

QUEENSLAND  
**pride**



**Media Kit 2012**

evolution publishing



# WHY TARGET GAY & LESBIAN



“ Well, they are richer. ”

## SOCIO-ECONOMIC MAN

**Money to spend**  
**\$ 30%** of gay Australian males in couples are in the **highest income group** (compared to only 23% of heterosexual males).\*

**Highly qualified**  
**x2** Gay men (in couples) are **twice as likely** to be degree-qualified as their heterosexual counterparts.\*

**Professional careers**  
 Coupled Australian gay men are professionals: **only 10% work in blue collar jobs** (compared to 30% of their heterosexual counterparts).\*

\*Australian Bureau of Statistics, 2001 Census.

## LEADING LADIES

**Money to spend**  
**\$ 23%** of Australian lesbians in couples are in the **highest income group** (compared to only 7% of heterosexual women).\*

**Highly qualified**  
**x2.5** Lesbians (in couples) are **two and a half times** more likely to be degree-qualified than their heterosexual counterparts.\*

**Professional careers**  
**x2** Coupled lesbians are **twice as likely** to be employed in professional careers as heterosexual women.\*

\*Australian Bureau of Statistics, 2001 Census.

# CONSUMERS?

## Lesbians are driving the nesting movement in the LGBT community.

These strong family units and stable households are dramatically more consumer driven than ever before.



## DEEP POCKETS

> > >

## EXPERIMENTAL CUSTOMERS

### Leading the pack

Gay and lesbian consumers are known as trend setters and ground breakers.



### Word of mouth is big

Word spreads fast in the gay community - make sure you're part of the conversation.



### Repeat customers

Once they choose your brand, they're loyal, particularly with local entertainment and shopping.



## EXTRA CASH IN THE HOUSEHOLD

**57%**

of homosexual couples have **both partners** in the household working full-time.<sup>°</sup>

**48%**

of heterosexual couples.<sup>°</sup>

COMPARED TO

### Big Spending **SINKS**

Single Income, No Kids.

### Wealthy **DINKS**

Double Income, No Kids.

## TOP 5

Purchases among gay men and lesbians in the past 12 months:<sup>^</sup>

1. Smart phones
2. Major holidays
3. Furniture
4. HDTVs
5. Laptops

## WHERE THE MONEY GOES

### FOOD & WINE

**80%** of gay men regularly dine out every month.<sup>+</sup>

**40%** of gay men and lesbians drink wine at home weekly.<sup>+</sup>

*Menu* **69%** socialise and drink at bars and restaurants weekly.<sup>+</sup>

### TECHNOLOGY

**22%** of gay men plan to purchase a smart phone in the next year.<sup>^</sup>

**x2** Gay men and lesbians are more than twice as likely as the general population to own a tablet computer including Apple iPads.<sup>-</sup>

### TRAVEL

**x1.4** gay and lesbian travellers are 1.4 times more likely to book travel through an agent<sup>\*</sup>

**\$ 2.1 BILLION** size of Australia's gay and lesbian leisure travel market.<sup>-</sup>

Gay and lesbian travellers spend more per night than any other niche segment.<sup>\*</sup>

Most likely to book overseas travel, almost 25% intend to travel overseas in the next year.<sup>\*</sup>

**40%** travel interstate.<sup>\*</sup>

**39%** of gay men & **32%** of lesbians are planning a major holiday in the next year.<sup>\*</sup>

### MOTORING

#### Brands & dealers

Legendary gay-specific advertising campaigns:



**18%** of gay men plan to buy a car in the next year.<sup>-</sup>

**16%** of lesbians plan to buy a car in the next year.<sup>-</sup>

<sup>°</sup> GLAAD 2000 / US Census data, high concordance to Australian demographic.

<sup>^</sup> CMI LGBT Community Survey, 2010. <sup>+</sup> CMI LGBT Community Survey, 8/2011. <sup>-</sup> Roy Morgan Single Source, 6/2011, <sup>\*</sup> 12/08.

