



1248 Route 22 West | Mountainside, NJ 07092

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# 2006 GAY PRESS REPORT

This is the thirteenth 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 and brands 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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## TABLE OF CONTENTS

<b>Background And Methodology</b> .....	3
<b>Executive Summary</b> .....	5
<b>Detailed Findings</b> .....	6
1. Advertising Spending in the Gay and Lesbian Press .....	6
2. Ads with Specific Gay and Lesbian Content .....	7
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 2005 .....	14
8. Broad-Based Product Categories with Specific Gay and Lesbian Content .....	15
<b>Appendix</b> .....	16

## **BACKGROUND AND METHODOLOGY**

### **Background**

The Gay Press Report is a unique resource for the advertising and publishing industries. Not only does it provide the only data on gay and lesbian advertising, it has established a historical record of this important market, and documented how it has changed over time. The Gay Press Report is therefore a valuable reference for advertisers, publishers and other interested parties who want to understand and gain insights into this important segment.

The gay and lesbian market is significant because it is both affluent and influential. In 2006, the buying power of this market was estimated at \$641 billion. As such, 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. Moreover, studies have consistently shown that as a group, gay and lesbian consumers hold greater brand loyalty than do their straight counterparts. This loyalty, combined with greater disposable income and more discretionary time, have led more and more advertisers to make this consumer group a marketing priority.

## **Methodology**

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

Altogether, 213 individual titles represent the totality of the gay and lesbian “mainstream” non-sexually-explicit press. For the 2006 Gay Press Report, we analyzed the April editions of 131 of these titles. We chose April, as we do every year, because what happens during April is widely regarded as typical of what happens in advertising during any month of the year. We therefore employ figures from April to portray what has happened during the year since we published the previous Gay Press Report. Here, the 12-month period is calendar year for 2006.

Most gay and lesbian titles publish on Fridays. There were five Fridays in April 2005, but only four in April 2006. Rather than contrast the exact numbers for April 2006 with those of April 2005 (which would have resulted in an uneven comparison), we weighted the April 2006 data with a corrective factor of 1.25 (beginning on page 3 of the Appendix). This brought the April 2006 data to the equivalent of five Fridays, so our comparisons could be even.

In the future, we will begin our analysis on the first Friday in April, whenever it occurs, and will stop exactly four weeks later, making five Fridays our new standard.

Thus, for the 2006 Gay Press Report, we examined the equivalent of 246 April issues, published by 131 publication titles (many titles publish more often than once a month).

In creating our records, we analyzed all ads, classifying each by type of advertiser (product or industry), and noting whether the ad’s content was gay-specific (that is, contained 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 it represented. Thus, we were able to arrive at an estimate of yearly advertising expenditures in the gay and lesbian press.

## **EXECUTIVE SUMMARY**

- Compared to a decade ago, advertising growth in the gay and lesbian press continues to outpace advertising growth in consumer magazines as a whole. For the gay and lesbian press, 2006 advertising spending is up an impressive 205% since 1996, compared to an increase of 47% for all consumer magazines during the same 10-year period. This translates to a compound annual growth rate (CAGR) of 11.8% and 4.0%, respectively, demonstrating that gay and lesbian advertising is growing at almost three times the rate of ads in consumer magazines
- In 2006, ad spending in the gay and lesbian press reached \$223.3 million, a new record (up 5.2% versus year ago). Meanwhile, ad spending for all consumer magazines reached \$13,251 billion, a gain of 4.1%.
- Advertising with “gay-specific” content (ads with unmistakable references to a gay and lesbian target audience through images and/or messages) accounted for 48.6% of all ads in 2006 (down a negligible 3.4% from 2005). This still represents a dramatic increase from 2002, when “gay-specific” content accounted for only 9.9% of all ads.
- Over 183 Fortune 500® brands were active in the gay consumer market as of 2006, up from 150 in 2004. There were only 19 such brands in 1994. The most popular product categories among these Fortune 500® brands are travel, financial services, automotive, fashion and entertainment.
- In national gay and lesbian magazines, whose advertising pages are dominated by national brands, the percentage of gay-specific advertising is 49.9%, or nearly half of all advertising in those magazines.
- The combined circulation of all publications constituting the gay and lesbian press is now 3,777,488, an increase of 10.4% versus a year ago.
- This year we identified a total of 30,654 ads, distributed as follows: 93.4% of all ads are in local publications; local newspapers account for most (52.4%) of all ads, followed by local magazines (21.7%) and entertainment guides (19.3%). In contrast, national publications represent 6.6% of all ads, with 5.6% of those in magazines.

## **DETAILED FINDINGS**

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

In 2006, advertising spending in the gay and lesbian press reached \$223.3 million, establishing a new record. Compared to 2005, this represents an increase of 5.2%.

At the same time, advertising spending in all consumer magazines (including gay and lesbian publications) was \$13,251 billion, a gain of 4.1% over 2005.

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

While the consumer magazine marketplace is much larger than that of the gay and lesbian press, the performance of the gay and lesbian press far exceeds that of consumer magazines, as indicated by two different measures:

(1) Comparing the differences between 1996 and 2006, we find that revenues for the gay and lesbian press increased by an impressive 205%, while spending for consumer magazines attained only 47%.

(2) In addition, a calculation of compound annual growth rates (CAGR) during the same time period shows that spending for the gay and lesbian press grew almost three times as fast as revenues for consumer magazines (achieving a CAGR of 11.8% versus 4.0% for consumer magazines).

## **2. Ads with Specific Gay and Lesbian Content**

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

In 2006, 14,910 out of a total of 30,654 ads featured gay-specific content – that is, they make unmistakable references to gay and lesbian consumers through the use of images and/or messages.

In focus groups and other consumer research conducted by Prime Access over the past 15 years, gay and lesbian consumers, regardless of geography, report a strong preference for advertising and other marketing communications that address them directly and portray them openly for who they are and how they live their lives. They consistently find this targeted advertising the most arresting, persuasive and memorable of all the marketing messages they are exposed to.

This fact explains the following trend: in 2002, 2,905 ads out of 29,222 (9.9%) were classified as gay-specific. In 2003, the proportion was 15.1%, and in 2004 – the year gays and lesbians first began to get married – it jumped to 44.1%. By 2005, the percentage had reached 50.3%, representing just over half of all ads in the gay and lesbian press. For 2006, the proportion is 48.6%, down somewhat (-3.4%) versus a year ago, but up 33.5% percentage points just since 2003.

Looking at the percentage of gay-specific ads in each type of publication, we find that resource guides have the highest proportion of such advertising (88.4%), followed by entertainment guides (71.4%). Other results are 49.9% for national magazines, 44.6% for local magazines, 41.2% for local newspapers, and 37.5% for family magazines.

Since 2005, family magazines have registered a gain of 21.8% in their proportion of gay-specific ads. Entertainment guides also show a gain (7.9%). But the remainder reflect losses – national magazines (down 32.7%, primarily tracing to the decision by Ford Motor Company to cease producing gay-specific advertising for its Volvo, Jaguar and Land Rover brands), resource guides (down 9.9%), local newspapers (-9.3%) and local magazines (-8.8%).

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

Examining the overall distribution of the number of gay-specific ads by type of publication, we see that the largest proportion of such ads appears in local newspapers (44.4%), followed by entertainment guides (28.3%) and local magazines (19.9%). In contrast, national publications account for only 7.4% of all gay-specific ads, most of which are featured in newspapers (5.7%).

Compared to 2005, the number of gay-specific ads has declined 6.7%. Meanwhile, national magazines show an impressive gain of 111.3%, and resource guides and entertainment guides show gains of 52.6% and 23.5%, respectively. Other types of publications, however, reflect losses, most notably in family magazines (-65.6%), followed by local magazines (-22.7%) and local newspapers (-18.7%).

