<b>1,283</b>	<b>6.3</b>	<b>1,300</b>	<b>6.9</b>	<b>1.3</b>
Hotels/Resorts	505	2.5	614	3.3	21.6
Destinations	474	2.3	349	1.8	-26.4
Travel Agents	293	1.4	324	1.7	10.6
Airlines	10	0.1	10	0.1	0
Rental Cars	1	*	3	*	200.0
<b>Eat &amp; Drink</b>	<b>3,638</b>	<b>17.8</b>	<b>3,555</b>	<b>18.8</b>	<b>-2.3</b>
Bars & Clubs	2,868	14.0	2,670	14.1	-6.9
Restaurants	770	3.8	885	4.7	14.9

<i>Number of Ad Pages by Category (cont'd)</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Pages</b>	<b>20,455</b>	<b>100%</b>	<b>18,893</b>	<b>100%</b>	<b>-7.6</b>
<b>Events</b>	<b>436</b>	<b>2.6</b>	<b>491</b>	<b>2.6</b>	<b>12.6</b>
Gay Events/Meetings	346	1.7	239	1.3	-30.9
Regular Events/Entertainment	19	0.1	48	0.2	152.6
AIDS Events/Fundraisers	171	0.8	204	1.1	19.3
<b>Retail</b>	<b>1,408</b>	<b>6.9</b>	<b>1,337</b>	<b>7.1</b>	<b>-5.0</b>
Retail Products & Services	1,283	6.3	1,226	6.5	-4.4
Food & Markets	75	0.4	83	0.4	10.7
Electronics	50	0.2	28	0.2	-44.0
<b>Home</b>	<b>649</b>	<b>3.1</b>	<b>485</b>	<b>2.6</b>	<b>-25.3</b>
Home Furnishings/Décor	475	2.3	387	2.1	-18.5
Florists/Nurseries	174	0.8	98	0.5	-43.7
<b>Fashion &amp; Accessories</b>	<b>611</b>	<b>3.0</b>	<b>521</b>	<b>2.8</b>	<b>-14.7</b>
Fashion/Clothing	425	2.1	406	2.2	-4.5
Jewelry	186	0.9	115	0.6	-38.2
<b>Beverage Alcohol</b>	<b>176</b>	<b>0.9</b>	<b>162</b>	<b>0.9</b>	<b>-8.0</b>
Liquor – Non-Beer	79	0.4	65	0.4	-17.7
Beer	97	0.5	97	0.5	0
<b>Gay-Oriented Media</b>	<b>141</b>	<b>0.7</b>	<b>354</b>	<b>1.9</b>	<b>151.1</b>
Gay Magazines	32	0.2	129	0.7	303.1
Gay Internet Sites	109	0.5	225	1.2	106.4
<b>Automotive</b>	<b>506</b>	<b>2.5</b>	<b>368</b>	<b>1.9</b>	<b>-27.3</b>
Dealers	244	1.2	203	1.1	-16.8
Manufacturers	262	1.3	165	0.8	-37.0
<b>Professional Services (small space ads)</b>	<b>394</b>	<b>1.9</b>	<b>376</b>	<b>2.0</b>	<b>-4.6</b>
<b>Services/Non-Medical</b>	<b>1,716</b>	<b>8.4</b>	<b>1,476</b>	<b>7.8</b>	<b>-14.0</b>
<b>Phone Services/Personals</b>	<b>976</b>	<b>4.8</b>	<b>986</b>	<b>5.2</b>	<b>1.0</b>
<b>Classifieds</b>	<b>756</b>	<b>3.7</b>	<b>575</b>	<b>3.0</b>	<b>-23.9</b>
<b>Other</b>	<b>691</b>	<b>3.3</b>	<b>705</b>	<b>3.7</b>	<b>2.0</b>
Recruiting/Jobs	149	0.8	151	0.8	1.3
Church	214	1.0	236	1.2	10.3
Pets & Vets	176	0.9	208	1.1	18.2
Funeral Services	21	0.1	17	0.1	-19.0
Tobacco	26	0.1	18	0.1	-30.8
Politics	71	0.3	65	0.3	-8.5