QUEENSLAND  
**pride**

**THE VOICE OF QUEENSLAND'S  
GAY & LESBIAN COMMUNITY**

**PUBLICATION DESCRIPTION**

Now in its 21st year, Queensland Pride (QP) has established itself as the voice of Queensland's gay and lesbian community – a community only legally recognised a month prior to the title's launch in December 1990. With a circulation of 15,740, we take you to the biggest audience of gay and lesbian Queenslanders, who come back month after month for a mix of features, news, community information, entertainment, and lifestyle.

**WHAT'S UNIQUE ABOUT US?**

Proudly the state's longest-serving gay and lesbian community magazine, QP has amassed a rich history of progressive and timely stories that have spoken to an inter-generational cohort of intelligent and discerning readers. Complemented with an uncluttered yet visually sumptuous design, QP educates and engages a sophisticated, passionate reader that demands both quality and depth of coverage, and gets it!

**SNAPSHOT**

Queensland Pride's actual circulation is 15,740. In 2011, we reviewed the distribution model for all our local publications, and with a total print run of 18,000, we now target a higher number of SE Queensland outlets with the highest reader collection rates.

QUEENSLAND <b>pride</b>	READERS	GEOGRAPHY	CIRCULATION	FREQUENCY	ESTABLISHED
	LGBTQ*	SE QLD	15,740 <sup>^</sup>	Monthly	1990

\* Lesbian, gay, bisexual, transgender, queer. ^ Independent Publisher's Statement, February 2012.

**QLD PRIDE  
READERS ARE:**

Fabulously fashion-forward.  
Design, art and culture crazy.  
Greedy for gadgets.  
Hopelessly house proud.  
Terrifically well-travelled



**PRIDE READER PROFILE**

**IDENTITY**

80% gay male  
17% lesbian  
3% bi/trans/queer

**ECONOMIC**

AB quintile  
Professional  
Top 20% income group

**AGE**

30% between 20 - 30  
35% between 31 - 40  
23% between 41 - 55

**STATUS**

Influential trendsetters  
Taste-makers  
Adventurous shoppers

**COMMUNITY**

Very community-oriented and connected to LGBT causes.



## ABOUT GAY QUEENSLAND

Brisbane is known for its sunny weather, laid-back lifestyle and friendly locals. Gay and lesbian Brisbane enjoys a close-knit community, a strong creative and cultural scene, and a variety of long-standing inner-city venues that cater to a wide group of tastes.

Some of the highlights of the Brisbane gay year are:

- The Annual Brisbane Pride Festival
- Big Gay Day Street Party
- The Brisbane Queer Film Festival
- NEX: The Northern Exposure Bears Festival

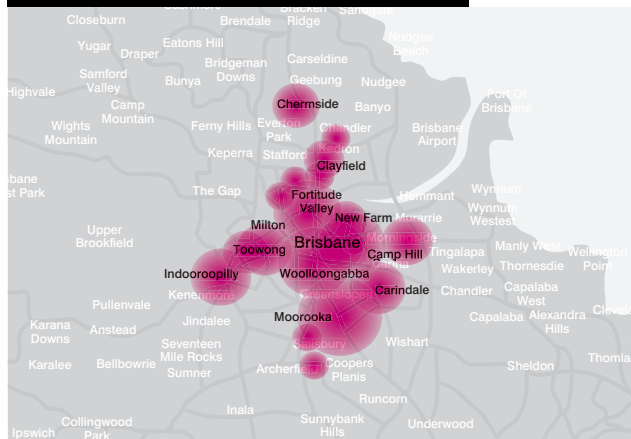
Plus plenty of events and a varied entertainment and cultural selection throughout the inner city.

## COMMUNITY LINKS

Queensland Pride is distributed throughout Brisbane's local government areas with the highest gay and lesbian populations, as well as parts of the Gold Coast.

With close links to council, we frequently run columns focussing on LGBTQ issues for local residents, with some councils supporting us with distribution outlets and a strong point of connection with the community.