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

As mentioned earlier, the gay and lesbian press embodies six different types of publications – local newspapers, magazines and entertainment guides, and national magazines, family magazines and resource guides. We also remarked that these publications represent 131 individual titles, and that we analyzed the equivalent of 213 issues.

In 2006, the combined circulation of all these publications was 3,777,488 – a respectable gain of 10.4% over 2005.

The biggest increase is noted for resource guides (up 116.7%), reflecting the appearance of a new title with a respectable circulation. Other advances include national magazines (up 44.7%) and local newspapers (up 24.7%).

Losses are indicated for local magazines (-24.9%), as well as family magazines (-21.9%).

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

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

As in previous years, advertising activity in 2006 continues to be concentrated in local publications (93.4% of all ads placed). These publications include local newspapers (52.4%, accounting for a majority of all ads), local magazines (21.7%), and entertainment guides (19.3%).

Conversely, national publications represent 6.6% of all ads, with 5.6% being in national magazines.

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

30,654 ads were noted in 2006, translating into a relatively flat decrease of 3.5% over 2005.

Meanwhile, national magazines record a substantial gain – the number of ads in this type of publication is up 213.9% over 2005. Resource guides are next (up 69.2%), followed by entertainment guides (up 14.6%).

The greatest decrease is for family magazines (down 71.2%), followed by local magazines (-15.2%) and local newspapers (-10.5%).

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

As might be expected, the number of ad pages – a measure related to (and not independent of) number of ads – is also down (minus 1.9%, compared to 2005).

Concurrently, the ratio of individual ads to ad pages continues to decrease (it's now 1.50 ads to every ad page, compared to 1.52:1 in 2005), meaning that in 2006, there are slightly fewer ads per page than there were in 2005. At the same time, because overall advertising revenues are up, the sizes of these individual ads – on average – are about the same as before.

Changes in the number of ad pages from 2005 to 2006 are similar to those noted for individual ads. Again, national magazines show a gain of 91.6%, followed by resource guides (up 78.1%) and entertainment guides (up 39.1%).

Losses are also parallel – the biggest decline is for family magazines (down 85.4%), then local magazines (down 24.2%) and local newspapers (down 6.0%).

## **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 Eat and Drink (which also includes Bars & Clubs and Restaurants). In 2006, this accounts for 15.4% of all ads. Eat and Drink is closely followed by Real Estate (in second place for the first time), representing 11.6% of all ads, and then Services/Non-Medical (ads placed by lawyers, counselors and accountants), comprising 10.0% of all ads. These three categories have claimed first, second or third place since 2004. (Prior to 2004, Real Estate was in fifth place.)

Other product categories representing at least 5% of ads are: Health/Fitness/Grooming (7.1%), Arts & Entertainment (6.6%), Professional Services/Small Space Ads (6.4%), Retail (6.3%), Travel (6.2%), Phone Services/Personals (6.2%) and Medical/Health-Related (5.3%).

Several categories show notable increases since 2005: Events (up 47.4%), Classifieds (up 37.7%), Beverage Alcohol (up 36.0%), Professional Services/Small Space Ads (up 28.9%), Financial Services (up 18.6%), Retail (up 18.4%), Fashion and Accessories (up 16.9%) and Medical/Health-Related (up 12.6%).

Notable decreases are observed for Gay-Oriented Media (-73.9%), Services/Non-Medical (-24.4%), Phone Services/Personals (-19.4%) and Arts & Entertainment (-18.5%). One of the latter categories – Phone Services/Personals – is moving away from print, and toward the Internet.

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

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

**Real Estate** (11.6% of all ads). This is the first time Real Estate has made it to first place among the top ten (it's been third since 2004, and fifth prior to that). But given the housing market (which may have reached its peak in early 2006), this is no surprise. Members of the gay and lesbian community are eager to find homes and condos for sale or rent in areas known for their beauty as well as for their openness to gays, and are responsive to ads directed to them. (Real Estate is a broad-based product category with no subcategories.)

**Bars & Clubs** (10.8%). This item is a mainstay of the gay and lesbian press, and has been in the top three since 2002. It is a subcategory of Eat and Drink (along with Restaurants, see below), which accounts for 15.4% of all ads. Ads here are for bars and clubs serving a predominately gay clientele and other gay-friendly customers. Such establishments often feature floor shows and/or sponsor theme nights (like '80s Night or Bingo Night).

**Services/Non-Medical** (10.0%). For the past three years, this broad-based category with no subcategories has been number one, accounting for the largest proportion of ads in the gay and lesbian press; in 2006 it fell to number three. This category consists of ads for services from lawyers, counselors/therapists and other professionals, but not doctors. It is similar to Professional Services (listed below), but is characterized by ads that are larger than those for Professional Services. In 2006 (as in 2005), this category includes ads from professionals offering various types of wedding services.

**Professional Services** (small-space ads, 6.4%). 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 placing the ad is gay-friendly, or runs a business that is gay-owned and/or operated. This is also a broad-based product category, one that is usually among those most frequently advertised.

**Phone Services/Personals** (6.2%). Down to fifth place from second in 2003 and 2004, and fourth in 2005, this broad-based product category has long been a key component of gay and lesbian advertising. Ads here are for 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. As noted above, this category is beginning to migrate to the Internet.

**Retail Products & Services** (5.8%). This line item is making its third appearance in our list of top ten advertisers, the first being in 2003. Advertising here is for all retail products with the exception of fashion/clothing, home décor and electronics.

**Fitness/Health** (5.3%). These ads publicize local health clubs as well as other businesses that offer services to help people maintain or achieve healthier lifestyles. Usually among the top ten, Fitness/Health is the largest subcategory in Health/Fitness/Grooming, which accounts for 7.1% of all advertising in the gay and lesbian press.

**Restaurants** (4.6%). This item is a subcategory – along with Bars & Clubs – of Eat and Drink (which garners 15.4% of all ads). It covers gay-owned or gay-friendly local restaurants, not including chains. Restaurants almost always finishes among the top ten.

**Hotels/Resorts** (3.1%). Both gay and gay-friendly hotels and resorts place these ads. They are usually among the most popular, and fall under the main category of Travel, which comprises 6.2% of all gay press ads.

**Classifieds** (2.9%). These items are similar to those in the classified section of the mainstream press. Such listings include personals, a traditionally strong category in gay advertising.

## **7. Changes in Line Item Product Categories Since 2005**

One line item category – AIDS Events/Fundraisers – has risen a phenomenal 9,950.0% (from two ads placed in 2005 to 201 featured in 2006). This is easily explained, however, as 2006 represents the 25<sup>th</sup> anniversary of HIV/AIDS, and there were events and fundraisers advertised all year long.

Meanwhile, Long Distance/Cellular was up an impressive 76.5%, as were Beer (up 58.5%), Travel Destinations (+47.6%) and Mortgages (+46.3%).

Other striking results include pharmaceuticals (+32.6%), Investments (+31.1%), Retail Products & Services (+29.8%), Fashion/Clothing (+21.9%) and Hotels/Resorts (+20.0%). Altogether, ads in 22 line item categories increased significantly since 2005.

Meanwhile, another 22 line item categories show notable decreases. The largest are TV/Cable (down 78.6%), Gay Magazines (down 76.6%), Gay Internet Sites (down 73.1%), Regular Events/Entertainment (down 71.6%) and Airlines (down 70.6%).

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

Broad-based product categories in which a majority of ads are gay-specific include: Phone Services/Personals (93.7%), Travel (92.5%), Gay-Oriented Media (88.3%), Events (84.5%), Eat and Drink (74.3%), Health/Fitness/Grooming (71.1%), Classifieds (69.2%) and Arts & Entertainment (51.1%).