Long Distance/Cellular	30	0.1	10	0.1	-66.7
Magazines (non-gay)	4	*	0	0	-100.0

<i>Percent of Gay-Specific Ads by Type of Publication</i>					
	2006		2007		Change % 2006-2007
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>14,910</b>	<b>48.6</b>	<b>14,916</b>	<b>52.2</b>	<b>7.4</b>
Entertainment Guides	4,216	71.4	4,078	71.0	-0.6
Local Magazines	2,966	44.6	3,541	54.2	21.5
National Magazines	858	49.9	520	49.4	-1.0
Local Newspapers	6,621	41.2	6,773	44.5	8.0
Family Magazines	11	37.5	4	13.8	-63.2
Resource Guides	238	88.4	0	0	-100.0

<i>Number of Gay-Specific Ads by Type of Publication</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>14,910</b>	<b>100%</b>	<b>14,916</b>	<b>100%</b>	*
Local Newspapers	6,621	44.4	6,773	45.4	2.3
Entertainment Guides	4,216	28.3	4,078	27.4	-3.3
Local Magazines	2,966	19.9	3,541	23.7	19.4
National Magazines	858	5.7	520	3.5	-39.4
Family Magazines	11	0.1	4	*	-63.6
Resource Guides	238	1.6	0	0	-100.0

<i>Number of Gay-Specific Ads by Category</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Ads</b>	<b>14,910</b>	<b>100%</b>	<b>14,916</b>	<b>100%</b>	<b>0.04</b>
<b>Real Estate</b>	<b>462</b>	<b>3.1</b>	<b>914</b>	<b>6.1</b>	<b>97.8</b>
<b>Financial Services</b>	<b>131</b>	<b>0.9</b>	<b>140</b>	<b>0.9</b>	<b>6.9</b>
Viaticals	14	0.1	2	*	-85.7
Mortgages	46	0.3	56	0.4	21.7
Banks	2	*	13	0.1	550.0
Insurance	40	0.3	42	0.3	5.0
Investments	23	0.2	22	0.1	-4.3
Credit Cards	6	*	5	*	-16.7
<b>Health/Fitness/Grooming</b>	<b>1,545</b>	<b>10.4</b>	<b>1,797</b>	<b>12.0</b>	<b>16.3</b>
Fitness/Health	1,431	9.6	1,744	11.7	21.9
Cosmetics	114	0.8	51	0.3	-55.3
Hair Growth	0	0	0	0	0
Vitamins	0	0	2	*	NA
<b>Medical/Health-Related</b>	<b>324</b>	<b>2.2</b>	<b>441</b>	<b>3.0</b>	<b>36.1</b>
Pharmaceuticals	35	0.2	34	0.2	-2.9
Medical – HIV	195	1.3	216	1.5	10.8
Medical – Non-HIV	80	0.5	167	1.1	108.8
Helpline	14	0.1	24	0.2	71.4
<b>Arts &amp; Entertainment</b>	<b>1,039</b>	<b>7.0</b>	<b>945</b>	<b>6.3</b>	<b>-9.0</b>
Theater/Dance	251	1.7	280	1.9	11.6
Movies/Video	402	2.7	332	2.2	-17.4
Records/CDs/Concerts	105	0.7	100	0.7	-4.8
Books/Bookstores	144	1.0	125	0.8	-13.2
Sports	74	0.5	38	0.3	-48.6
Comedy	25	0.2	23	0.1	-8.0
TV/Cable	19	0.1	18	0.1	-5.3
Radio	19	0.1	29	0.2	52.6
<b>Travel</b>	<b>1,783</b>	<b>12.0</b>	<b>1,788</b>	<b>12.0</b>	<b>0.3</b>
