

LGBT Brand Voice

The Magazine

**LGBT Spending Power
Estimated at \$917 Billion**



Case Study:

Spain Tourism Marketing Campaign

***Ensure your organization is part of the
LGBT Conversation***

Fall/Winter 2016

Featuring:

LGBT Influencers, Bloggers & YouTube Content Creators

LGBT Destination Marketing Case Study

Targeting Tobacco, HIV and STD At-Risk Groups

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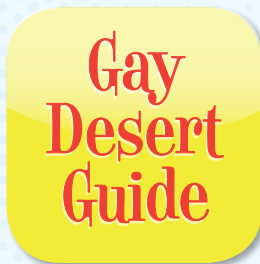


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Marketing



LOCAL SOLUTION:

Gay Desert Guide helps local businesses and organizations alike through paid search position on our site in channels such as Dine, Nightlife, Real Estate and more. We utilize shared social media content, email marketing and banner advertising.

We average 14,000 page views per month. We have over 3,000 Facebook fans, nearly 1200+ Twitter followers, and a robust email database over 1,300 opt-in, subscribers to our Oasis Insiders club and weekly newsletter "This Weekend in the Oasis".

- #ILoveGayPalmSprings brings together the conversations and relevant content related to LGBT Palm Springs
- It provides a central source for where we participate in and become an active part of these social media conversations live, in real-time on Facebook, Twitter, Instagram, and other social media platforms.
- Consumers and local businesses are encouraged to use the hashtag #ILoveGayPalmSprings in their Twitter, Instagram and Facebook posts.



DESTINATION WEDDING PORTAL

There has never been a better time to get married in California. After two momentous civil rights victories in the Supreme Court, California and more specifically, Palm Springs is once again a destination for LGBT weddings and honeymoons. MarriedinPalmSprings.com is once again honored to function as your one-stop-shop for LGBT weddings in the Coachella Valley.

Listings are replicated on GayDesertGuide.com.

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TARGETED PROGRAMMATIC/SOCIAL AD CAMPAIGNS:

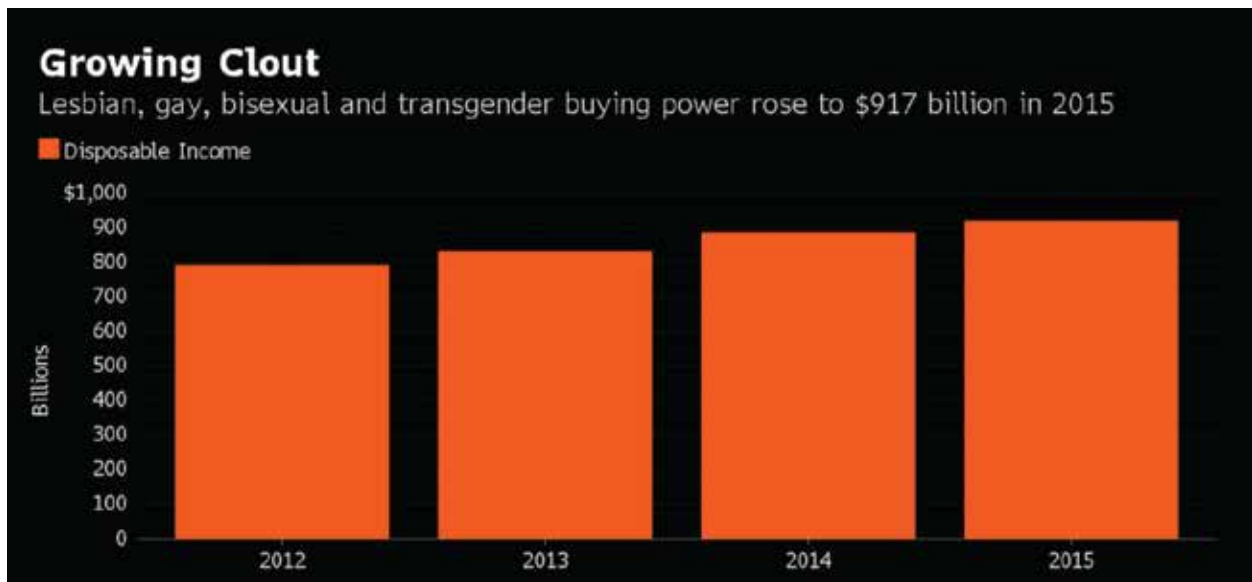
Integrate the power of content marketing and PR with the reach of social media... including hyper-targeted banner ads and Facebook newsfeed ads, optimized for desktop, mobile and tablet viewing... monitor and measure for success!

Reach the LGBT community geo-targeted across virtually ALL LGBT websites online today... total reach is several million LGBT consumers on the Q.Digital network, Here Media's network, Gay Ad Network and more... as well as millions more on mobile LGBT apps including Grindr and Scruff. In addition, LGBT consumers on Facebook, Twitter, Tumblr, LinkedIn, Instagram and Google Plus are also available with targeted reach.

LGBT Spending Power for 2015 Estimated at \$917 Billion

The combined buying power of the U.S. lesbian, gay, bisexual and transgender (LGBT) adult population for 2015 is estimated at \$917 billion, according to a new analysis by Witeck Communications

Releasing the finding, Bob Witeck said, "Buying power – also known as disposable personal income (DPI) -- is not the same as wealth. It is a practical tool for economists and marketers, in particular, to signal the increasingly visible contributions made to our economy by America's diverse gay, lesbian, bisexual and/or transgender individuals and households."



Disposable personal income (DPI), according to economists, is the amount of money that individuals have available to spend and save after paying taxes and pension contributions to the government (roughly 86% of income). Witeck added, "To understand this estimate, it's important to underscore that there is no evidence that same-sex households or LGBT people are more affluent or, on average, earn more than others. That is a stereotype, long debunked by economists and policy experts."

"LGBT buying power is an economic marker that helps benchmark America's diverse lesbian, gay, bisexual and transgender communities," said Justin Nelson, National Gay & Lesbian Chamber of Commerce (NGLCC) Co-Founder and President. "At NGLCC, we have more than 150 corporate partners that understand not only the value of the LGBT dollar, but the economics of inclusivity and loyalty. Their

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commitments to our communities prove our NGLCC philosophy that economic visibility, just like social visibility, is essential in building a diverse and inclusive society."