## BRISBANE DISTRIBUTION



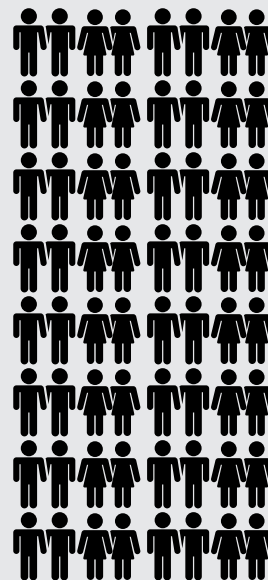
## HOW MANY GAY AND LESBIAN CUSTOMERS ARE IN YOUR AREA?



**Potential customers in your extended catchment area.**

QLD's gay and lesbian population is approximately

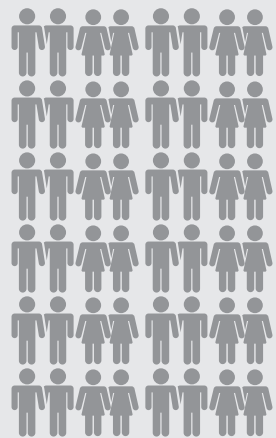
**360,000\***



**Potential customers in metropolitan Brisbane.**

Brisbane's gay and lesbian community is approximately

**161,000\***



\*ABS, Regional Population Report, 2010, w/ common estimate of 8% of total pop as G&L.

## CIRCULATION

**15,710**  
Monthly circulation\*

**53,516**  
Monthly Readership\*

\*Independent Publisher's Statement, February 2012.

# INFLUENCING GAY & LESBIAN

“Because the gay community so rarely sees itself reflected in advertising, those (customised) ads can get a disproportionately positive response if done properly. Of course, an ad portraying the group it targets will usually do better than one that does not. *GLAAD / The Commercial Closet.*”



**73%**  
are more likely to buy a product advertised [in the gay media].<sup>\*</sup>

**CUSTOMISED ADS**  
presenting images and themes consistent with the gay demographic.

**47%**  
of LGBT consumers are more likely to buy based on a company's diversity policy.<sup>\*</sup>

**80%**  
actively choose brands with a pro-gay stance.<sup>\*</sup>

[on the gay Logo TV network].  
<sup>\*</sup> Harris Partnership Survey, 2002.  
<sup>\*</sup> Stormbreak Research, 2000.



## WHY DO COMPANIES CREATE GAY-THEMED PRINT ADVERTISING?

“Because even today there is so little imagery of gay men and women in ads that **it stands out dramatically.**”

GLAAD / The Commercial Closet.



**80%** are more likely to **pay attention** to ads [in gay media].<sup>\*</sup>

## TOP 6 INFLUENCES ON PURCHASE DECISIONS

1. Employment policies/equality
2. Support LGBT organisations
3. Support LGBT political causes
4. LGBT-inclusive mainstream media
5. Inclusion in LGBT events
6. Advertising in LGBT publications.

<sup>\*</sup> CMI LGBT Community Survey, 8/2011. [on gay Logo TV network] <sup>\*</sup> Harris Partnership, 2002.



## INFLUENCE BY CONNECTING TO THE GAY AND LESBIAN COMMUNITY

Be seen as a regular engaged **participant in the community**



Use **local** gay media as a vehicle to **promote your local image** as well as your inclusion policy

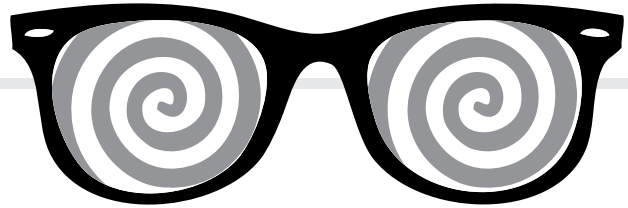


Take the gay and lesbian community seriously with a **convincing long-term presence**



Stake a claim as the category leader in your local community; **be a destination for gay and lesbian buyers**