Categories with the smallest proportions of gay-specific advertising are Home (12.2%) and Automotive (12.4%), but even these categories are growing.

Since 2005, the proportion of gay-specific ads for Beverage Alcohol has grown 1,209.4%. Other large increases are noted in the Home category (up 139.2%), the Automotive category (up 55.0%), and the Classifieds (up 22.7%).

Altogether, nine categories reflect declines. Financial Services is the largest of these (down 43.8%), followed by Real Estate (-34.0%). Other notable losses are in Professional Services (down 18.3%) and Services/Non-Medical (down 14.3%).

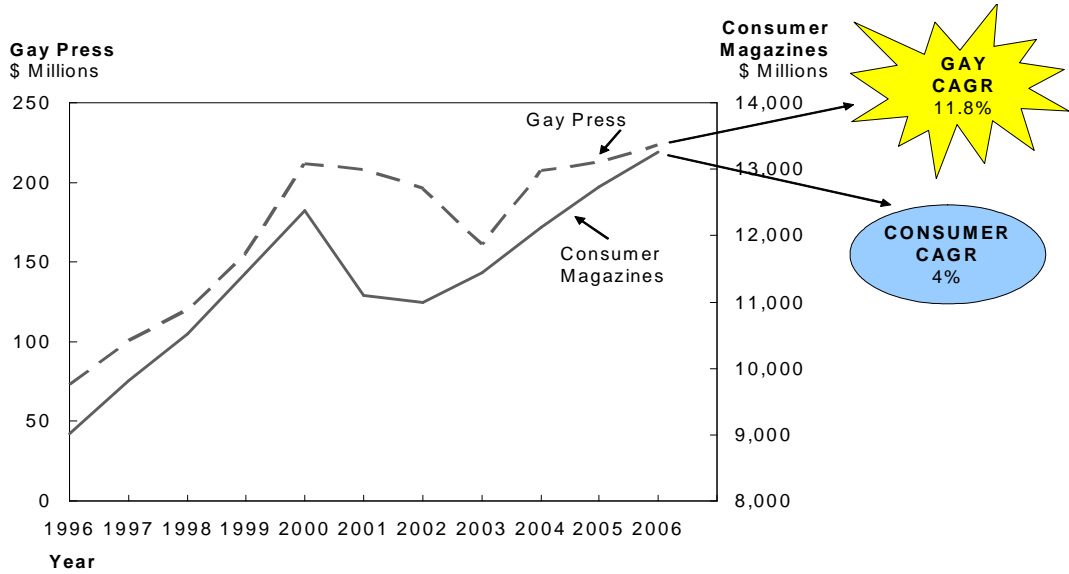
**APPENDIX**

<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	13,251.0	4.1

Source: Consumer magazine numbers are from Veronis Suhler Stevenson and represent actual expenditures except for 2006, which is a projection.

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

**Growth In Ad Spending – Gay Press Report vs. Consumer Magazines**  
**(Compound Annual Growth Rate 1996-2006)**



<b><i>Number of Issues Analyzed by Type of Publication</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Issues Analyzed</b>	<b>311</b>	<b>100%</b>	<b>318</b>	<b>100%</b>	<b>2.3</b>
Local Newspapers	159	51.1	165	52.0	3.8
Local Magazines	89	28.6	70	22.0	-21.3
Entertainment Guides	44	14.2	60	18.9	36.4
National Magazines	16	5.2	19	5.9	18.8
Family Magazines	2	0.6	1	0.3	-50.0
Resource Guides	1	0.3	3	0.9	200.0

<b><i>Circulation by Type of Publication</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Circulation</b>	<b>3,420,555</b>	<b>100%</b>	<b>3,777,488</b>	<b>100.0</b>	<b>10.4</b>
Local Newspapers	970,855	28.4	1,210,175	32.0	24.7
Local Magazines	1,185,400	34.7	890,500	23.6	-24.9
Entertainment Guides	395,500	11.5	408,438	10.8	3.3
National Magazines	822,800	24.0	1,190,875	31.6	44.7
Family Magazines	16,000	0.5	12,500	0.3	-21.9
Resource Guides	30,000	0.9	65,000	1.7	116.7

\* Beginning with this page, all 2006 numbers have been weighted with a corrective factor of 1.25, enabling us to compare 2006 numbers (based on four Fridays) to 2005 numbers (based on five Fridays). See methodology section of the Gay Press Report for a full explanation.

<b><i>Number of Ads by Type of Publication</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Ads</b>	<b>31,760</b>	<b>100%</b>	<b>30,654</b>	<b>100.0</b>	<b>-3.5</b>
Local Newspapers	17,950	56.5	16,074	52.4	-10.5
Local Magazines	7,842	24.7	6,652	21.7	-15.2
Entertainment Guides	5,157	16.3	5,909	19.3	14.6
National Magazines	548	1.7	1,720	5.6	213.9
Family Magazines	104	0.3	30	0.1	-71.2
Resource Guides	159	0.5	269	0.9	69.2

<b><i>Number of Ad Pages by Type of Publication (continued)</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Ad Pages</b>	<b>20,861</b>	<b>100%</b>	<b>20,455</b>	<b>100.0</b>	<b>-1.9</b>
Local Newspapers	11,143	53.4	10,474	51.2	-6.0
Local Magazines	5,892	28.3	4,466	21.8	-24.2
Entertainment Guides	3,152	15.1	4,383	21.4	39.1
National Magazines	487	2.3	933	4.6	91.6
Family Magazines	82	0.4	12	0.1	-85.4
Resource Guides	105	0.5	187	0.9	78.1

<b>Number of Ads by Category</b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Number of Ads</b>	<b>31,760</b>	<b>100%</b>	<b>30,654</b>	<b>100%</b>	<b>-3.5</b>
<b>Real Estate</b>	<b>3,487</b>	<b>11.0</b>	<b>3,555</b>	<b>11.6</b>	<b>2.0</b>
<b>Financial Services</b>	<b>838</b>	<b>2.6</b>	<b>994</b>	<b>3.2</b>	<b>18.6</b>
Viaticals	73	0.2	52	0.1	-28.8
Mortgages	270	0.8	395	1.3	46.3
Banks	50	0.2	58	0.2	16.0
Insurance	271	0.9	264	0.9	-2.6
Investments	167	0.5	219	0.7	31.1
Credit Cards	7	*	6	*	-14.3
<b>Health/Fitness/Grooming</b>	<b>2,390</b>	<b>7.5</b>	<b>2,174</b>	<b>7.1</b>	<b>-9.0</b>
Fitness/Health	1,907	6.0	1,613	5.3	-15.4
Cosmetics	449	1.4	511	1.7	13.8
Hair Growth	0	0	12	*	0
Vitamins	34	0.1	38	0.1	11.8
<b>Medical/Health-Related</b>	<b>1,441</b>	<b>4.5</b>	<b>1,622</b>	<b>5.3</b>	<b>12.6</b>
Pharmaceuticals	239	0.7	317	1.0	32.6
Medical – HIV	434	1.4	424	1.4	-2.3
Medical – Non-HIV	768	2.4	861	2.8	12.1
Helpline	0	0	20	0.1	0
<b>Arts &amp; Entertainment</b>	<b>2,496</b>	<b>7.9</b>	<b>2,033</b>	<b>6.6</b>	<b>-18.5</b>
Theater/Dance	934	2.9	760	2.5	-18.6
Movies/Video	631	2.0	707	2.3	12.0
Records/CDs/Concerts	382	1.2	199	0.6	-47.9
Books/Bookstores	207	0.7	171	0.6	-17.4
Sports	88	0.3	91	0.3	3.4
Comedy	52	0.2	35	0.1	-32.7
TV/Cable	168	0.5	36	0.1	-78.6
Radio	34	0.1	34	0.1	0
<b>Travel</b>	<b>1,775</b>	<b>5.6</b>	<b>1,928</b>	<b>6.2</b>	<b>8.6</b>
Hotels/Resorts	804	2.5	965	3.1	20.0
Destinations	361	1.2	533	1.7	47.6
Travel Agents	574	1.8	419	1.4	-27.0
Airlines	34	0.1	10	*	-70.6
Rental Cars	2	*	1	*	-50.0
<b>Eat and Drink</b>	<b>4,667</b>	<b>14.7</b>	<b>4,725</b>	<b>15.4</b>	<b>1.2</b>
Bars & Clubs	3,239	10.2	3,306	10.8	2.1
Restaurants	1,428	4.5	1,419	4.6	-0.6