Witeck agreed that LGBT workers, businesses and consumers are directly shaping the American economy. He said, "Today improved laws, greater visibility and welcoming attitudes help address some of the longstanding discriminatory burdens that LGBT people and same-sex couples face. Nonetheless, LGBT Americans still confront many forms of legal, economic and social inequities in the absence of federal nondiscrimination laws covering employment, housing, public accommodations, healthcare and other aspects of American society. The barriers confronting transgender people are especially severe and must be challenged."

In addition, Witeck emphasized that contemporary market behaviors are favorably shaped by millennials who appear to be the most LGBT-inclusive generation yet. "I call this the PFLAG effect – which helps explain the familiar and loyal experiences of younger non-LGBT people towards their LGBT friends, family members and co-workers. Brands today recognize a growing proportion of younger consumers whose attitudes and buying behaviors are directly shaped by LGBT-friendly policies, campaigns and messages."

For example, in August 2014, according to a Google Consumer Survey, over 45% of all consumers under the age of 34 say they're more likely to do repeat business with an LGBT-friendly company. A majority of these consumers – more than 54% -- also say they would choose an equality-focused brand over a competitor. Keep in mind also that nearly ¾ of millennials support marriage equality, according to Pew Research.

The figure was welcomed by Matt Skallerud, of LGBT marketing group Pink Banana Media.

"The research and findings are solid, and have provided a benchmark over the years from which companies 1) wishing to market to LGBT consumers, 2) hire from a diverse LGBT talent pool and 3) work with LGBT companies as part of their supplier diversity initiatives, have all turned to when putting together their business reasons for doing so. Simultaneously, it's helped further the progress of our fight for equality by placing emphasis on the financial strength of the LGBT community."

Todd Evans, President and CEO of media planning agency Rivendell Media said, "The estimate follows excellent research and should be taken very seriously by companies looking to increase market share. What is most interesting to me is that still, with all the research available now, very few national companies have yet to capitalize on it. For instance, with LGBT media being so relatively inexpensive, I can't think of one company in the last few years that has decided to own it – meaning to be in all of it and really get noticed.

"The last company that really dominated LGBT media was the famous Absolut Vodka campaigns. While they still maintain a presence in LGBT media, those campaigns where they bought up every back cover in LGBT print must be the best return on their dollar ever. Absolut still ranks as the top vodka of choice in the LGBT market and those dominating campaigns were many years ago."

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What Are the Top 10 LGBT US Markets?

It Depends on Who You Ask...

Because of the varying methods and criteria used in the development of lists of top LGBT markets, determining a true hierarchy of 'gayest' areas is not necessarily feasible. It is our standard practice to instead tailor plans to clients' specific goals or to use top populated US cities/metro areas.

The following are a few examples of recent lists of top LGBT areas based on various criteria.

According to The Advocate

In January 2016, *The Advocate* again published a list of this year's 15 'queerest cities in America.' This year's list used a quotient based on LGBT film festivals, three musical tours, Chapter of NGLCC, openly queer mayor, LGBT sites on the national register and gay bookstores. The top 10 were as follows.

- 1) Hartford, CT
- 2) Inglewood, CA
- 3) Cambridge, MA
- 4) St. Louis, MO
- 5) New Haven, CT
- 6) Washington, DC
- 7) San Francisco, CA
- 8) Salt Lake City, UT
- 9) Edison, NJ
- 10) Boulder, CO

According to SPI's List of Gay Bars

According to SPI Marketing, the current top LGBT cities in order by total number of LGBT bars, clubs, and restaurants are as follows.

- 1) New York, NY (96 total)
- 2) Los Angeles, CA (89 total)
- 3) San Francisco-Oakland-San Jose, CA (84 total)
- 4) Chicago, IL (62 total)
- 5) Boston, MA (Manchester, NH) (53 total)
- 6) Miami-Ft. Lauderdale, FL (47 total)
- 7) Atlanta, GA (37 total)
- 8) San Diego, CA (35 total)
- 9) Dallas, TX (33 total)
- 10) Denver, CO (26 total)
Washington, D.C. (Hagerstown, MD) (26 total)
Columbus, OH (26 total)

According to Gallup Polls

A March 2015 analysis of Gallup survey data from the 50 largest US metro areas reported that the 10 metro areas with the highest percentage of LGBTs between 2012 and 2014 were as follows.

- 1) San Francisco-Oakland-Hayward, CA (6.2%)
- 2) Portland-Vancouver-Hillsboro, OR-WA (5.4%)
- 3) Austin-Round Rock, TX (5.3%)
- 4) New Orleans-Metairie, LA (5.1%)
- 5) Seattle-Tacoma-Bellevue, WA (4.8%)
- 6) Boston-Cambridge-Newton, MA (4.8%)
- 7) Salt Lake City, UT (4.7%)
- 8) Los Angeles-Long Beach-Anaheim, CA (4.6%)
- 9) Denver-Aurora-Lakewood, CO (4.6%)
- 10) Hartford-WestHartford-East Hartford, CT (4.6%)

According to Vocativ's 'Queer Index'

In June 2014, *Vocativ* published a list of the top 35 most LGBT-friendly cities in the US using 32 data sets and 16 factors including rate of hate crimes, same-sex marriage laws, number of out singles, and ease of finding hookups. The first 10 of the top ranked cities were as follows.

- 1) Los Angeles, CA
- 2) New York, NY
- 3) San Francisco, CA
- 4) Des Moines, IA
- 5) Chicago, IL
- 6) Seattle, WA
- 7) Albany, NY
- 8) Rochester, NY
- 9) Denver, CO
- 10) Madison, WI

For more information on the above markets and beyond,
contact Rivendell Media at 212-242-6863 or sales@rivendellmedia.com.

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LGBT New Media, Influencers and YouTube Content Creators

"Social influencers are becoming more and more like Hollywood celebrities, and brands have started creating more exclusivity with them."

"In the digital realm, celebrities have fallen out of favor as brands are increasingly turning to social influencers on Snapchat, Facebook, YouTube and Instagram."

"Businesses are making an average of \$6.50 for each \$1 spent on influencer marketing, according to a survey by Tomoson. And this year (2016), more than half (59 percent) of the 125 marketers in the survey are going to increase their influencer marketing budgets."