# CONSUMERS



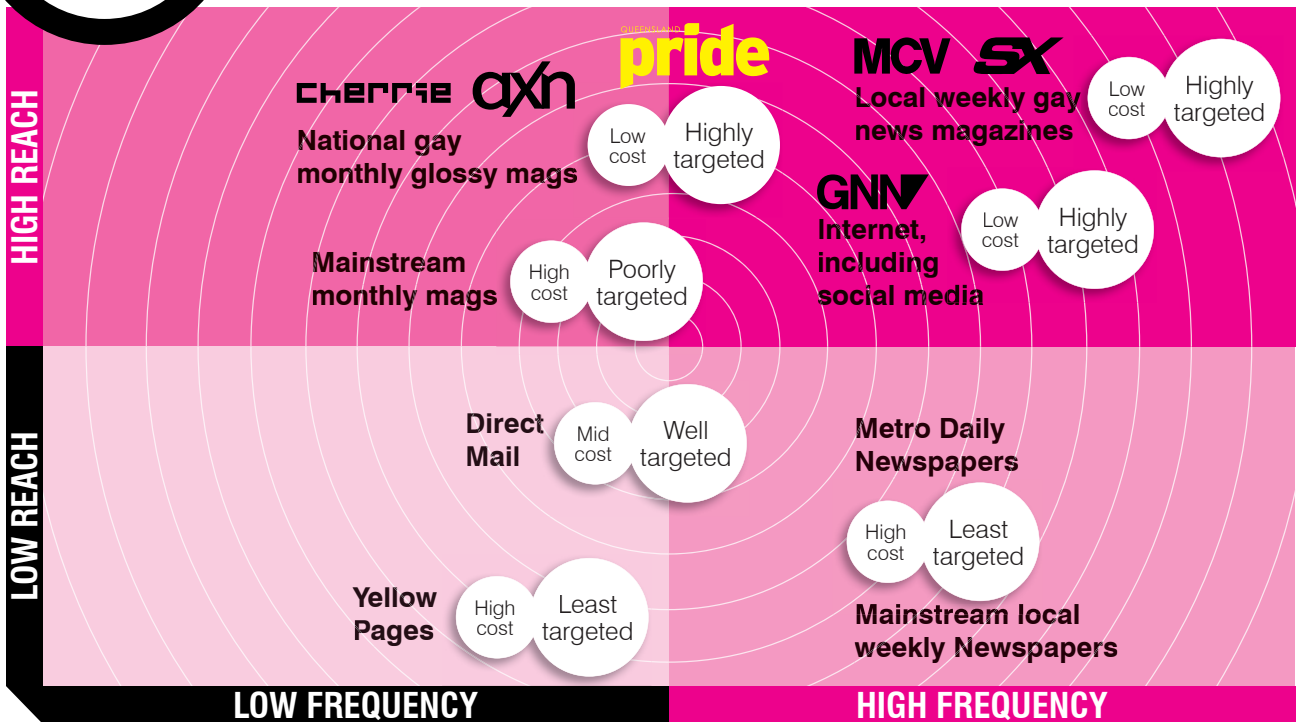
## CONVINCING CREATIVE

Companies big and small, far and wide, use compelling gay-themed creative advertisements for maximum response.



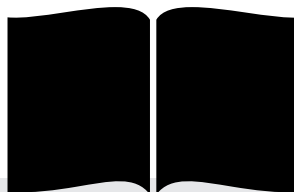
## MARKETING MIX

Use gay-specific media at a high frequency and low cost to convert the largest number of buyers. Your advertising budget goes much further with us, and combined with our online products, we connect you more easily with an integrated audience.



# ADVERTISING OPTIONS WITH

## SECTION IMPACT SPONSOR MAGAZINE



**Ownership of sections and editorial features in Queensland Pride.**

Placement of customised display ads, and integration of logos, into the opening spread of lifestyle features and editorial sections in QP is a high impact way to gain ownership of your category.

Section impact sponsorship places your logo at the top of the feature opening page, with opening strip ads, followed by a combination of either half page spreads, half or quarter pages, or a full page on the first right hand page of the section or feature.