Hotels/Resorts	884	5.9	1,012	6.8	14.5
Destinations	494	3.3	411	2.8	-16.8
Travel Agents	396	2.7	359	2.4	-9.3
Airlines	8	0.1	4	*	-50.0
Rental Cars	1	*	2	*	100.0
<b>Eat &amp; Drink</b>	<b>3,509</b>	<b>23.5</b>	<b>3,680</b>	<b>24.7</b>	<b>4.9</b>
Bars & Clubs	3,210	21.5	3,381	22.7	5.3
Restaurants	299	2.0	299	2.0	0

<i>Number of Gay-Specific Ads by Category (cont'd)</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Ads</b>	<b>14,910</b>	<b>100%</b>	<b>14,916</b>	<b>100%</b>	<b>0.04</b>
<b>Events</b>	<b>507</b>	<b>3.4</b>	<b>469</b>	<b>3.1</b>	<b>-7.5</b>
Gay Events/Meetings	367	2.5	279	1.8	-24.0
Regular Events/Entertainment	0	0	0	0	0
AIDS Events/Fundraisers	140	0.9	190	1.3	35.7
<b>Retail</b>	<b>635</b>	<b>4.3</b>	<b>591</b>	<b>4.0</b>	<b>-6.9</b>
Retail Products & Services	622	4.2	562	3.8	-9.6
Food & Markets	4	*	20	0.1	400.0
Electronics	9	0.1	9	0.1	0
<b>Home</b>	<b>94</b>	<b>0.6</b>	<b>52</b>	<b>0.3</b>	<b>-44.7</b>
Home Furnishings/Décor	88	0.6	51	0.3	-42.0
Florists/Nurseries	6	*	1	*	-83.3
<b>Fashion &amp; Accessories</b>	<b>272</b>	<b>1.8</b>	<b>272</b>	<b>1.8</b>	<b>0</b>
Fashion/Clothing	240	1.6	250	1.7	4.2
Jewelry	32	0.2	22	0.1	-31.3
<b>Beverage Alcohol</b>	<b>78</b>	<b>0.5</b>	<b>72</b>	<b>0.5</b>	<b>-7.7</b>
Liquor – Non-Beer	15	0.1	16	0.1	6.7
Beer	63	0.4	56	0.4	-11.1
<b>Gay-Oriented Media</b>	<b>136</b>	<b>0.9</b>	<b>354</b>	<b>2.4</b>	<b>160.3</b>
Gay Magazines	32	0.2	138	0.9	331.3
Gay Internet Sites	104	0.7	216	1.5	107.7
<b>Automotive</b>	<b>69</b>	<b>0.5</b>	<b>38</b>	<b>0.3</b>	<b>-44.9</b>
Dealers	50	0.3	28	0.2	-44.0
Manufacturers	19	0.1	10	0.1	-47.4
<b>Professional Services (small space ads)</b>	<b>716</b>	<b>4.8</b>	<b>346</b>	<b>2.3</b>	<b>-51.7</b>
<b>Services/Non-Medical</b>	<b>863</b>	<b>5.8</b>	<b>603</b>	<b>4.0</b>	<b>-30.1</b>
<b>Phone Services/Personals</b>	<b>1,784</b>	<b>12.0</b>	<b>1,675</b>	<b>11.2</b>	<b>-6.1</b>
<b>Classifieds</b>	<b>617</b>	<b>4.1</b>	<b>482</b>	<b>3.2</b>	<b>-21.9</b>
<b>Other</b>	<b>346</b>	<b>2.3</b>	<b>257</b>	<b>1.7</b>	<b>-25.7</b>
Recruiting/Jobs	125	0.8	130	0.9	4.0
Church	196	1.3	82	0.5	-58.2
Pets & Vets	5	*	11	0.1	120.0
Funeral Services	4	*	3	*	-25.0
Tobacco	4	*	7	*	75.0
Politics	6	*	23	0.2	283.3
Long Distance/Cellular	6	*	1	*	-83.3
Magazines (non-gay)	0	0	0	0	0

<b><i>Percent of Gay-Specific Ads by Category</i></b>					