These quotes came from Tomoson.com, as seen here:
<http://blog.tomoson.com/influencer-marketing-study/>



They point to something that most of us in the marketing & advertising world have known was coming for a long time. It points to the true convergence of content marketing (videos, photos and written content, such as a blog) with the power of micro-targeting via social media, creating a new force in the online media world, the **Influencer**, aka the **Media Entity of One** (and sometimes Two!)

In some way, large or small, we're all a media entity of one if we're posting on Facebook, Instagram, YouTube, Tumblr, Twitter, Vine, Pinterest and more. The question is, for a company or brand, how do you decide who to work with amongst the millions of Twitter posts, YouTube videos, Instagram photos, Snapchat posts and Facebook content created and uploaded daily? And once you decide WHO you want to work, WHAT is it that you can actually do?

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LGBT New Media Today

To start, we find it important to bring this all into perspective, so that we're all on the same page in terms of how we evaluate media we as businesses wish to work with in the LGBT media world. The terminology is not written in stone yet... in general, we see the following breakdown in influencers today:

- Bloggers with a strong social media outreach in general.
- Photographers with a strong social media outreach on Instagram, Pinterest, Twitter and Facebook.
- Video Bloggers, with a strong social media outreach on YouTube, and perhaps Twitter, Facebook, Vine and Instagram, to name a few.

The common thread above is that an influencer has to begin with some sort of content, in the form of photos, videos or a blog. Most influencers do not rely on simple Tweets and Facebook status updates alone. So starting with content shows us that even more traditional LGBT media can be categorized in the world of influencers, but with less of the uniqueness of personality a true influencer brings to the table. What we mean by that is if an LGBT media entity such as the **Dallas Voice** or the **Washington Blade**, both traditional LGBT newspapers started decades ago, can be relevant in today's day and age online with a well-designed website with standard banner ad units (728x90, 300x250, etc.), along with a strong social media following that is engaged with that media company, then it becomes a fine line when separating these entities out from influencers in an LGBT online marketing campaign. Often times, these traditional media companies have writers and editors with a strong online and social media following, and if they post on their own, yet on behalf of the media company they work for, they start to become on par with an influencer's strength in these online channels as well.

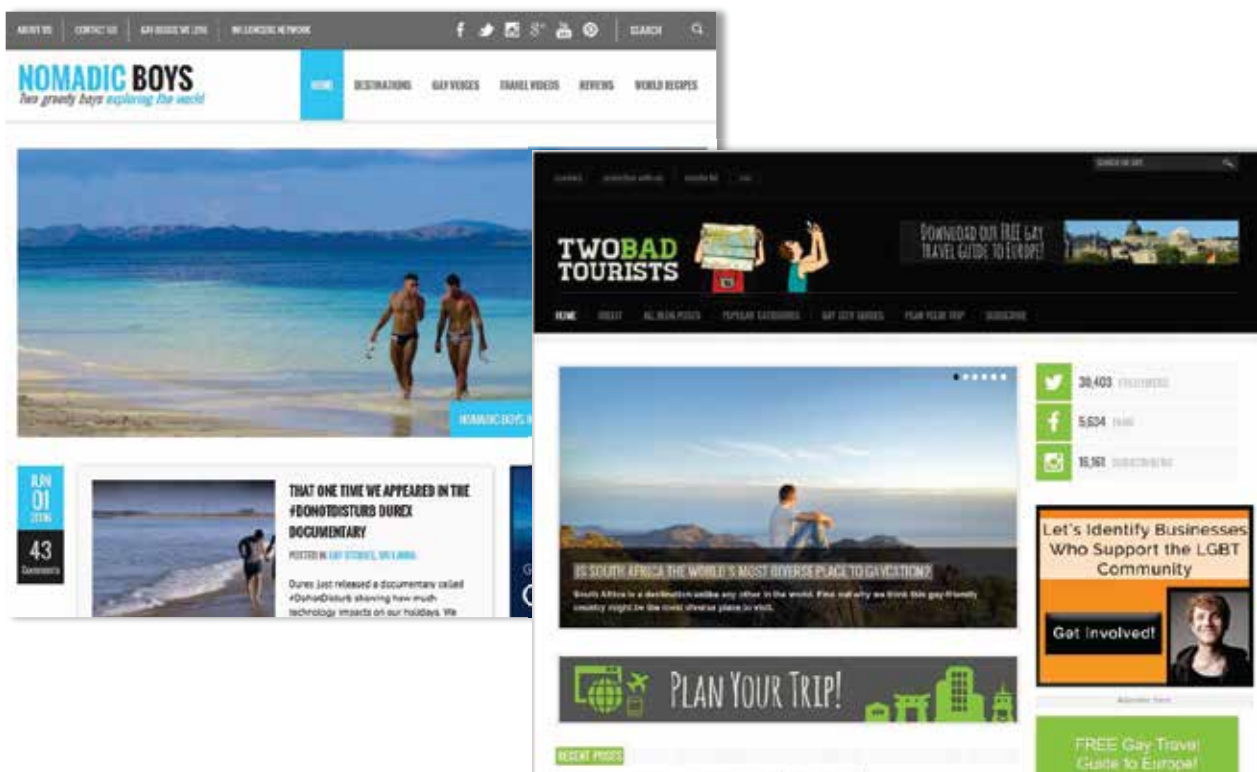


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We find this distinction important, as most marketing campaigns are still a mix of website ads and editorial, mobile and app marketing, e-mail marketing and of course, social media marketing outreach. What sets the influencers truly apart is that they universally have a strong following via their social media channels of choice, and their audience typically has a much stronger personal connection with these individuals. These influencers have put themselves and their personalities out there for all to see, for better or for worse, and it's this distinction that allows us to work with more and more companies that understand the power of traditional online media and can see the segue and connection from social media marketing (which is becoming more and more traditional nowadays) to individuals with a strong social media following.



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Aligning Your Message With Your Influencers

So first, before we go any further, the big question is "how do I get these influencers engaged and talking about my product or service?" If I'm a wine company, should I get a list of the top 100 LGBT influencers and send them all a bottle of wine with a nice, friendly note asking them to talk about me and write about my company?

Before we answer that, let's look at another set of definitions - **Paid**, **Owned** and **Earned Media**.

Paid, owned and earned media are the three forms of media exposure available to your business. Each has inherent pros and cons, and consumers do not trust them all equally.

