

Reach Massachusetts' affluent and loyal gay and lesbian market by advertising in *Boston Spirit*. According to recent research, LGBT magazine readers are:



### Market Facts

- The gay and lesbian community is a \$660 billion market and is projected to grow to more than \$800 billion by 2011.
- LGBT per-capita buying power is significantly greater than Hispanic, Asian, African-American and other niche populations.
- Massachusetts has the 4th highest concentration of same sex couples in the U.S. (Source: *The Gay and Lesbian Atlas*)
- Massachusetts, New York, and California are the only three states that rank in the Top 10 for most same sex couples and highest concentration of same sex couples.

(Source: *The Gay and Lesbian Atlas*)

### AFFLUENT

- 5.6 times more likely to earn \$100,000 or more than the average American
- 3.4 times as likely to have a household income of \$250,000 or more than the average American

### ACTIVE

- 37% dine out 3 or more times per week
- 45% work out 3 or more times per week

### EDUCATED

- 70% have at least a college education and work in professional jobs

### TRAVELERS

- 36% spend \$3,000 or more on travel annually
- 97% of those surveyed took a vacation in the past 12 months

### INVESTED

- 54% own their own home
- 52% have investments

### TRENDSETTING

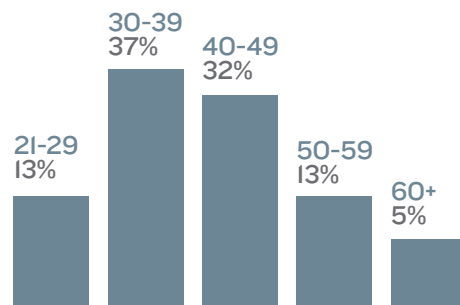
- 65% identify themselves as having to have the "latest"
- 77% believe in indulging themselves
- 57% prefer to buy top-of-the-line

### LOYAL

- More than 8 out of 10 respondents agreed that they were more likely to buy products or services from companies they knew were gay friendly.

Sources: "A Syracuse University/OpusComm Group, GSociety Study", ECHO gay and lesbian readership survey, Community Marketing, Inc., Simmons Market Research Bureau

### Boston Spirit Readers range in age from:



### Boston Spirit Readers are

**57% MALE** **43% FEMALE**

### Boston Spirit Readers by region:

Greater Boston	46%
Metrowest	13%
North Shore	11%
South Shore/Cape Cod	12%
Central/Western MA	8%
Outside of Massachusetts	10%