<b>Number of Ads by Category (continued)</b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Number of Ads</b>	<b>31,760</b>	<b>100%</b>	<b>30,654</b>	<b>100%</b>	<b>-3.5</b>
<b>Events</b>	<b>407</b>	<b>1.3</b>	<b>600</b>	<b>2.0</b>	<b>47.4</b>
Gay Events/Meetings	338	1.1	380	1.2	12.4
Regular Events/Entertainment	67	0.2	19	0.1	-71.6
AIDS Events/Fundraisers	2	*	201	0.7	9,950.0
<b>Retail</b>	<b>1,617</b>	<b>5.1</b>	<b>1,915</b>	<b>6.3</b>	<b>18.4</b>
Retail Products & Services	1,371	4.3	1,780	5.8	29.8
Food & Markets	110	0.4	85	0.3	-22.7
Electronics	136	0.4	50	0.2	-63.2
<b>Home</b>	<b>828</b>	<b>2.6</b>	<b>771</b>	<b>2.5</b>	<b>-6.9</b>
Home Furnishings/Décor	647	2.0	557	1.8	-13.9
Florists/Nurseries	181	0.6	214	0.7	18.2
<b>Fashion &amp; Accessories</b>	<b>634</b>	<b>2.0</b>	<b>741</b>	<b>2.4</b>	<b>16.9</b>
Fashion/Clothing	407	1.3	496	1.6	21.9
Jewelry	227	0.7	245	0.8	7.9
<b>Beverage Alcohol</b>	<b>136</b>	<b>0.4</b>	<b>185</b>	<b>0.6</b>	<b>36.0</b>
Liquor – Non-Beer	71	0.2	82	0.3	15.5
Beer	65	0.2	103	0.3	58.5
<b>Gay-Oriented Media</b>	<b>591</b>	<b>1.9</b>	<b>154</b>	<b>0.5</b>	<b>-73.9</b>
Gay Magazines	141	0.5	33	0.1	-76.6
Gay Internet Sites	450	1.4	121	0.4	-73.1
<b>Automotive</b>	<b>589</b>	<b>1.9</b>	<b>557</b>	<b>1.8</b>	<b>-5.4</b>
Dealers	331	1.1	267	0.9	-19.3
Manufacturers	258	0.8	290	0.9	12.4
<b>Professional Services (small space ads)</b>	<b>1,517</b>	<b>4.8</b>	<b>1,956</b>	<b>6.4</b>	<b>28.9</b>
<b>Services/Non-Medical</b>	<b>4,059</b>	<b>12.8</b>	<b>3,069</b>	<b>10.0</b>	<b>-24.4</b>
<b>Phone Services/Personals</b>	<b>2,363</b>	<b>7.4</b>	<b>1,904</b>	<b>6.2</b>	<b>-19.4</b>
<b>Classifieds</b>	<b>647</b>	<b>2.0</b>	<b>891</b>	<b>2.9</b>	<b>37.7</b>
<b>Other</b>	<b>1,278</b>	<b>4.0</b>	<b>880</b>	<b>3.0</b>	<b>-31.1</b>
Recruiting/Jobs	365	1.1	179	0.6	-51.0
Church	475	1.5	300	1.0	-36.8
Pets & Vets	220	0.7	213	0.7	-3.2
Funeral Services	36	0.1	21	0.1	-41.7
Tobacco	65	0.2	26	0.1	-60.0
Politics	100	0.3	107	0.4	7.0
Long Distance/Cellular	17	0.1	30	0.1	76.5
Magazines (non-gay)	0	0	4	*	0

<b>Number of Ads by Category – Changes 2005-2006</b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Notable Increases</b>					
Events	407	1.3	600	2.0	47.4
Classifieds	647	2.0	891	2.9	37.7
Beverage Alcohol	136	0.4	185	0.6	36.0
Professional Services/Small Space Ads	1,517	4.8	1,956	6.4	28.9
Financial Services	838	2.6	994	3.2	18.6
Retail	1,617	5.1	1,915	6.3	18.4
Fashion & Accessories	634	2.0	741	2.4	16.9
Medical/Health-Related	1,441	4.5	1,622	5.3	12.6
<b>About the Same</b>					
Travel	1,775	5.6	1,928	6.2	8.6
Real Estate	3,487	11.0	3,555	11.6	2.0
Eat and Drink	4,667	14.7	4,725	15.4	1.2
Automotive	589	1.9	557	1.8	-5.4
Home	828	2.6	771	2.5	-6.9
Health/Fitness/Grooming	2,390	7.5	2,174	7.1	-9.0
<b>Notable Decreases</b>					
Arts & Entertainment	2,496	7.9	2,033	6.6	-18.5
Phone Services/Personals	2,363	7.4	1,904	6.2	-19.4
Services/Non-Medical	4,059	12.8	3,069	10.0	-24.4
Gay-Oriented Media	591	1.9	154	0.5	-73.9

<b>Number of Ads by Individual Items – Changes 2005-2006</b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Notable Increases</b>					
AIDS Events/Fundraisers	2	*	201	0.7	9,950.0
Long Distance/Cellular	17	0.1	30	0.1	76.5
Beer	65	0.2	103	0.3	58.5
Travel Destinations	361	1.2	533	1.7	47.6
Mortgages	270	0.8	395	1.3	46.3
Pharmaceuticals	239	0.7	317	1.0	32.6
Investments	167	0.5	219	0.7	31.1
Retail Products & Services	1,371	4.3	1,780	5.8	29.8
Fashion/Clothing	407	1.3	496	1.6	21.9
Hotels/Resorts	804	2.5	965	3.1	20.0
Florists/Nurseries	181	0.6	214	0.7	18.2
Liquor – Non-Beer	71	0.2	82	0.3	15.5
Banks	50	0.2	58	0.2	16.0
Cosmetics	449	1.4	511	1.7	13.8
Gay Events/Meetings	338	1.1	380	1.2	12.4
Automobile Manufacturers	258	0.8	290	0.9	12.4
Medical – Non-HIV	768	2.4	861	2.8	12.1
Movies/Video	631	2.0	707	2.3	12.0
Vitamins	34	0.1	38	0.1	11.8
Helpline	0	0	20	0.1	0
Hair Growth	0	0	12	*	0
Magazines (non-gay)	0	0	4	*	0
<b>About the Same</b>					
Jewelry	227	0.7	245	0.8	7.9
Politics	100	0.3	107	0.4	7.0
Sports	88	0.3	91	0.3	3.4
Bars & Clubs	3,239	10.2	3,306	10.8	2.1
Radio	34	0.1	34	0.1	0
Restaurants	1,428	4.5	1,419	4.6	-0.6
Medical – HIV	434	1.4	424	1.4	-2.3
Insurance	271	0.9	264	0.9	-2.6
Pets & Vets	220	0.7	213	0.7	-3.2