- **Paid media** is any exposure that you have directly paid for. Billboards, advertisements in magazines, TV advertisements, sponsored social media posts, pay-per-click online advertising and so forth.
- **Owned media** is publicity that you have not directly paid for, but which you control, such as your social media accounts and your company's own website.
- **Earned media** is media that you neither pay for nor have control over, such as the reviews that people write about your business, independent articles about your business in magazines or online, and comments on your own content. Consumers naturally trust earned media more than paid or owned media, and this is where social proof becomes truly valuable.

So the simple answer is no, you don't just ship off 100 bottles of wine and hope for the best. Is it safe to pay a company to do this vetting and manage this process for you? Maybe. What's important here is to understand that once you enter into the world of influencers, it's a whole lot different than working with an ad agency to buy 100,000 banner ad impressions on a website. It's all about the relationship, and there's obviously no one rule that works for defining how people and relationships work. It's a whole lot more chaotic and unruly than that, which shows us that overall, the world of marketing & advertising when it comes to influencers is going to lean more towards those groups of individuals who have a decent understanding of people, along with the requisite people skills to help these relationships along. We'll elaborate further below.

So the first question once we've gotten this far is "how do we find them?" There will always be a variety of options here, including working with a company that manages talent and celebrities, etc. Our advice is that, unless you have a pretty healthy budget, you should focus on working with a few smaller influencers rather than shooting for one big one. Influencers such as Tyler Oakley have made the leap to celebrity status, and working with them entails working with their agent. Smaller, or what we like to define as "regular" influencers, are easy to find... if they were hard to find, they wouldn't really be influencers now, would they?

If you're regularly active in your social media channels, especially when it comes to monitoring hashtags relevant to your business, then identifying the right influencers for your company becomes relatively

easy. They are the ones regularly posting, and their posts are of the quality that is a good match for your business. The folks commenting, sharing and liking their posts are also the types of people you'd like to attract to your business. We use a combination of **TweetDeck** (**HootSuite** works equally well) and **TagBoard** to get a better sense of who is saying what in these online conversations. Over time, we find ourselves interacting with these influencers, whereby they share our posts and we share theirs. Sometimes they ask us to help them with an online contest or campaign for one of their clients, and we may do the same. Next thing you know, you've now developed a group of influencers that can work well for your business. Paying them to help you get the word out for your business, or for one of your clients, becomes a no-brainer, as the vetting process is now already done.

Always Re-Evaluate the Marketplace

Over time, new influencers will come along and some of the original ones may fade away as their interests evolve and change over time. That's the beauty of it... as long as you as a business are maintaining a personal relevance in these online channels, you'll always be on top of it all when it comes to keeping your business relevant as well.

If you don't have the time, nor interest, in doing the above activities on a daily basis, then what you need to do is find someone, or a company, that does. And that's how you truly find your best influencers. It's a complete do-it-yourself environment, where you can also hire someone (or a company) that is well positioned with these online relationships all in place. This should also make it clear that it will be tough for any one company to be "all things to all people" when it comes to relationships with influencers. The work involved on your part, as a business, is to figure out for your business niche, whether it's LGBT travel, sports, entertainment, etc. who you can work with to navigate this field and have true influencers working with you to help spread the word about your product or service. **And that's what our company, Pink Banana Media, does for our clients.**

We also pay attention to what others are doing successfully out there in this space as well. **Marriott** this year decided to take their **#LoveTravels** campaign to a whole new level, enlisting popular social media ambassadors and LGBT supporters from around the world to spread the #LoveTravels message, **including Jazz Jennings, Miles Jai, Pepe y Teo, Shannon Beveridge and Cammie Scott, and Trent and Luke.** Marriott continued this campaign through to DC Pride in June 2016, inviting and hosting several of these influencers and continuing the #LoveTravels conversations into the "real world" as these folks marched in the parade with Marriott and tweeted and posted about their entire weekend's experiences, while including Marriott and #LoveTravels all along the way.



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Palm Springs Bureau of Tourism put together a lesbian "vlogger" campaign tied in with **The Dinah**. They brought in 8 lesbian YouTube video influencers and set them loose on The Dinah held the 1st week of April 2016. The results were several hundred thousand video views and likes, Instagram and Facebook likes and comments, and Twitter likes and retweets.

The LGBT travel world gets it! Bringing together an influencer group such as this is unprecedented in the LGBT media space, and will only continue to grow and evolve in the years to come. As online marketing continues to evolve in the coming years, the one adage will still ring true... *we're now speaking "with" people and not "at" or "to" people when it comes to our outreach strategies in today's world!*



To view this article as a PowerPoint presentation in PDF format, follow this link:

<https://dl.dropboxusercontent.com/u/2329765/PBM-Influencers.pdf>

LINKS:

- www.PinkBananaMedia.com
- www.LGBTBrandVoice.com
- www.LGBTNew.Media

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LGBT Week NYC

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May 15-19, 2017

How can you identify the best markets within LGBT to maximize ROI? Which mix of elements should be in your plans: Print ads? Websites? Mobile? Social? Influencers? Video? Sponsorships? How will you measure success? Who can you partner with to amplify your initiatives? We cover it all and much more with intriguing expert presentations and real-life case studies. Whether you are new to the LGBT market, or a long-time veteran, you can't afford to miss this comprehensive educational and networking program.

The LGBT Community's First Open Source Conference!

LGBT Week is an "open source" mosaic of events and activities, produced and hosted by various LGBT-dedicated organizations. Focusing on a week in New York City facilitates a synergy among the events and organizers that isn't otherwise available. For example, we are working with the NGLCC to produce a ½-day workshop regarding certification and business tools for success, as well as a joint networking reception. We are also working with the IGLTA to produce a ½-day LGBT Travel Symposium. In years past, oSTEM partnered with Credit Suisse to produce a Monday evening panel on Talent in Modern FinTech, StartOut produced an LGBT Women's Business Event, and Out Professionals scheduled their LGBT Tech mixer event to be held during LGBT Week. These events are cross-promoted to all the other LGBT Week events, expanding awareness and participation.

Venues have included the New York Times Conference Center, Microsoft, Google and Credit Suisse.

