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).



STEPHEN HEMRICK
DIRECTOR OF ADVERTISING

617-421-0082

Stephen.Hemrick@GLReview.org

www.GLReview.org

AD RATES AND SPECS

REACH

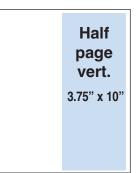
the discerning LGBT market



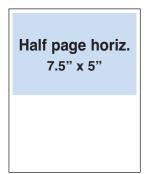


PRINT SIZES & SPECS

Full page 7.5" x 10"



1/4 page 3.75" 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
JanFeb.		Nov. 1	Nov. 15	Dec. 15
March-April		Jan. 1	Jan. 15	Feb. 15
May-June	Pride	March 1	March 15	April 15
July-Aug.		May 1	May 15	June 15
SeptOct.	Fall Books	July 1	July 15	Aug. 15
NovDec.	Holiday	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