<b><i>Number of Ads by Individual Items – Changes 2005-2006</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Notable Decreases</b>					
Home Furnishings/Décor	647	2.0	557	1.8	-13.9
Credit Cards	7	*	6	*	-14.3
Fitness/Health	1,907	6.0	1,613	5.3	-15.4
Books/Bookstores	207	0.7	171	0.6	-17.4
Theater/Dance	934	2.9	760	2.5	-18.6
Automobile Dealers	331	1.1	267	0.9	-19.3
Food & Markets	110	0.4	85	0.3	-22.7
Travel Agents	574	1.8	419	1.4	-27.0
Viaticals	73	0.2	52	0.1	-28.8
Comedy	52	0.2	35	0.1	-32.7
Church	475	1.5	300	1.0	-36.8
Funeral Services	36	0.1	21	0.1	-41.7
Records/CDs/Concerts	382	1.2	199	0.6	-47.9
Rental Cars	2	*	1	*	-50.0
Recruiting/Jobs	365	1.1	179	0.6	-51.0
Tobacco	65	0.2	26	0.1	-60.0
Electronics	136	0.4	50	0.2	-63.2
Airlines	34	0.1	10	*	-70.6
Regular Events/Entertainment	67	0.2	19	0.1	-71.6
Gay Internet Sites	450	1.4	121	0.4	-73.1
Gay Magazines	141	0.5	33	0.1	-76.6
TV/Cable	168	0.5	36	0.1	-78.6

<i>Number of Ads by Category by Type of Publication</i>					
	2005		2006		Change in # 2005-2006
	#	%	#	%	
<b>Local Newspapers</b>	<b>17,950</b>	<b>100%</b>	<b>16,074</b>	<b>100%</b>	<b>-10.5</b>
Real Estate	2,409	13.4	2,253	14.0	-6.5
Services/Non-Medical	2,691	15.0	1,966	12.2	-26.9
Eat and Drink	1,901	10.6	1,774	11.0	-6.7
Professional Services (small space)	1,041	5.8	1,440	9.0	38.4
Arts & Entertainment	1,524	8.5	1,220	7.6	-19.9
Retail	870	4.8	977	6.1	12.3
Phone Services/Personals	1,134	6.3	974	6.1	-14.1
Medical/Health-Related	1,006	5.6	919	5.7	-8.6
Travel	865	4.8	854	5.3	-1.3
Health/Fitness/Grooming	1,049	5.8	692	4.3	-34.0
Classifieds	373	2.1	475	3.0	27.3
Home	481	2.7	429	2.7	-10.8
Events	242	1.4	410	2.6	69.4
Financial Services	482	2.7	409	2.5	-15.1
Automotive	420	2.3	406	2.5	-3.3
Fashion & Accessories	282	1.6	180	1.1	-36.2
Beverage Alcohol	70	0.4	64	0.4	-8.6
Gay-Oriented Media	225	1.3	31	0.2	-86.2
Other	885	4.9	601	3.7	-32.1
<b>Local Magazines</b>	<b>7,842</b>	<b>100%</b>	<b>6,652</b>	<b>100%</b>	<b>-15.2</b>
Eat and Drink	1,390	17.7	783	11.8	-43.7
Real Estate	720	9.2	758	11.4	5.3
Health/Fitness/Grooming	656	8.4	659	9.9	0.5
Services/Non-Medical	974	12.4	584	8.8	-40.0
Retail	506	6.5	522	7.9	3.2
Professional Services (small space)	377	4.8	469	7.0	24.4
Medical/Health-Related	267	3.4	397	6.0	48.7
Travel	490	6.2	385	5.8	-21.4
Financial Services	308	3.9	384	5.8	24.7
Arts & Entertainment	490	6.2	337	5.1	-31.2
Fashion & Accessories	162	2.1	250	3.7	54.3
Classifieds	143	1.8	232	3.5	62.2
Phone Services/Personals	373	4.8	215	3.2	-42.4
Home	296	3.8	182	2.7	-38.5
Automotive	121	1.6	99	1.5	-18.2
Events	103	1.3	92	1.4	-10.7
Beverage Alcohol	40	0.5	55	0.8	37.5
Gay-Oriented Media	191	2.4	49	0.7	-74.3
Other	235	3.0	200	3.0	-14.9

<b><i>Number of Ads by Category by Type of Publication (continued)</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Entertainment Guides</b>	<b>5,157</b>	<b>100%</b>	<b>5,909</b>	<b>100%</b>	<b>14.6</b>
Eat & Drink	1,243	24.1	1,948	33.0	56.7
Health/Fitness/Grooming	659	12.8	701	11.9	6.4
Phone Services/Personals	844	16.4	684	11.6	-19.0
Real Estate	344	6.7	515	8.7	49.7
Travel	241	4.7	360	6.1	49.4
Arts & Entertainment	377	7.3	359	6.1	-4.8
Retail	185	3.6	290	4.9	56.8
Medical/Health Related	152	2.9	199	3.4	30.9
Classifieds	112	2.2	166	2.8	48.2
Services/Non-Medical	344	6.7	151	2.6	-56.1
Fashion & Accessories	131	2.5	135	2.3	3.1
Events	46	0.9	74	1.2	60.9
Financial Services	31	0.6	60	1.0	93.5
Professional Services (small space)	97	1.9	47	0.8	48.5
Home	41	0.8	47	0.8	14.6
Automotive	32	0.6	44	0.7	37.5
Beverage Alcohol	16	0.3	44	0.7	175.0
Gay-Oriented Media	120	2.3	22	0.4	-81.7
Other	142	2.7	63	1.0	-55.6
<b>National Magazines</b>	<b>548</b>	<b>100%</b>	<b>1,720</b>	<b>100%</b>	<b>213.9</b>
Services/Non-Medical	20	3.6	341	19.8	1,605.0
Travel	134	24.4	241	14.0	79.9
Fashion & Accessories	54	9.8	175	10.2	224.1
Financial Services	14	2.6	141	8.2	907.1
Eat and Drink	47	8.6	129	7.5	174.5
Retail	46	8.4	110	6.4	139.1
Home	7	1.3	110	6.4	1,471.4
Medical/Health-Related	14	2.6	106	6.2	657.1
Arts & Entertainment	80	14.6	100	5.8	25.0
Health/Fitness/Grooming	5	0.9	90	5.2	1,700.0
Gay-Oriented Media	51	9.3	50	2.9	-2.0
Real Estate	11	2.0	28	1.6	154.5
Phone Services/Personals	8	1.5	28	1.6	250.0
Beverage Alcohol	10	1.8	22	1.3	120.0
Events	12	2.2	20	1.2	66.7
Classifieds	10	1.8	8	0.4	-20.0
Automotive	14	2.6	6	0.4	-57.1
Professional Services (small space)	2	0.4	0	0	0
Other	9	1.6	15	0.9	66.7

<b><i>Number of Ads by Category by Type of Publication (continued)</i></b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Family Magazines</b>	<b>104</b>	<b>100%</b>	<b>30</b>	<b>100%</b>	<b>-71.2</b>
Services/Non-Medical	30	28.8	27	87.4	-10.0
Arts & Entertainment	13	12.5	1	4.2	-92.3
Retail	5	4.8	1	4.2	-80.0
Medical/Health-Related	2	1.9	1	4.2	-50.0
Eat and Drink	22	21.2	0	0	0
Events	4	3.8	0	0	0
Fashion & Accessories	4	3.8	0	0	0
Home	3	2.9	0	0	0
Real Estate	3	2.9	0	0	0
Health/Fitness/Grooming	3	2.9	0	0	0
Financial Services	3	2.9	0	0	0
Gay-Oriented Media	3	2.9	0	0	0
Automotive	2	1.9	0	0	0
Travel	0	0	0	0	0
Beverage Alcohol	0	0	0	0	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	6.7	0	0	0
<b>Resource Guides</b>	<b>159</b>	<b>100%</b>	<b>269</b>	<b>100%</b>	<b>69.2</b>
Eat and Drink	64	40.3	92	34.4	43.8
Travel	45	28.3	88	32.6	95.6
Health/Fitness/Grooming	18	11.3	31	11.6	72.2
Arts & Entertainment	12	7.6	15	5.6	25.0
Retail	5	3.1	16	5.1	220.0
Classifieds	9	5.7	10	3.7	11.1
Phone Services/Personals	4	2.5	4	1.4	0
Events	0	0	4	1.4	0
Real Estate	0	0	2	0.9	0
Home	0	0	2	0.9	0
Automotive	0	0	2	0.9	0
Fashion & Accessories	1	0.6	1	0.5	0
Gay-Oriented Media	1	0.6	1	0.5	0
Services/Non-Medical	0	0	0	0	0
Professional Services (small space)	0	0	0	0	0
Financial Services	0	0	0	0	0
Beverage Alcohol	0	0	0	0	0
Medical/Health-Related	0	0	0	0	0
Other	0	0	1	0.5	0