## REGULAR SECTIONS & FEATURES

Journeys (travel)
Drive (motoring)
Wired (technology)
Money (personal finance)
Property (real estate)
Culture (arts, culture, design)
Learn (education and courses)
Style (fashion)
Wellbeing (health, beauty)
Out (events, entertainment)
Adult
Eat (dining, food and drink)
Shop (retail centres)
Home and Interiors
Entertainment
Professional (services)

## STANDARD DISPLAY



**The usual advertising formats such as full, half and quarter pages at standard rates.**

These 'run-of-book' advertisements are placed throughout the publication, and will sometimes be given special positioning according to the advertiser agreement and topical relevance.



## DIRECTORIES



**Towards the back of the publication are the directory and classifieds pages.**

These smaller advertisements are categorised by industry or service, and are offered on long-term schedules only.





# QUEENSLAND PRIDE

## SECTION IMPACT SPONSOR

### ONLINE

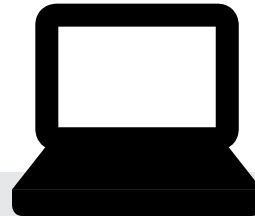
**GayNewsNetwork.com.au offers you a better way to drive customers online.**

Instead of the industry-standard low impact, low share-of-voice rotational banners, a GNN section impact sponsor receives fixed placements throughout entire editorial sections.

For example, the Entertainment Section features impact sponsor buttons for two separate entertainment advertisers. Each pays a flat fee for their fixed placements for shared ownership during a period of time.

Logos are integrated as buttons near the top of the page, and all four advertising spots on the page are owned by the sponsor: leaderboard, half page island and sponsored link (up to 40 words) with logo/image.

Sections available include Home Page, News, Viewpoint, Features, Entertainment, Out & About, Life & Style, Adult. New content sections will be created in the first half of 2012, and will include additional lifestyle categories such as Journeys (travel), Wired (technology) and Eat (dining, food and drink).

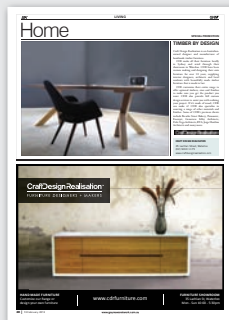


## ADVERTISING FEATURES



**QP regularly publishes category-specific advertising features.**

The format combines convincing, customised editorial content with the striking visuals of display ad space - a powerful combination. Advertising features are usually four to five pages, with multiple brands participating.



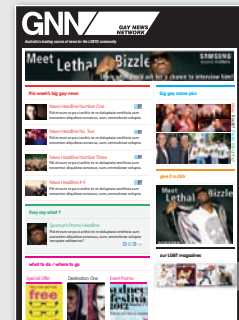
## EMAIL NEWSLETTER (eDM)



**Take ownership of the Gay News Network's online subscribers.**

Our weekly email newsletter reaches around 20,000 active subscribers nationally.

Sponsorship is usually in tandem with overall GNN Impact Sponsorship.



# WHY ADVERTISE WITH US?

As a regular advertiser among gay media within Queensland we look for results when deciding on the best way to reach our target audience. From experience, Queensland Pride not only has delivered in reaching our targets but has also provided ongoing support when needed by offering highly effective alternatives to standard print advertising. To top it all off, QP is a delight to deal with and 100% quality of service every time.

Michael Pappalardo, Community Development Officer, [Queensland Positive People](#).



## WHAT CLIENTS SAY

Opera Queensland has been advertising its mainstage season in Queensland Pride for over 10 years. During this time, we have received tremendous editorial support from the publication, which has featured interviews on many of our singers and creative artists. The advertising and editorial team at QP are wonderful to deal with – friendly, efficient and always looking at different ways to promote our product. We would absolutely recommend the organisation to other companies.

**Yvonne Whittington**  
Marketing Manager  
[Opera Queensland](#)

I have been VERY happy with all the dealings I have had with the Evolution team and I am very grateful for the editorial opportunities in Queensland Pride. I will certainly be recommending the magazine to other people.

**Marilyn Manning**  
Owner / Director  
[Indian Discovery Tours](#)

We've had a really great experience with Queensland Pride magazine so far, and we are really happy with our advertising. Pride is a great vehicle to convey our messages to the LGBTI community. Our account manager is great!

