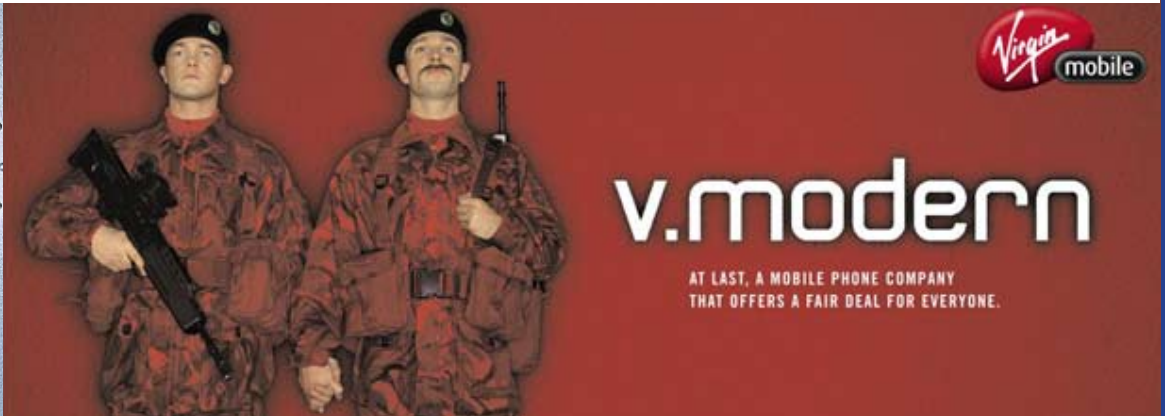




diversity = opportunity

GLAMA

gay & lesbian australian media alliance



**NSW & National LOTL Magazine**

Contact: Silke Bader  
Phone: 02 9332 2725  
Fax: 02 9332 4681  
Email: silke@lotl.com

**NSW Sydney Star Observer**

Contact: Scott Abrahams  
Phone: 02 8263 0513  
Fax: 02 8569 1394  
Email: editor@starobserver.com.au

**VIC Southern Star**

Contact: Megan Johnston  
Phone: 0438 310 168  
Email: megan.johnston@starobserver.com.au

**QLD QNews**

Contact: Deeje Hancock  
Phone: 07 3852 5933  
Fax: 07 3852 5944  
Email: deeje@qnews.com.au

**National & Int DNA**

Contact: James Macbeth  
Phone: 02 9764 0202  
Email: james@dnamagazine.com.au

**WA Out in Perth**

Contact: Allan Swinbank  
Phone: 08 9371 9877  
Fax: 08 9370 4205  
Email: ads@outinperth.com

**Our Representatives**

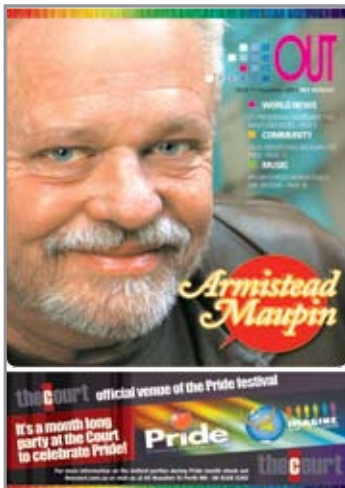
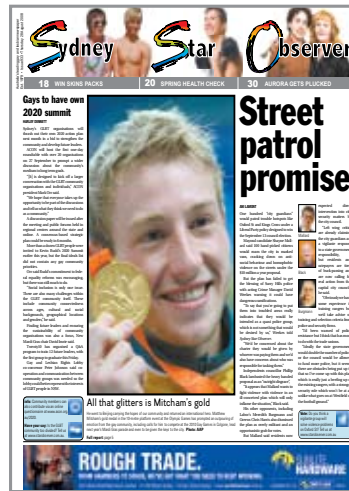
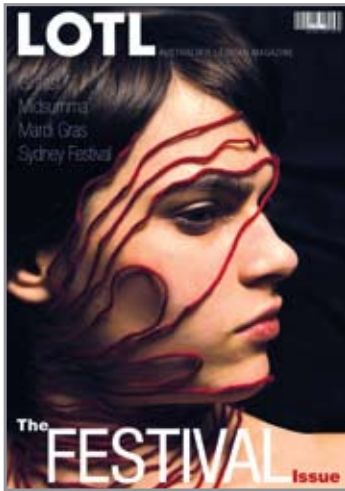
GLAMA is represented by Spots & Space. Please contact Daniel Laforest on 1300 4 PRESS or Email: sales@spotsandspace.com.au

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**Our Publications** . . . . . 5

