

## Readers' Survey Highlights

- **Affluent.** Over 40% have a household income of \$100k or greater.
- **Highly Educated.** 85% have a college degree; 60% have an advanced degree (MA or PhD).
- **Traveling.** 73% of *G&LR* readers travel for pleasure at least once a year.
- **Partnered.** Over half are in a relationship; 56% are either married, partnered, or in a domestic partner/civil union relationship.
- **On the Town.** 62% eat out weekly or more, and over 50% go out to a movie on a weekly or monthly basis.
- **Responsive.** Almost 50% have responded to an ad they saw in *The G&LR*.

## TESTIMONIALS

### FROM OUR ADVERTISERS:

"The ad has resulted in a very good response from your readers."  
— Michael Derison, Author of *Native Moments*

"The *G&LR* is my preferred publication for advertising."  
— Dan Ware, *Toto Tours*

"Some of our very best customers have found us through *The G&LR*."  
— Martin & John, *Island House, Key West*

"Since I started advertising in *The G&LR* in the Sept.-Oct. issue, my site has had over 3,600 hits!"  
— Jordan Spivak

### FROM OUR READERS:

"I always read the book ads and look up some of the books and read them."  
"I often will purchase a book advertised in *The G&LR*."  
"Book ads always get my attention, as do music ads."

\* Verbatim responses from our Readers' Survey.



## WHY ADVERTISE IN *THE G&LR*?

- **Your ad will be seen by 20,000+ LGBT readers** — including many of the world travelers, avid readers, active investors, art lovers, and theater-goers of the our community.
- **Readers will act.** Over 50% report that they respond to ads they see in *The G&LR*.
- **You'll reach our loyal readers.** Many have been subscribers for 10, 15, or even 20+ years.
- **The numbers are on your side.** Circulation of about 10,000 per issue, of which over 80% are subscribers, 20% bookstore buyers and controlled distribution.
- **Target a highly educated & affluent readership.** (See Readers' Survey Highlights on adjacent panel.)
- **Be seen in the digital edition.** *The G&LR* is also available for users of the iPad, Kindle, and Nook.
- \* **Additional perks:** Social media promotions and email marketing options with any print ad(s).



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## AD RATES AND SPECS

# REACH

the discerning  
LGBT market



## PRINT SIZES & SPECS

**Full page**  
7.5" x 10"

**Half page vert.**  
3.75" x 10"

**1/4 page**  
3.75" x 5"

**Half page horiz.**  
7.5" x 5"

**Biz card**  
3.75" x 2"

### MATERIAL REQUIREMENTS

**Format:** Files in PDF preferred. Other standard formats are accepted, such as TIF and JPG.  
*For PDF files, all fonts and graphics must be embedded.*

**Resolution:** At least 300 DPI for scanned images. JPGs at least 200% final size.

**System/Color Modes:**

- For color images, use CMYK for best result. (Other systems will be converted to CMYK.)
- For B&W images, save in "grayscale" mode.

**Bleed to edges** available for full-page ads at no extra charge. Allow 1/8" beyond 8.5" x 11" live content area.

### PUBLISHING SCHEDULE

ISSUE	SPECIAL ISSUES	RESERVE BY:	COPY DUE BY:	ON SALE
Jan.-Feb.		Nov. 1	Nov. 15	Dec. 15
March-April		Jan. 1	Jan. 15	Feb. 15
May-June	<b>Pride</b>	March 1	March 15	April 15
July-Aug.		May 1	May 15	June 15
Sept.-Oct.	<b>Fall Books</b>	July 1	July 15	Aug. 15
Nov.-Dec.	<b>Holiday</b>	Sept. 1	Sept. 15	Oct. 15



## PRINT ADVERTISING RATES

*All rates are for 4-color process*

Ad Size	1-5 Runs	Annual (6 insertions)
Full page	\$1,235	\$ 988
Half page	750	600
Quarter page	450	380
Business card	230	195
Back cover	1,550	1,240
Inside cover	1,375	1,100

### — PLEASE TAKE NOTICE —

- Ad design and layout service is available. The charge is \$50 for business card size, \$100 for all other sizes.
- Discounts available to non-profits and university presses.
- All content subject to Publisher's approval. Ads for tobacco products are not accepted.

## WEBSITE ADVERTISING

**Top Banner**  
(610px x 78px) \$210 per month

**2nd Column Sidebar**  
(300px x 300px)  
\$150 per month

**Far Right Side**  
(200px x 370px)  
\$175 per month

### SPECS AND DATA

The G&LR has an active website that features current content, a weekly blog, and an archive back to 2003.

- Some 2,000 people visit the site per week, of whom 20% are repeat visitors and 80% are new visitors.
  - Click-through rate (CTR) average is about 30%.
  - Subscribers get free access to the entire website and archive. Visitors see about 25% of current and recent content.
- \* More details can be provided upon request.

**To Reserve Space, call: 617-421-0082. Or E-mail: [Stephen.Hemrick@GLReview.org](mailto:Stephen.Hemrick@GLReview.org)**