Schedule thus far includes:

- *Tuesday, May 16, 2017*
 - NGLCC Supplier Diversity workshop
 - IGLTA Travel Symposium
- *Wednesday, May 17, 2017*
 - 10th Annual CMI Marketing & Advertising Symposium
- *Thursday, May 18, 2017*
 - LGBT New Media Expo/Symposium



LGBT New Media Expo: *Real world events, bringing LGBT online media, influencers, bloggers, vloggers and YouTube Content Creators together with businesses and potential advertisers like never before.*

Coming to both New York during LGBT Week NYC and Las Vegas, in conjunction with the CMI LGBT Tourism & Hospitality Conference, December 13, 2017

www.LGBTNewMediaExpo.com

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LGBT Publications in Major Markets

A Quick Reference Guide to Rivendell's Most Requested Titles

New York

Gay City News • Gay Parent NY • Get Out! • GO Magazine
Metrosource NY • Next Magazine • Odyssey NY



Los Angeles

Adelante • Frontiers • Lesbian News (digital) • The Pride LA
Metrosource LA Rage Monthly OC/LA • The Fight



Chicago

Boi Chicago • GRAB Magazine • Windy City Times



Dallas

Dallas Voice



Houston

Montrose Star • OutSmart



Philadelphia

Philadelphia Gay News



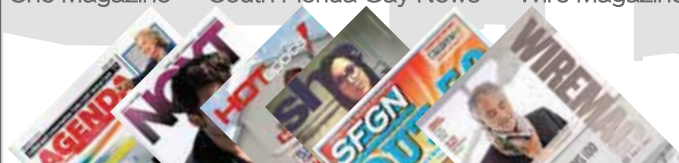
Washington, D.C.

Metro Weekly • Tagg Magazine • Washington Blade



Miami/Ft. Lauderdale

Florida Agenda • Next – South Florida • HotSpots
She Magazine • South Florida Gay News • Wire Magazine



Atlanta

David Atlanta • Fenuxe Magazine • Georgia Voice • Goliath



Boston

Bay Windows • Boston Spirit • The Rainbow Times



Cities listed are based on 2014 US Census estimates of most populated metro areas. For more information on these and other media properties in the above markets and beyond, contact Rivendell Media at 212-242-6863 or sales@rivendellmedia.com.

Rivendell

Return On Advertising Spend

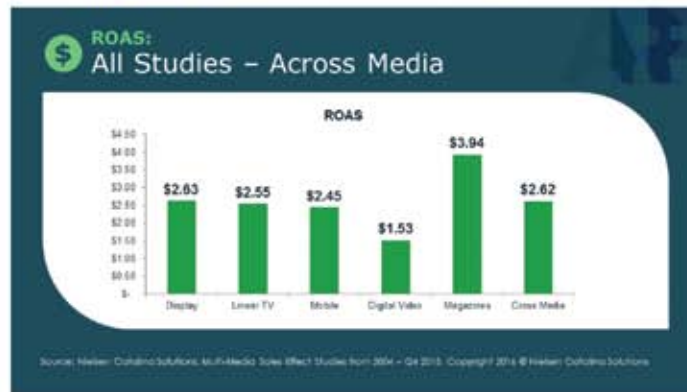


Magazines: Highest ROAS

Print | Email | Share This

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Magazines: Highest Return on Advertising Spend



Magazines have long been known as the most influential of all media, and now, reliable third-party research proves that they are also the **best place to drive sales**.

Nielsen Catalina Solutions analyzed 1400 campaigns across measured media types and results show magazines yield the **HIGHEST** Return on Advertising Spend (ROAS), with an average **return of \$3.94 for every dollar spent on advertising**.

To learn more about the study, [click here](#).

For more facts on magazine media, contact Linda Thomas Brooks, lthb@magazine.org



[View the Presentation Here](#)

What People Are Saying About the Study

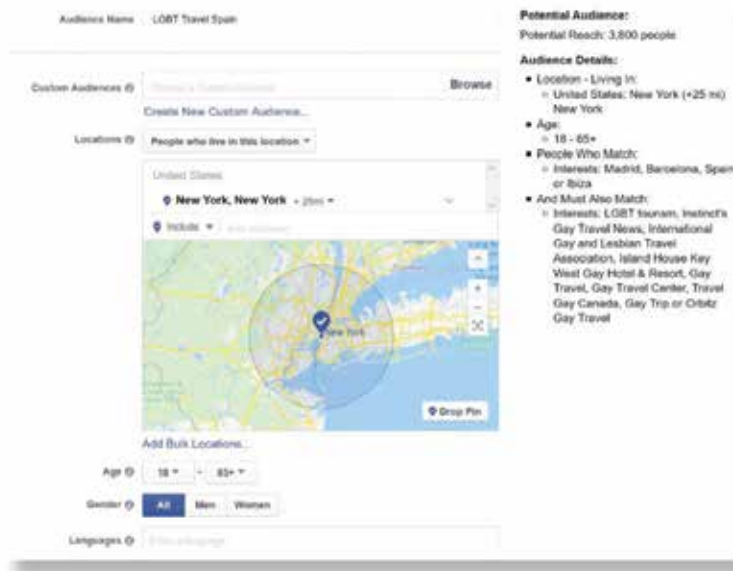


Spain Tourism 2016 LGBT Marketing Campaign - Case Study

We've been fortunate this year to renew our client, **Spain Tourism**, for their LGBT marketing outreach in 2016. As the LGBT destination marketing environment is a busy one in today's world, it's important to stand out and be noticed, and Spain Tourism is one of those few destinations able and willing to push the boundaries in terms of their online marketing strategy and technique. Their strategy consists of:

- Facebook Newsfeed & Website Banner Advertising using Programmatic Technology
- Social Media, including LGBT Travel Writers, Bloggers, YouTube Content Creators & Influencers
- User-Generated and Curated Content related to LGBT Travel to Spain

When it comes to banner advertising, we now have the ability to both target LGBT travelers across a variety of websites and mobile apps online, as well as target specific sub-groups of LGBT travelers, including as those interested in taking a cruise, or those focused more on luxury travel. We currently have a variety of these campaigns running now, including hotels and other tourism clients targeting LGBT travelers in Germany and the UK looking for a gay-friendly, warm summer destination to travel to. These campaigns run on a variety of platforms, depending on the client, including more traditional LGBT websites, as well as **LGBT mobile apps** including **Grindr**, **Hornet** and **Scruff**.