**Chenae Carey**  
Corporate Relations Manager  
[Albion Chrysler Jeep Dodge](#)

## ADS THAT ACTUALLY WORK

**12%** Reader exposure to magazine ad campaigns increase a product's sales revenue by 12% from 10% (non-exposed) to 22% (exposed).\*

**45%** : Magazines  
38%: Television  
17%: Internet  
Ads in magazines have a higher incremental effect on encouraging a direct purchase by the reader.†

**56%** of readers took action on magazine ads or had a more favorable opinion of the advertiser because of the ads placed in magazines.\*

**68%** took action based on editorial content in magazines.\*

\*UK PPA 2008  
†Dynamic Logic / Millward Brown 2007  
\*VISTA Print Effectiveness, 2008

## ZERO WASTAGE



1. Local people seek out local providers for products and services – QP works almost like a resource or buyers' guide for gay and lesbian Queenslanders, which compels them into action.
2. QP is more than a news source. The issues the magazine canvasses are deeply important and personal to our readers, which means they are highly attentive and emotionally engaged, resulting in strong connections to your product.
3. QP is carefully crafted to appeal to the interests of our south-east Queensland readership – capture them with a message relevant to their interests and lifestyle.
4. Advertising in QP can be targeted by content section and editorial environment.

## BRAND ENGAGEMENT

### Magazine advertising works

because the experience is immersive. We swim in magazines, but we merely surf the internet.



### QP offers trust

and credibility, and conveys authority, knowledge and experience in topics that matter specifically to our readers.



### Readers set time aside,

sit back and have an enjoyable experience when reading QP. It is their monthly catch up and reward – a focused quiet time to absorb your message.

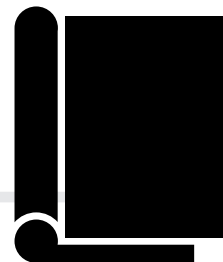


### QP's high quality, glossy paper

and vibrant colour mix make a strong impression and convey a dynamic feel to your advertising. Use the medium to energise your brand.



# ADVERTISING DATA



## DEADLINES

Issue Number	Publication Date	Booking Deadline	Material Deadline	Issue Number	Publication Date	Booking Deadline	Material Deadline
295	19-Apr-12	09-Apr-12	11-Apr-12	300	20-Sep-12	10-Sep-12	12-Sep-12
296	24-May-11	14-May-12	16-May-12	301	25-Oct-12	15-Oct-12	17-Oct-12
297	21-Jun-12	11-Jun-12	13-Jun-12	302	22-Nov-12	12-Nov-12	14-Nov-12
298	19-Jul-12	09-Jul-12	11-Jul-12	303	20-Dec-12	10-Dec-12	12-Dec-12
299	23-Aug-12	13-Aug-12	15-Aug-12	304	24-Jan-13	14-Jan-13	16-Jan-13

