

# FRONTIERS PUBLISHING

Your Key to the Gay & Lesbian Market

## Dear Potential Advertiser,

The gay and lesbian community is one of the most sophisticated, upscale markets in California. It's a community that we have been a part of for 23 years and that we are uniquely able to help you reach. With our acclaimed **Frontiers Newsmagazine**, and our well-known **Gay & Lesbian Community Yellow Pages**, we have been introducing advertisers to this still-untapped market. Helping businesses like yours build a powerful and positive presence in the community while maximizing the return on your investment.

**Frontiers** and the **Community Yellow Pages** are Los Angeles-based, locally owned by well-known and well-respected members of the GLBT (gay, lesbian, bisexual and transgender) community. Our publications are used to make buying decisions because they have earned the trust and respect of the community. Let us help you reach this vibrant consumer market, just as we have helped thousands of other businesses.

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## >TESTIMONIALS

### Frontiers Newsmagazine

"Our advertising dollars are tight and **Frontiers** has given us the biggest bang for our buck. Not only the response but the class of people that has come from Frontiers has been excellent."

- Russ Fowler  
Web Sales Manager, Century West BMW

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"In tracking the responses from our **Frontiers'** advertisement...we've received a tremendous influx of calls. I am also elated with the amount of new business resulting from our ad. I look forward to many more success stories with Frontiers!"

- Rob Koplin  
ALL-TRAVEL.com

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"I started advertising in **Frontiers** in 2001. I paid \$1,920 for the ad. During my first year in the classifieds, my return on investment from that ad was \$90,000."

- Van Nuyen

### Gay & Lesbian Community Yellow Pages

"A client called from my ad in the **Gay & Lesbian Community Yellow Pages** last year. His case more than paid for my last three years of advertising. It has gotten better every year."

- Robert Hale, Esq. (ad size DHC)

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"I love the **Gay & Lesbian Community Yellow Pages**. I get work all the time. It takes care of me."

- Randy Jones  
Home Refurbishing (ad size DQC)

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"I've been advertising with the **Gay & Lesbian Community Yellow Pages** for over 8 years and it's by far the most cost effective advertising than any other yellow pages that I use."

- Avi Barhoum  
All City Lock & Safe (ad size DTRK)

## >STATISTICS ON OUR READERS

Gay and Lesbian consumers are educated and saavy. They are most often professionals with a substantial disposable income and taste for a comfortable lifestyle.

**93% have attended/graduated from college.**  
**83% own their own home.**  
**87% own or lease at least one vehicle.**  
**89% travel domestically each year. 62% travel internationally each year.**  
**98% regularly dine in restaurants.**  
**95% purchase apparel regularly--**spending an average of \$2,026 per year

**Our average reader earns \$67,000 annually.** Here is a further snapshot of our readership:

**60% purchased furniture/household appliances in the last year--**spending an average of \$3,580/year on household appliances, and \$2,760 on furniture  
**92% make buying decisions based on ads in gay publications**

Taken from Simmons Custom Research study of Frontiers Readership

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## >DISTRIBUTION

**Frontiers** is distributed complimentary throughout Metropolitan Los Angeles, the San Fernando Valley, San Gabriel Valley, Long Beach, Orange and Riverside counties, Palm Springs, San Diego, San Francisco, Reno and Las Vegas. National distribution of **Frontiers** occurs through subscriptions, bookstores and newstands in most major metropolitan areas and in Canada.

The **Gay & Lesbian Community Yellow Pages** is distributed complimentary in retail locataions throughout Metropolitan Los Angeles, the San Fernando Valley, San Gabriel Valley, Long Beach, Orange and Riverside counties, and door-to-door.

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## >CIRCULATION

**Frontiers'** circulation is 46,000 bi-weekly, and has a readership of over 110,000.

The **Gay & Lesbian Community Yellow Pages'** initial annual circulation is 60,000, and has a usership of over 150,000.



## >FOR MORE INFORMATION

**Contact us today to speak to one of our Advertising Consultants:**

**Phone:** (323) 930-3220  
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