<i>Number of Ad Pages by Category</i>					
	2005		2006		Change in # 2005-2006
	#	%	#	%	
<b>Total Number of Pages</b>	<b>20,861</b>	<b>100%</b>	<b>20,455</b>	<b>100%</b>	<b>-1.9</b>
<b>Real Estate</b>	<b>1,753</b>	<b>8.4</b>	<b>2,179</b>	<b>10.7</b>	<b>24.3</b>
<b>Financial Services</b>	<b>680</b>	<b>3.2</b>	<b>736</b>	<b>3.5</b>	<b>8.2</b>
Viaticals	45	0.2	45	0.2	0
Mortgages	239	1.1	278	1.4	16.3
Banks	40	0.2	46	0.2	15.0
Insurance	192	0.9	187	0.9	-2.6
Investments	157	0.8	174	0.8	10.8
Credit Cards	7	*	6	*	-14.3
<b>Health/Fitness/Grooming</b>	<b>1,228</b>	<b>5.9</b>	<b>1,116</b>	<b>5.5</b>	<b>-9.1</b>
Fitness/Health	795	3.8	712	3.5	-10.4
Cosmetic	399	1.9	355	1.7	-11.0
Hair Growth	0	0	13	0.1	0
Vitamins	34	0.2	36	0.2	5.9
<b>Medical/Health-Related</b>	<b>1,030</b>	<b>4.9</b>	<b>1,219</b>	<b>6.0</b>	<b>18.3</b>
Pharmaceuticals	121	0.6	259	1.3	114.0
Medical – HIV	297	1.4	319	1.6	7.4
Medical – Non-HIV	612	2.9	621	3.0	1.5
Helpline	0	0	20	0.1	0
<b>Arts &amp; Entertainment</b>	<b>1,931</b>	<b>9.3</b>	<b>1,724</b>	<b>8.4</b>	<b>-10.7</b>
Theater/Dance	652	3.1	599	2.9	-8.1
Movies/Video	520	2.5	579	2.8	11.3
Records/CDs/Concerts	251	1.2	190	0.9	-24.3
Books/Bookstores	184	0.9	163	0.8	-11.4
Sports	81	0.4	91	0.4	12.3
Comedy	47	0.2	35	0.2	-25.5
TV/Cable	162	0.8	36	0.2	-77.8
Radio	34	0.2	31	0.2	-8.8
<b>Travel</b>	<b>1,355</b>	<b>6.5</b>	<b>1,283</b>	<b>6.3</b>	<b>-5.3</b>
Hotels/Resorts	546	2.6	505	2.5	-7.5
Destinations	312	1.5	474	2.3	51.9
Travel Agents	461	2.2	293	1.4	-36.4
Airlines	34	0.2	10	0.1	-70.6
Rental Cars	2	*	1	*	-50.0
<b>Eat and Drink</b>	<b>3,648</b>	<b>17.5</b>	<b>3,638</b>	<b>17.8</b>	<b>-0.3</b>
Bars & Clubs	2,689	12.9	2,868	14.0	6.7
Restaurants	959	4.6	770	3.8	-19.7

<i>Number of Ad Pages by Category (continued)</i>					
	2005		2006		Change in # 2005-2006
	#	%	#	%	
<b>Total Number of Pages</b>	<b>20,861</b>	<b>100%</b>	<b>20,455</b>	<b>100%</b>	<b>-1.9</b>
<b>Events</b>	<b>353</b>	<b>1.7</b>	<b>436</b>	<b>2.6</b>	<b>51.8</b>
Gay Events/Meetings	294	1.4	346	1.7	17.7
Regular Events/Entertainment	57	0.3	19	0.1	-66.7
AIDS Events/Fundraisers	2	*	171	0.8	8,450.0
<b>Retail</b>	<b>1,347</b>	<b>6.4</b>	<b>1,408</b>	<b>6.9</b>	<b>4.5</b>
Retail Products & Services	1,155	5.5	1,283	6.3	11.1
Food & Markets	86	0.4	75	0.4	-12.8
Electronics	106	0.5	50	0.2	-52.8
<b>Home</b>	<b>724</b>	<b>3.5</b>	<b>649</b>	<b>3.1</b>	<b>-10.4</b>
Home Furnishings/Décor	565	2.7	475	2.3	-15.9
Florists/Nurseries	159	0.8	174	0.8	9.4
<b>Fashion &amp; Accessories</b>	<b>508</b>	<b>2.4</b>	<b>611</b>	<b>3.0</b>	<b>20.3</b>
Fashion/Clothing	300	1.4	425	2.1	41.7
Jewelry	208	1.0	186	0.9	-10.6
<b>Beverage Alcohol</b>	<b>129</b>	<b>0.6</b>	<b>176</b>	<b>0.9</b>	<b>36.4</b>
Liquor – Non-Beer	66	0.3	79	0.4	19.7
Beer	63	0.3	97	0.5	54.0
<b>Gay-Oriented Media</b>	<b>497</b>	<b>2.4</b>	<b>141</b>	<b>0.7</b>	<b>-71.6</b>
Gay Magazines	126	0.6	32	0.2	-74.6
Gay Internet Sites	371	1.8	109	0.5	-70.6
<b>Automotive</b>	<b>524</b>	<b>2.5</b>	<b>506</b>	<b>2.5</b>	<b>-3.4</b>
Dealers	302	1.4	244	1.2	-19.2
Manufacturers	222	1.1	262	1.3	18.0
<b>Professional Services (small space ads)</b>	<b>326</b>	<b>1.6</b>	<b>394</b>	<b>1.9</b>	<b>20.9</b>
<b>Services/Non-Medical</b>	<b>2,328</b>	<b>11.2</b>	<b>1,716</b>	<b>8.4</b>	<b>-26.3</b>
<b>Phone Services/Personals</b>	<b>1,020</b>	<b>4.9</b>	<b>976</b>	<b>4.8</b>	<b>-4.3</b>
<b>Classifieds</b>	<b>564</b>	<b>2.7</b>	<b>756</b>	<b>3.7</b>	<b>34.0</b>
<b>Other</b>	<b>916</b>	<b>4.4</b>	<b>691</b>	<b>3.3</b>	<b>-24.6</b>
Recruiting/Jobs	276	1.3	149	0.8	-46.0
Church	262	1.3	214	1.0	-18.3
Pets & Vets	185	0.9	176	0.9	-4.9
Funeral Services	34	0.2	21	0.1	-38.2
Tobacco	50	0.2	26	0.1	-48.0
Politics	92	0.4	71	0.3	-22.0
Long Distance/Cellular	17	0.1	30	0.1	76.5
Magazines (non-gay)	0	0	4	*	0