## ADVERTISING RATES

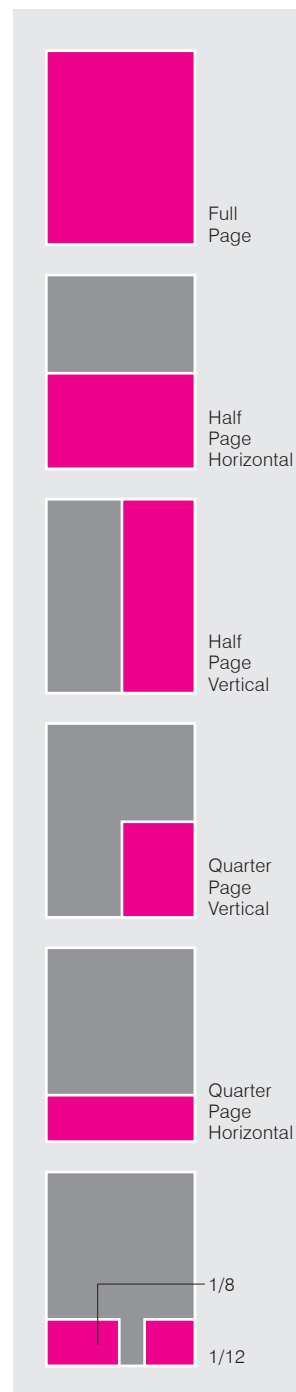


DISPLAY ADVERTISING ex GST	1x	3x	9x	12x
		- 12%	- 17%	- 23%
Full Page	1829	1610	1518	1408
Full Page Cover Position	2410	2121	2000	1856
Double Page Spread	3000	2640	2490	2310
Half Page	1149	1011	954	885
Half Page Spread	2011	1770	1669	1548
Quarter Page	687	605	570	529
Front Cover Strip	748	658	621	576
Eighth Page	412	363	342	317
Twelfth Page	242	213	201	186

## AD SPECIFICATIONS



AD DIMENSIONS	Type Area (mm)	Trim Size (mm)	Bleed
Full Page	225 w x 320 h	245 w x 340 h	add 5mm Bleed
Front Cover Strip	225 w x 40 h	245 w x 50 h	add 5mm except on top
Double Page Spread	470 w x 320 h	490 w x 340 h	add 5mm Bleed
AD DIMENSIONS No Bleed		Ad Size (mm)	
Half Page Horizontal		225 w x 158 h	
Half Page Vertical		110.5 w x 320 h	
Half Page Spread		490 w x 340 h	
Quarter Page Horizontal		225 w x 77 h	
Quarter Page Vertical		110.5 w x 158 h	
Eighth Page		110.5 w x 77 h	
Twelfth Page		72.3 w x 77 h	





# WELCOME TO AUSTRALIA'S LEADING GAY & LESBIAN PUBLISHER

## evolution publishing

Let Evolution Publishing help you connect with Australia's gay and lesbian community.

With local news magazines in Melbourne, Sydney, Brisbane and Adelaide, we at Evolution help you reach a high-income demographic in your area. And with three popular glossy magazines, we also offer by far the highest national reach across Australia of any gay and lesbian media organisation.

Readers rely on their weekly or monthly fix. A sense of connection to community is essential for our gay and lesbian readership - their regular experience of reading our publications has substantial personal meaning and engagement.

So whether it's the very latest news, viewpoint, analysis or entertainment, Evolution's magazines cover it with style, insight and intelligence. That's why our readers stay with us for years, and keep coming back for more.

### Evolution Publishing Offices:

#### Sydney

Level 3, 140 William Street, East Sydney NSW 2010  
T: 02 9360 8934 F: 02 9360 9497

#### Melbourne

Suite 4, Level 7, 365 Little Collins Street, Melbourne VIC 3000  
T: 03 9602 2333 F: 03 9602 2477

#### Brisbane

Suite 2, 83 Alfred Street, Fortitude Valley QLD 4006  
T: 07 3216 0860 F: 07 3216 0849

#### Adelaide

Suite 308, 147 Pirie Street, Adelaide SA 5000  
T: 08 8223 7255 F: 08 8223 7377

## OUR NATIONAL PORTFOLIO



**SUMMER**  
TOTAL READERSHIP  
**209,000\***

**CHERRY**  
MONTHLY READERSHIP  
**66,018\***

**axn**  
MONTHLY READERSHIP  
**85,801\***



### pride

MONTHLY READERSHIP **53,516\***  
GAY & LESBIAN POPULATION **360,000\***  
TOTAL POPULATION **4.5 MILLION\***



### SK

MONTHLY READERSHIP **331,398\***  
GAY & LESBIAN POPULATION **584,000\***  
TOTAL POPULATION **7.3 MILLION\***



### MELBOURNE COMMUNITY VOICE

MONTHLY READERSHIP **280,526\***  
GAY & LESBIAN POPULATION **418,000\***  
TOTAL POPULATION **5.6 MILLION\***



### blaze

MONTHLY READERSHIP **68,551\***  
GAY & LESBIAN POPULATION **128,000\***  
TOTAL POPULATION **1.6 MILLION\***

\* Independent Publisher's Statement, February 2012.

\* Australian Bureau of Statistics, Regional Population Reports 2010-11.

^ Common estimate of 8% of total pop as gay and lesbian.