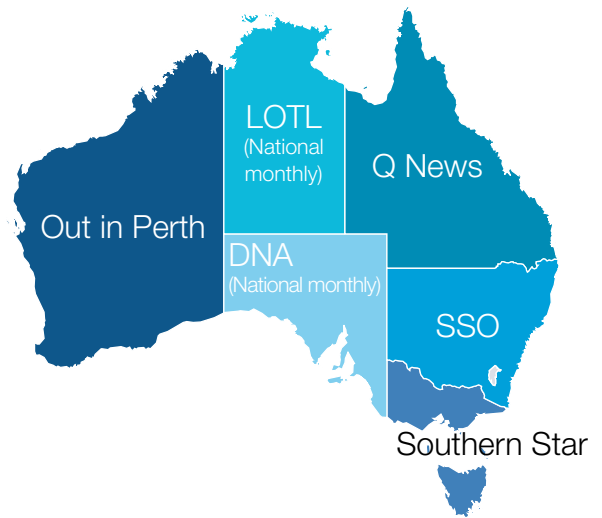


## WHAT IS GLAMA?

In a bold new move, Australia's independent gay and lesbian publishing houses have united to strengthen their ability to support their respective communities. The new group, **GLAMA** — Gay and Lesbian Australian Media Alliance — includes publications from right across Australia. This is a landmark movement that has seen Australia's largest and longest established gay and lesbian press unite for the betterment of the communities they represent. The alliance is committed to providing a smooth service delivery to its community and clients. The coming together will improve the dissemination of Australian gay and lesbian news to domestic and international readers. GLAMA members are united in their support for and commitment to improving the communities they serve and will actively work towards presenting Australia's gay and lesbian community to the world in a positive way.

## WHO IS GLAMA?

GLAMA is made up of six publications:



## GLAMA'S REACH

GLAMA's combined readership exceeds more than one million collectively, per issue\* - more than any other gay and lesbian publishing group. Most members are already CAB audited and the remainder are committed to the auditing process. \* As at July 2008.

## WHAT WE CAN DO FOR YOU

GLAMA is pleased to offer national advertisers significant discounts for multiple insertions.

### The following discounts apply:

- 5% Discount** - Book three or more insertions
- 10% Discount** - Book five or more insertions
- 15% Discount** - Book ten or more insertions

## OUR REPRESENTATIVES

GLAMA is represented by Spots & Space. Please contact Daniel Laforest on 1300 4 PRESS or email [sales@spotsandspace.com.au](mailto:sales@spotsandspace.com.au).





The gay and lesbian market is a lucrative one that many advertisers consider difficult to tackle, or don't consider at all.

Advertisers can learn how to go about reaching the g+l community by talking to the sales teams of the leading publications. If you are smart about your campaign and show respect for the community they will give you business and loyalty in return.

## 1) Sophisticated, not Stereotypical

Common stereotypes of gays and lesbians repeated in advertising communications fall wide of the mark. Sexuality is only a small part of a person's identity. The g+l market is astute, informed, in touch, sophisticated and politically savvy. They are consumers who look for quality and integrity.

## 2) Adjust your message to cater to the gay and lesbian market

It's important to ensure your marketing reflects the needs, wants and aspirations of the g+l community. Custom-designed campaigns featuring same-sex talent are more likely to appeal to the gay and lesbian community.

## 3) Media selection – the appropriate decision

The best publications in the market share the following characteristics:

- Independently audited.
- Distributed directly to your target reader.
- Well-established in the market.
- High quality content by professional journalists.

## 4) Strategy – frequency leads to loyalty

Plan your advertising campaign to a strategy that leverages the editorial opportunities offered by regular features. Frequency is key to ongoing brand loyalty in the g+l community.

## 5) You're welcome – It doesn't have to be gay

Your company/product does not have to be gay-focused for you to advertise here. When aiming to reach men and women across Australia, the g+l consumer has needs that are often the same. The g+l consumer responds just as positively to news about a great furniture sale as the mainstream consumer.

**CONTACT OUR  
REPRESENTATIVE TODAY  
1300 4 PRESS ( 1300 4 77377)**



Here is just a quick overview of how our readers spend their time and money.

## Social Activities

- Eat at a restaurant weekly 72%
- Undertake sport or gym weekly 61%
- Attend the cinema monthly 81%

## Buying Trends

- Intend purchasing a car within 12 months 41.6%
- Intend travelling to Europe within 12 months 47.5%
- Intend purchasing property within 12 months 38.5%
- Intend purchasing home entertainment/electronics 35.9%

## Living Situation

- Own their home 43.5%

## Fashion, Beauty & Lifestyle

- 78% go shopping for pleasure at least monthly
- 48% enjoy regular beauty treatments
- 26.5% intend to undergo a cosmetic procedure in the coming 12 months



## Home Lifestyle

- 81% of our readers have home computers
- 22.8% have pay TV with 11.6% indicating their intention to subscribe in the next 12 months