	<b>2006</b>		<b>2007</b>		<b>Change % 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Gay-Specific Ads</b>	<b>14,910</b>	<b>48.6%</b>	<b>14,916</b>	<b>52.2</b>	<b>7.4</b>
Travel	1,783	92.5	1,788	96.3	4.1
Phone Services/Personals	1,784	93.7	1,675	95.4	1.8
Gay-Oriented Media	136	88.3	354	88.1	-0.2
Events	507	84.5	469	82.0	-3.0
Health/Fitness/Grooming	1,545	71.1	1,797	74.2	4.4
Eat & Drink	3,509	74.3	3,680	73.2	-1.5
Classifieds	617	69.2	482	65.7	-5.1
Arts & Entertainment	1,039	51.1	945	48.0	-6.1
Fashion & Accessories	272	36.7	272	40.0	9.0
Beverage Alcohol	78	42.2	72	38.5	-8.8
Real Estate	462	13.0	914	34.8	167.7
Retail	635	33.2	591	32.2	-3.0
Professional Services/Small Space Ads	716	36.6	346	24.5	-33.1
Medical/Health-Related	324	20.0	441	29.5	47.5
Services/Non-Medical	863	28.1	603	21.6	-23.1
Financial Services	131	13.2	140	18.7	41.7
Automotive	69	12.4	38	8.9	-28.2
Home	94	12.2	52	8.7	-28.7

<i>Number of Gay-Specific Ad Pages</i>					
	2006		2007		Change in # 2006-2007
	#	%	#	%	
<b>Total Number of Pages</b>	<b>10,518</b>	<b>100%</b>	<b>10,107</b>	<b>100%</b>	<b>-3.9</b>
<b>Real Estate</b>	<b>401</b>	<b>3.8</b>	<b>546</b>	<b>5.4</b>	<b>36.2</b>
<b>Financial Services</b>	<b>129</b>	<b>1.2</b>	<b>130</b>	<b>1.3</b>	<b>0.8</b>
Viaticals	14	0.1	2	*	-85.7
Mortgages	45	0.4	50	0.5	11.1
Banks	2	*	13	0.1	550.0
Insurance	39	0.4	39	0.4	0
Investments	23	0.2	21	0.2	-8.7
Credit Cards	6	0.1	5	0.1	-16.7
<b>Health/Fitness/Grooming</b>	<b>708</b>	<b>6.7</b>	<b>796</b>	<b>7.9</b>	<b>12.4</b>
Fitness/Health	603	5.7	746	7.4	23.7
Cosmetic	105	1.0	48	0.5	-54.3
Hair Growth	0	0	0	0	0
Vitamins	0	0	2	*	NA
<b>Medical/Health-Related</b>	<b>258</b>	<b>2.4</b>	<b>242</b>	<b>2.4</b>	<b>-6.2</b>
Pharmaceuticals	31	0.3	22	0.2	-29.0
Medical – HIV	134	1.3	90	0.9	-32.8
Medical – Non-HIV	79	0.7	108	1.1	36.7
Helpline	14	0.1	22	0.2	57.1
<b>Arts &amp; Entertainment</b>	<b>935</b>	<b>8.9</b>	<b>801</b>	<b>7.9</b>	<b>-14.3</b>
Theater/Dance	226	2.2	232	2.3	2.7
Movies/Video	341	3.2	267	2.6	-21.7
Records/CDs/Concerts	99	0.9	86	0.9	-13.1
Books/Bookstores	135	1.3	113	1.1	-16.3
Sports	74	0.7	36	0.4	-51.4
Comedy	25	0.2	23	0.2	-8.0
TV/Cable	19	0.2	15	0.1	-21.1
Radio	16	0.2	29	0.3	81.3
<b>Travel</b>	<b>1,162</b>	<b>11.1</b>	<b>1,237</b>	<b>12.2</b>	<b>6.5</b>
Hotels/Resorts	441	4.2	572	5.7	29.7