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More importantly, these same targeting opportunities are now becoming available on both Twitter and Facebook. With Facebook, they've taken it a few steps further. ***On behalf of Spain Tourism, we're now able to target LGBT travelers with a specific interest in travel to Spain, or one of the major cities in Spain such as Madrid, Barcelona and Ibiza.*** This kind of targeting was unheard of just a year ago, but with the ever-evolving world of online advertising merging with the wide variety of data sources available today from Nielsen, Experian, comScore and others, our clients can target their specific LGBT traveler like never before.



The 2nd pillar of this marketing program is focused on content, in the form of photos, videos and written form (blogs). Working with LGBT media, as well as bloggers and influencers in the LGBT travel world, Spain Tourism's campaign is able to be distributed far and wide via both website editorial placements (which index well in Google and Bing search), as well as social media placements and outreach including Facebook, LinkedIn, Google Plus, Tumblr, Instagram, YouTube and Twitter. Selecting the strongest LGBT media with a strong social media reach is key here, as it puts more traditional LGBT media on par with some of the strongest bloggers and influencers in the LGBT travel space.



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LGBT



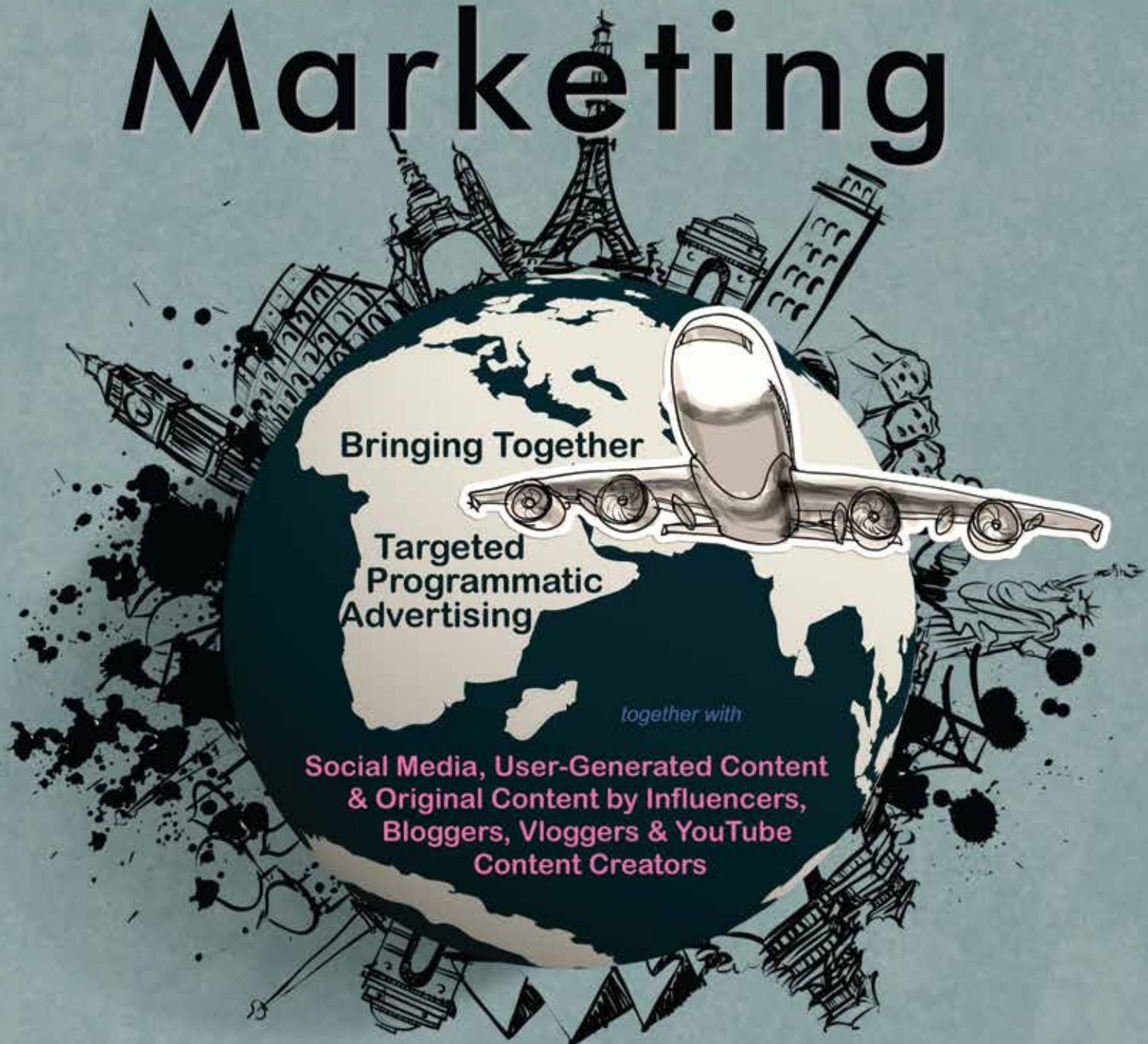
Destination Marketing

Bringing Together

Targeted
Programmatic
Advertising

together with

Social Media, User-Generated Content
& Original Content by Influencers,
Bloggers, Vloggers & YouTube
Content Creators



Utilizing hashtags such as **#GayTravel** and **#GaySpain** help to ensure that this campaign is discovered by both followers of individual LGBT media, as well as those simply perusing what is happening in the LGBT travel world of Spain.



The 3rd pillar takes this social media and content marketing outreach to a whole new level, **leveraging user-generated content (UGC)** that is hand-selected to feature some of the best Instagram photos, YouTube videos and various Tweets and blog postings about LGBT travel to Spain. By monitoring both the social media activity on **#GaySpain**, as well as using more traditional systems to track any articles, blogs, photos or video about "Gay Spain", this campaign is able to bring together any and all conversations being had online about LGBT travel to Spain and ensure this campaign is an integral part of those conversations. It's a social media *"share of voice"* that, when done right, keeps both the destination and the campaign front and center on an LGBT traveler's radar in a way that is non-intrusive and provides just the right balance of outreach and online interaction (in the form of comments, likes, shares and ReTweets) with these LGBT travelers.

Optionally, bringing an **online contest/sweepstakes** into the mix, whereby the winner is selected who is the most social and the best at sharing the contest with their friends, solidifies this campaign as one of the strongest ways to keep a destination top of mind for an LGBT traveler.