<i>Percent of Gay-Specific Ads by Type of Publication</i>					
	2005		2006		Change % 2005-2006
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>15,987</b>	<b>50.3</b>	<b>14,910</b>	<b>48.6</b>	<b>-3.4</b>
Resource Guides	156	98.1	238	88.4	-9.9
Entertainment Guides	3,413	66.2	4,216	71.4	7.9
National Magazines	406	74.1	858	49.9	-32.7
Local Magazines	3,838	48.9	2,966	44.6	-8.8
Local Newspapers	8,142	45.4	6,621	41.2	-9.3
Family Magazines	32	30.8	11	37.5	21.8

<i>Number of Gay-Specific Ads by Type of Publication</i>					
	2005		2006		Change in # 2005-2006
	#	%	#	%	
<b>Total Gay-Specific Ads</b>	<b>15,987</b>	<b>100%</b>	<b>14,910</b>	<b>100%</b>	<b>-6.7</b>
Local Newspapers	8,142	50.9	6,621	44.4	-18.7
Entertainment Guides	3,413	21.4	4,216	28.3	23.5
Local Magazines	3,838	24.0	2,966	19.9	-22.7
National Magazines	406	2.5	858	5.7	111.3
Resource Guides	156	1.0	238	1.6	52.6
Family Magazines	32	0.2	11	0.1	-65.6

<b>Number of Gay-Specific Ads by Category</b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Number of Ads</b>	<b>15,987</b>	<b>100%</b>	<b>14,910</b>	<b>100%</b>	<b>-6.7</b>
<b>Real Estate</b>	<b>687</b>	<b>4.3</b>	<b>462</b>	<b>3.1</b>	<b>-32.8</b>
<b>Financial Services</b>	<b>197</b>	<b>1.2</b>	<b>131</b>	<b>0.9</b>	<b>-33.5</b>
Viaticals	3	*	14	0.1	366.7
Mortgages	56	0.4	46	0.3	-17.9
Banks	7	*	2	*	-71.4
Insurance	79	0.5	40	0.3	-49.4
Investments	52	0.3	23	0.2	-55.8
Credit Cards	0	0	6	*	0
<b>Health/Fitness/Grooming</b>	<b>1,806</b>	<b>11.3</b>	<b>1,545</b>	<b>10.4</b>	<b>-14.5</b>
Fitness/Health	1,676	10.5	1,431	9.6	-14.6
Cosmetics	128	0.8	114	0.8	-11.0
Hair Growth	0	0	0	0	0
Vitamins	2	*	0	0	0
<b>Medical/Health-Related</b>	<b>312</b>	<b>2.0</b>	<b>324</b>	<b>2.2</b>	<b>3.8</b>
Pharmaceuticals	8	0.1	35	0.2	337.5
Medical – HIV	217	1.4	195	1.3	-10.1
Medical – Non-HIV	87	0.5	80	0.5	-8.0
Helpline	0	0	14	0.1	0
<b>Arts &amp; Entertainment</b>	<b>1,293</b>	<b>8.0</b>	<b>1,039</b>	<b>7.0</b>	<b>-19.6</b>
Theater/Dance	290	1.8	251	1.7	-13.4
Movies/Video	477	3.0	402	2.7	-15.7
Records/CDs/Concerts	129	0.8	105	0.7	-18.6
Books/Bookstores	150	0.9	144	1.0	-4.0
Sports	33	0.2	74	0.5	124.2
Comedy	48	0.3	25	0.2	-47.9
TV/Cable	147	0.9	19	0.1	-87.1
Radio	19	0.1	19	0.1	0
<b>Travel</b>	<b>1,546</b>	<b>9.7</b>	<b>1,783</b>	<b>12.0</b>	<b>15.3</b>
Hotels/Resorts	687	4.3	884	5.9	28.7
Destinations	303	1.9	494	3.3	63.0
Travel Agents	530	3.3	396	2.7	-25.3
Airlines	24	0.2	8	0.1	-67.0
Rental Cars	2	*	1	*	-50.0
<b>Eat and Drink</b>	<b>3,290</b>	<b>20.6</b>	<b>3,509</b>	<b>23.5</b>	<b>6.7</b>
Bars & Clubs	2,986	18.7	3,210	21.5	7.5
Restaurants	304	1.9	299	2.0	-1.6

<i>Number of Gay-Specific Ads by Category (continued)</i>					
	2005		2006		Change in # 2005-2006
	#	%	#	%	
<b>Total Number of Ads</b>	<b>15,987</b>	<b>100%</b>	<b>14,910</b>	<b>100%</b>	<b>-6.7</b>
<b>Events</b>	<b>316</b>	<b>2.0</b>	<b>507</b>	<b>3.4</b>	<b>60.4</b>
Gay Events/Meetings	312	2.0	367	2.5	17.6
Regular Events/Entertainment	4	*	0	0	0
AIDS Events/Fundraisers	0	0	140	0.9	0
<b>Retail</b>	<b>487</b>	<b>3.0</b>	<b>635</b>	<b>4.3</b>	<b>30.4</b>
Retail Products & Services	436	2.7	622	4.2	42.7
Food & Markets	15	0.1	4	*	-73.3
Electronics	36	0.2	9	0.1	-75.0
<b>Home</b>	<b>42</b>	<b>0.3</b>	<b>94</b>	<b>0.6</b>	<b>113.8</b>
Home Furnishings/Décor	27	0.2	88	0.6	225.9
Florists/Nurseries	15	0.1	6	*	-60.0
<b>Fashion &amp; Accessories</b>	<b>254</b>	<b>1.6</b>	<b>272</b>	<b>1.8</b>	<b>7.1</b>
Fashion/Clothing	212	1.3	240	1.6	13.2
Jewelry	42	0.3	32	0.2	-23.8
<b>Beverage Alcohol</b>	<b>26</b>	<b>0.2</b>	<b>78</b>	<b>0.5</b>	<b>200.0</b>
Liquor – Non-Beer	4	*	15	0.1	275.0
Beer	22	0.1	63	0.4	186.4
<b>Gay-Oriented Media</b>	<b>471</b>	<b>2.9</b>	<b>136</b>	<b>0.9</b>	<b>-71.1</b>
Gay Magazines	136	0.8	32	0.2	-76.5
Gay Internet Sites	335	2.1	104	0.7	-69.0
<b>Automotive</b>	<b>47</b>	<b>0.3</b>	<b>69</b>	<b>0.5</b>	<b>46.8</b>
Dealers	32	0.2	50	0.3	56.3
Manufacturers	15	0.1	19	0.1	26.7
<b>Professional Services (small space ads)</b>	<b>679</b>	<b>4.2</b>	<b>716</b>	<b>4.8</b>	<b>5.4</b>
<b>Services/Non-Medical</b>	<b>1,332</b>	<b>8.3</b>	<b>863</b>	<b>5.8</b>	<b>-35.2</b>
<b>Phone Services/Personals</b>	<b>2,247</b>	<b>14.1</b>	<b>1,784</b>	<b>12.0</b>	<b>-20.6</b>
<b>Classifieds</b>	<b>365</b>	<b>2.3</b>	<b>617</b>	<b>4.1</b>	<b>69.0</b>
<b>Other</b>	<b>590</b>	<b>3.7</b>	<b>346</b>	<b>2.3</b>	<b>-41.4</b>
Recruiting/Jobs	220	1.4	125	0.8	-43.2
Church	339	2.1	196	1.3	-42.2
Pets & Vets	5	*	5	*	0
Funeral Services	5	*	4	*	-20.0
Tobacco	4	*	4	*	0
Politics	11	0.1	6	*	-45.5
Long Distance/Cellular	6	0.1	6	*	0
Magazines (non-gay)	0	0	0	0	0