Destinations	442	4.2	347	3.4	-21.5
Travel Agents	270	2.6	312	3.1	-15.6
Airlines	8	0.1	4	*	-50.0
Rental Cars	1	*	2	*	100.0
<b>Eat &amp; Drink</b>	<b>2,940</b>	<b>28.0</b>	<b>2,839</b>	<b>28.1</b>	<b>-3.4</b>
Bars & Clubs	2,782	26.5	2,629	26.0	-5.5
Restaurants	158	1.5	210	2.1	32.9

<b>Number of Gay-Specific Ad Pages (cont'd)</b>					
	<b>2006</b>		<b>2007</b>		<b>Change in # 2006-2007</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Number of Ads</b>	<b>10,518</b>	<b>100%</b>	<b>10,107</b>	<b>100%</b>	<b>-3.9</b>
<b>Events</b>	<b>451</b>	<b>4.3</b>	<b>397</b>	<b>3.9</b>	<b>-12.0</b>
Gay Events/Meetings	336	3.2	237	2.3	-29.5
Regular Events/Entertainment	0	0	0	0	0
AIDS Events/Fundraisers	115	1.1	160	1.6	39.1
<b>Retail</b>	<b>494</b>	<b>4.7</b>	<b>462</b>	<b>4.6</b>	<b>-6.5</b>
Retail Products & Services	481	4.6	433	4.3	-10.0
Food & Markets	4	*	20	0.2	400.0
Electronics	9	0.1	9	0.1	0
<b>Home</b>	<b>71</b>	<b>0.7</b>	<b>24</b>	<b>0.2</b>	<b>-66.2</b>
Home Furnishings/Décor	65	0.6	23	0.2	-64.6
Florists/Nurseries	6	0.1	1	*	-83.3
<b>Fashion &amp; Accessories</b>	<b>257</b>	<b>2.4</b>	<b>207</b>	<b>2.0</b>	<b>-19.5</b>
Fashion/Clothing	225	2.1	187	1.8	-16.9
Jewelry	32	0.3	20	0.2	-37.5
<b>Beverage Alcohol</b>	<b>76</b>	<b>0.7</b>	<b>59</b>	<b>0.6</b>	<b>-22.4</b>
Liquor – Non-Beer	15	0.1	16	0.2	6.7
Beer	61	0.6	43	0.4	-29.5
<b>Gay-Oriented Media</b>	<b>124</b>	<b>1.2</b>	<b>311</b>	<b>3.1</b>	<b>150.8</b>
Gay Magazines	33	0.3	126	1.3	281.8
Gay Internet Sites	91	0.9	185	1.8	103.3
<b>Automotive</b>	<b>65</b>	<b>0.6</b>	<b>37</b>	<b>0.4</b>	<b>-43.1</b>
Dealers	46	0.4	27	0.3	-41.3
Manufacturers	19	0.2	10	0.1	-47.4
<b>Professional Services (small space ads)</b>	<b>150</b>	<b>1.4</b>	<b>106</b>	<b>1.0</b>	<b>-29.3</b>
<b>Services/Non-Medical</b>	<b>599</b>	<b>5.7</b>	<b>424</b>	<b>4.2</b>	<b>-29.2</b>
<b>Phone Services/Personals</b>	<b>909</b>	<b>8.7</b>	<b>927</b>	<b>9.2</b>	<b>2.0</b>
<b>Classifieds</b>	<b>530</b>	<b>5.0</b>	<b>371</b>	<b>3.7</b>	<b>-30.0</b>
<b>Other</b>	<b>259</b>	<b>2.5</b>	<b>191</b>	<b>1.9</b>	<b>-26.3</b>
Recruiting/Jobs	95	0.9	94	1.0	-1.1
Church	139	1.3	52	0.5	-62.6
Pets & Vets	5	0.1	11	0.1	120.0
Funeral Services	4	*	3	*	-25.0
Tobacco	4	*	7	0.1	75.0
Politics	6	0.1	23	0.2	283.3
Long Distance/Cellular	6	0.1	1	*	-83.3
Magazines (non-gay)	0	0	0	0	0