The entire campaign is brought together using its own unique URL, hashtag and social media profiles, in this case, @VisitGaySpain, #VisitGaySpain and www.VisitGaySpain.com. All of this social media activity can be measured for its overall reach and impressions, as well as share of voice.

To view the PowerPoint presentation version of this article, in PDF format, click here:

https://dl.dropboxusercontent.com/u/2329765/SpainTourism_2016_CaseStudy.pdf

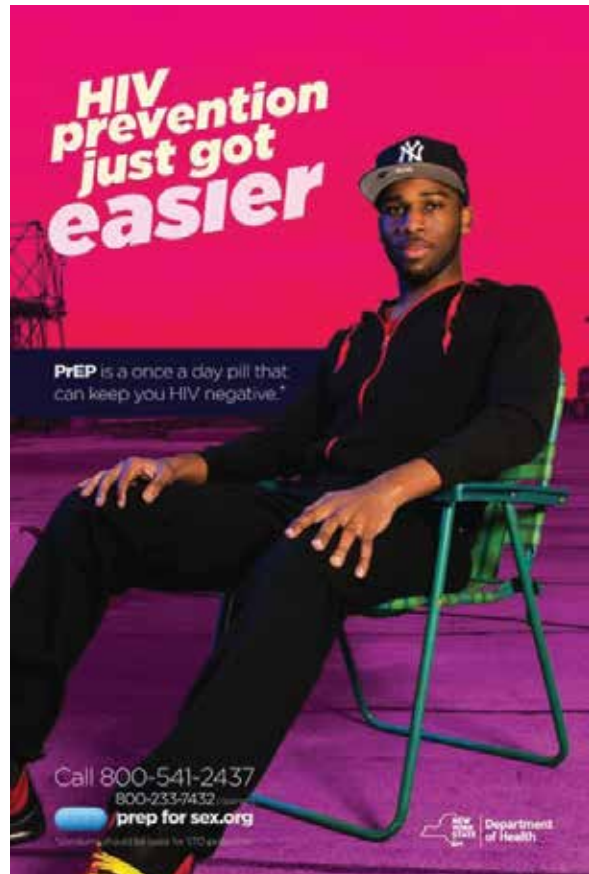
For more information on our Tourism and Destination Marketing services, click here:

<http://www.pinkbananamedia.com/markets/destinations.cfm>

Outreach to At-Risk LGBT Groups: HIV and STD Prevention and Anti-Tobacco Campaigns

You'd have to be living under a rock to have missed these ads if you were living or visiting New York City recently and perusing your social media feeds. Between geo-targeted Facebook ads and geo-targeted banner ads on LGBT websites and mobile apps, these ads were everywhere.

In 2015, [Better World Advertising](#) launched the statewide **HIV Prevention Just Got Easier** campaign with their partners at [NYSDOH - New York State Health Department](#) and [Harlem United](#) promote the use of PrEP via the website at www.prepforsex.org. The campaign launched with the mission to help Black and Latino transgender women and men, who have sex with men, to remain HIV negative by increasing their awareness and knowledge of the use, access, and benefits of taking PrEP (*Pre-Exposure Prophylaxis*) as an HIV prevention option. HIV Prevention Just Got Easier has appeared online and locally on posters, public transportation, and in print publications throughout New York City, Long Island, Westchester and the Hudson Valley, Albany, Rochester, and Buffalo.



What's interesting about this and several other campaigns targeting both HIV and STD prevention is their strong use of social media and mobile app advertising. At recent health conferences around the world, attendees have been learning more and more where their at-risk audience is at... gay mobile apps (not LGBT, but specifically gay). These gay mobile apps including **Grindr**, **Scruff**, **Jack'd** and **Hornet**. In a recent story in the [New York Times](#), researchers have found that Grindr is a highly effective way of getting gay black and Hispanic men to try home HIV self-testing kits.

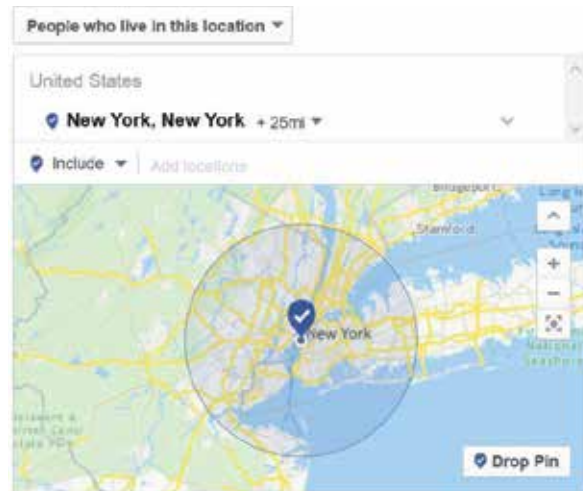
In another recent article, this time in Canada's [Globe and Mail](#), they reported on a similar program and study that began almost 5 years ago, known as Dean Street at Home(DS@H). Men who have sex with men were invited to order a home sampling kit through messages or banners on **Gaydar**, **Facebook**,

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Grindr and **Recon**. Over a two-year period, starting in January, 2012, more than 17,000 men completed a basic HIV risk assessment that asked about condom use, last HIV test and sexual history. They received feedback on their HIV risk and were offered a home sampling kit to collect saliva or – starting in August, 2013 – blood from a finger prick. More than one-third of the men had not previously been tested for HIV and nearly half were at risk for the infection. Ultimately, 10,323 requested a sampling kit, and 5,696 returned it. Overall, 121 people's kits tested positive for HIV and 82 were confirmed as new infections.



From these and other programs, along with an article in the journal *Clinical Infectious Diseases* which found that 74 percent of surveyed clinicians back PrEP, yet only 9 percent had prescribed it, the NYSDOH was inspired. With **Dr. Demetre Daskalakis**, the health department's new assistant commissioner for HIV/AIDS control and prevention, taking the lead, the city has spent about \$500,000 to encourage PrEP, with outreach to doctors and ads on **Facebook**, **Twitter** and hookup apps like **Grindr** and **Scruff**. Says one ad: "*Share the Night, Not HIV.*" Among those in Daskalakis' focus: young black and Latino men, who studies find at higher risk because of the amount of the virus in the population and health care disparities.

So how do they find them? It turns out there are a variety of ways in which these campaigns are constructed. Some simply geo-target gay men on social media living in the areas covered by the programs being promoted. This can easily be done on social media, as well as website and mobile apps. A large percentage of the campaigns running today are using this simplified targeting strategy.