<b>Percent of Gay-Specific Ads by Category</b>					
	<b>2005</b>		<b>2006</b>		<b>Change % 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Gay-Specific Ads</b>	<b>15,987</b>	<b>50.3%</b>	<b>14,910</b>	<b>48.6%</b>	<b>-3.4%</b>
Phone Services/Personals	2,247	95.1	1,784	93.7	-1.5
Travel	1,546	87.1	1,783	92.5	6.2
Gay-Oriented Media	471	79.7	136	88.3	10.8
Events	316	77.6	507	84.5	8.9
Eat and Drink	3,290	70.5	3,509	74.3	5.4
Health/Fitness/Grooming	1,806	75.6	1,545	71.1	-6.0
Classifieds	365	56.4	617	69.2	22.7
Arts & Entertainment	1,293	51.8	1,039	51.1	-1.4
Beverage Alcohol	26	19.1	78	42.2	1,209.4
Fashion & Accessories	254	40.1	272	36.7	-8.5
Professional Services/Small Space Ads	679	44.8	716	36.6	-18.3
Retail	487	30.1	635	33.2	10.3
Services/Non-Medical	1,332	32.8	863	28.1	-14.3
Medical/Health-Related	312	21.7	324	20.0	-7.8
Financial Services	197	23.5	131	13.2	-43.8
Real Estate	687	19.7	462	13.0	-34.0
Automotive	47	8.0	69	12.4	55.0
Home	42	5.1	94	12.2	139.2

<i>Number of Gay-Specific Ad Pages</i>					
	2005		2006		Change in # 2005-2006
	#	%	#	%	
<b>Total Number of Pages</b>	<b>10,136</b>	<b>100%</b>	<b>10,518</b>	<b>100%</b>	<b>3.8</b>
<b>Real Estate</b>	<b>320</b>	<b>3.2</b>	<b>401</b>	<b>3.8</b>	<b>25.3</b>
<b>Financial Services</b>	<b>155</b>	<b>1.5</b>	<b>129</b>	<b>1.2</b>	<b>-16.8</b>
Viaticals	3	*	14	0.1	366.7
Mortgages	50	0.5	45	0.4	-10.0
Banks	7	0.1	2	*	-71.4
Insurance	45	0.4	39	0.4	-13.3
Investments	50	0.5	23	0.2	-54.0
Credit Cards	0	0	6	0.1	0
<b>Health/Fitness/Grooming</b>	<b>687</b>	<b>6.8</b>	<b>708</b>	<b>6.7</b>	<b>3.1</b>
Fitness/Health	580	5.7	603	5.7	4.0
Cosmetic	105	1.1	105	1.0	0
Hair Growth	0	0	0	0	0
Vitamins	2	*	0	0	0
<b>Medical/Health-Related</b>	<b>190</b>	<b>1.9</b>	<b>258</b>	<b>2.4</b>	<b>35.8</b>
Pharmaceuticals	6	0.1	31	0.3	416.7
Medical – HIV	111	1.1	134	1.3	20.7
Medical – Non-HIV	73	0.7	79	0.7	8.2
Helpline	0	0	14	0.1	0
<b>Arts &amp; Entertainment</b>	<b>1,085</b>	<b>10.7</b>	<b>935</b>	<b>8.9</b>	<b>-13.8</b>
Theater/Dance	194	1.9	226	2.2	16.5
Movies/Video	389	3.8	341	3.2	-12.3
Records/CDs/Concerts	124	1.3	99	0.9	-20.2
Books/Bookstores	143	1.4	135	1.3	-5.6
Sports	31	0.3	74	0.7	138.7
Comedy	43	0.4	25	0.2	-41.9
TV/Cable	142	1.4	19	0.2	-86.6
Radio	19	0.2	16	0.2	-15.8
<b>Travel</b>	<b>1,152</b>	<b>11.3</b>	<b>1,162</b>	<b>11.1</b>	<b>0.9</b>
Hotels/Resorts	444	4.4	441	4.2	0.7
Destinations	264	2.6	442	4.2	67.4
Travel Agents	418	4.1	270	2.6	-35.4
Airlines	24	0.2	8	0.1	-66.7
Rental Cars	2	*	1	*	-50.0
<b>Eat and Drink</b>	<b>2,688</b>	<b>26.5</b>	<b>2,940</b>	<b>28.0</b>	<b>9.4</b>
Bars & Clubs	2,476	24.4	2,782	26.5	12.4
Restaurants	212	2.1	158	1.5	-25.5

<b>Number of Gay-Specific Ad Pages (continued)</b>					
	<b>2005</b>		<b>2006</b>		<b>Change in # 2005-2006</b>
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	
<b>Total Number of Ads</b>	<b>10,136</b>	<b>100%</b>	<b>10,518</b>	<b>100%</b>	<b>3.8</b>
<b>Events</b>	<b>273</b>	<b>2.7</b>	<b>451</b>	<b>4.3</b>	<b>65.2</b>
Gay Events/Meetings	271	2.7	336	3.2	24.0
Regular Events/Entertainment	2	*	0	0	0
AIDS Events/Fundraisers	0	0	115	1.1	0
<b>Retail</b>	<b>404</b>	<b>4.0</b>	<b>494</b>	<b>4.7</b>	<b>22.3</b>
Retail Products & Services	370	3.7	481	4.6	30.0
Food & Markets	15	0.1	4	*	-73.3
Electronics	19	0.2	9	0.1	-52.6
<b>Home</b>	<b>38</b>	<b>0.4</b>	<b>71</b>	<b>0.7</b>	<b>86.8</b>
Home Furnishings/Décor	26	0.3	65	0.6	150.0
Florists/Nurseries	12	0.1	6	0.1	-50.0
<b>Fashion &amp; Accessories</b>	<b>168</b>	<b>1.7</b>	<b>257</b>	<b>2.4</b>	<b>-66.1</b>
Fashion/Clothing	130	1.3	225	2.1	73.1
Jewelry	38	0.4	32	0.3	-15.8
<b>Beverage Alcohol</b>	<b>25</b>	<b>0.2</b>	<b>76</b>	<b>0.7</b>	<b>204.0</b>
Liquor – Non-Beer	4	*	15	0.1	275.0
Beer	21	0.2	61	0.6	190.5
<b>Gay-Oriented Media</b>	<b>419</b>	<b>4.1</b>	<b>124</b>	<b>1.2</b>	<b>-70.4</b>
Gay Magazines	121	1.2	33	0.3	-72.7
Gay Internet Sites	298	2.9	91	0.9	-69.5
<b>Automotive</b>	<b>44</b>	<b>0.4</b>	<b>65</b>	<b>0.6</b>	<b>47.7</b>
Dealers	30	0.3	46	0.4	53.3
Manufacturers	14	0.1	19	0.2	35.7
<b>Professional Services (small space ads)</b>	<b>142</b>	<b>1.4</b>	<b>150</b>	<b>1.4</b>	<b>5.6</b>
<b>Services/Non-Medical</b>	<b>755</b>	<b>7.4</b>	<b>599</b>	<b>5.7</b>	<b>-20.7</b>
<b>Phone Services/Personals</b>	<b>928</b>	<b>9.2</b>	<b>909</b>	<b>8.7</b>	<b>-2.0</b>
<b>Classifieds</b>	<b>311</b>	<b>3.1</b>	<b>530</b>	<b>5.0</b>	<b>70.0</b>
<b>Other</b>	<b>352</b>	<b>3.5</b>	<b>259</b>	<b>2.5</b>	<b>-26.4</b>
Recruiting/Jobs	166	1.6	95	0.9	-42.8
Church	155	1.5	139	1.3	-10.3
Pets & Vets	5	0.1	5	0.1	0
Funeral Services	5	0.1	4	*	-20.0
Tobacco	4	*	4	*	0
Politics	11	0.1	6	0.1	-45.4
Long Distance/Cellular	6	0.1	6	0.1	0
Magazines (non-gay)	0	0	0	0	0