A more advanced method is found when utilizing the newer targeting tools made available by Facebook. They allow for an ad to target gay men in a specific region who have shown an interest in HIV prevention, as well as STD information. They also allow for targeting of young black and Latino men based on specific interests as well. Targeting this group, as compared to all gay men regardless of their interests, has allowed these campaigns to become ever more fine-tuned to reach the exact demographic these programs are looking for.

Audience Name Palm Springs Men - HIV/STD Awareness

Custom Audiences [Choose a Custom Audience](#) [Browse](#)

Create New Custom Audience...

Locations **People who live in this location**

United States

- Coachella, California +25mi
- Palm Springs, California +25mi

Include [Add locations](#)

Add Bulk Locations...

Age 18 - 65+

Gender All **Men** Women

Languages [Enter a language](#)

Potential Audience:
Potential Reach: 7,200 people

Audience Details:

- Location - Living In:
 - United States: Coachella (+25 mi), Palm Springs (+25 mi) California
- Age:
 - 18 - 65+
- Gender:
 - Male
- People Who Match:
 - Interests: The Fight Against HIV/AIDS, Mac AIDS Fund, Broadway Cares/Equity Fights AIDS, Hiv awareness, AmfAR, The Foundation for AIDS Research, Std awareness, Hiv/aids awareness, Elton John AIDS Foundation, HIV and AIDS Awareness, International AIDS Society, AIDS Healthcare Foundation, Epidemiology of HIV/AIDS, Prevention of HIV/AIDS, AIDS Drug Assistance Programs, Greater Than AIDS, Allies Linked for the Prevention of HIV and AIDS (a.i.p.h.a.), International HIV/AIDS Alliance, AIDS Project Los Angeles, HIV/AIDS Vaccine Research, HIV/AIDS in the United States, Fight AIDS, Start Talking, Stop HIV., Join: United Nations Programme on HIV/AIDS or HIV/AIDS research

Detailed Targeting **INCLUDE** people who match at least ONE of the following

Interests > Additional Interests

- AIDS Drug Assistance Programs
- AIDS Healthcare Foundation
- AIDS Project Los Angeles
- Allies Linked for the Prevention of HIV and AIDS (a.i.p.h.a.)
- AmfAR, The Foundation for AIDS Research
- Broadway Cares/Equity Fights AIDS
- Elton John AIDS Foundation
- Epidemiology of HIV/AIDS
- Fight AIDS

In Palm Springs, Washington, DC and even New Zealand, campaigns are being run today which utilize this exact style of targeting, allowing for the promotion of both HIV and STD prevention overall, as well as specific HIV and STD testing events held in their respective areas. A company which has taken the lead on this in the Palm Springs area is [Oasis Marketing Group](#). Using some of the strategy laid out by [LGBTBrandVoice.com](#), this team has allowed their local HIV and STD prevention outreach organizations to target their specific at-risk demographic in the Palm Springs and outlying areas.

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In addition, across the US, both the CDC (Center for Disease Control) and AHF (AIDS Healthcare Foundation) are running continuous campaigns targeting at-risk populations within the LGBT community in targeted areas across the US.

- <http://blog.pinkbananaworld.com/2016/06/hiv-treatment-works-cdc-launches.html>
- <http://www.freehivtest.net/>

Very similar to these campaigns, the **FDA** announced earlier this year the launch of a historic public education campaign aimed at preventing and reducing tobacco use among lesbian, gay, bisexual and transgender (LGBT) young adults ages 18-24. Of the more than 2 million LGBT young adults in the U.S., more than 800,000 smoke occasionally. The *“This Free Life”* campaign is designed to specifically reach the occasional or “social” smokers in the LGBT community to help prevent tobacco-related disease and the loss of tens of thousands LGBT lives to tobacco use each year.



- <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm498544.htm>
- <http://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/ThisFreeLifeCampaign/default.htm>
- <http://freebeacon.com/issues/feds-spend-35-million-lgbt-anti-smoking/>

For who they target, their research has indicated that many LGBT young adults find a sense of community at LGBT bars and clubs, which sometimes provide environments conducive to tobacco use. Additionally, when some LGBT influencers - such as YouTube personalities, community bloggers and other nationally known figures - openly promote tobacco use, it further establishes tobacco use as a norm within the LGBT community. Their targeted campaign has launched in 12 markets in the US using print, digital and out-of-home ads, as well as outreach at the local level to showcase tobacco-free behaviors and attitudes within the LGBT community. The \$35.7 million campaign is funded by user fees collected from the tobacco industry, not by taxpayer dollars.

Their social media assets and profiles can be seen here, including some of their work with LGBT influencers including **Chase Ross, Rickey Thompson, Julia Nunes** and **Miles Jai**.

- **YouTube Ad:** <https://www.youtube.com/watch?v=DWGMiWoSFNY>
- **YouTube Channel:** <https://www.youtube.com/channel/UCOf9sjgyrkxJfraysM1uWQg>
- **Instagram:** <https://www.instagram.com/thisfreelife/>
- **Facebook:** <https://www.facebook.com/thisfreelife/>
- **Tumblr:** <http://thisfreelife.tumblr.com/>

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Their targeting options are very similar to what is available to HIV and STD prevention targeting, but the social media profiling to target those interested in smoking is limited. However, in the world of programmatic ad buying, current and former smokers can be targeted, as well as those who purchase tobacco products and accessories.



eXelate			
▼	Nielsen		
▼	Nielsen Lifestyle		
▼	Health		
<input type="checkbox"/>	Former Tobacco User	85,844,592	\$1.50
<input type="checkbox"/>	Regular Tobacco User	88,071,431	\$1.50
Lotame			
▼	Offline Purchase History		
▼	Offline Product Purchasers		
<input type="checkbox"/>	Tobacco & Accessories		\$1.00

If you're an organization wishing to target these, or any other at-risk group in the LGBT community, we

can help. To learn more, please review our sites at **www.LGBTBrandVoice.com** and **www.PinkBananaMedia.com**. For more specific information on our HIV and STD prevention, as well as anti-tobacco prevention, you can find this info here:

- <http://www.pinkbananamedia.com/markets/hiv.cfm>
- <http://www.pinkbananamedia.com/markets/tobacco.cfm>

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