## Motoring

- 41.6% intend to purchase a car within the coming 12 months

## Travel

- 55% travelled domestically by air on business trips during the previous year
- 67.5% travelled by air domestically for a vacation during the previous year
- 50.6% travelled by air internationally for a vacation during the previous year
- 84.3% took a short break within Australia during the previous year
- 86% stay in either boutique/b&b or 3-4 star accommodation
- Readers spend \$122 million annually on leisure travel and holiday accommodation





## LOTL – National monthly CAB Audited 27,843

Established in 1989, LOTL, an acronym for Lesbians On The Loose, is focused on lesbian culture. LOTL prides itself on its innovative design, outstanding features, award-winning staff and premium quality content. LOTL has earned a reputation for excellence, winning an Australian editorial award. It is a full gloss monthly publication. Interviews with celebrities, travel articles, health, entertainment and business gives the lesbian, bisexual or occasional male reader a broad variety of content. LOTL is available free to street in all capital cities with approx 300 outlets per city. LOTL also offers a fully digital online version available on [www.lotl.com](http://www.lotl.com)

### Rates excluding GST

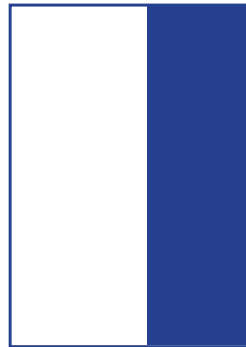
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<b>Half Page Horizontal</b>	\$1980
<b>Half Page Vertical</b>	\$1980
<b>Quarter Page Horizontal</b>	\$825
<b>Quarter Page Vertical</b>	\$825



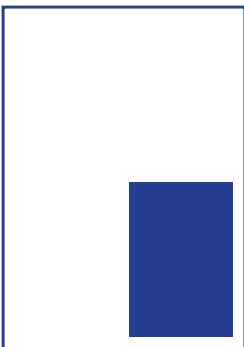
Full Page



Half Page  
Horizontal



Half Page  
Vertical



Quarter Page  
Vertical



Quarter Page  
Horizontal

	Wide mm	High mm	Bleed mm (If offered)
<b>Full Page</b>	210	297	5
<b>Half Page Horizontal</b>	190	135	
<b>Half Page Vertical</b>	90	277	
<b>Quarter Page Horizontal</b>	190	60	
<b>Quarter Page Vertical</b>	90	135	

**Gays to have own 2020 summit**  
 Sydney's GLBT organisations will...  
 ACORN will host the first one-day...  
 on 27 September to prompt a wide...  
 discussion about the community's...  
 medium to long term goals.  
 "It is designed to kick off a larger...  
 conversation with the GLBT community...  
 organisations and individuals," ACORN...  
 president Mark Ore said.  
 "We hope that everyone takes up...  
 the opportunity to be part of the...  
 discussion and tell us what they think...  
 we need to do as a community."  
 A discussion paper will be issued...  
 after the meeting and public forums...  
 held in regional centres around the...  
 state and online. A consensus-based...  
 strategic plan could be ready in 6 months.  
 More than a dozen GLBT people...  
 were invited to Kevin Rudd's 2020...  
 Summit earlier this year, but the final...  
 list did not contain any gay community...  
 priorities.  
 Ore said Rudd's commitment to...  
 federal equality reforms was...  
 encouraging, but there was still...  
 much to do.  
 "Social inclusion is only one...  
 issue. There are also many...  
 challenges within the GLBT...  
 community itself. These...  
 include community...  
 connections across age, cultural...  
 and racial backgrounds, geographical...  
 locations and genders," he said.  
 Finding future leaders and...  
 ensuring the sustainability of...  
 community organisations was...  
 also a focus, New South...  
 Wales Greens chair David...  
 Forster said.  
 Twenty10 has organised a...  
 Q&A program to train 12 future...  
 leaders, with the first group...  
 to graduate this Friday.  
 Gay and Lesbian Rights...  
 Lobby co-convenor Peter...  
 Johnson said co-operation...  
 and communication between...  
 community groups was...  
 needed so the lobby could...  
 better represent the interests...  
 of GLBT people in NSW.

**All that glitters is Mitcham's gold**  
 He went to Beijing carrying the hopes of our community and returned an international hero. Matthew Mitcham's gold medal in the 10-metre platform event at the Olympic Games has...  
 Full report: page 5

**Street patrol promise**  
 ALABAMA  
 One hundred "city guardians" would patrol trouble hotspots like Oxford St and Kings Cross under a Liberal Party policy designed to win the September 13 council election. Mayoral candidate Sharon Miall said 100 hand-picked citizens would roam the city in marked vans, cracking down on anti-social behaviour and homophobic violence on the streets under the \$10 million a year proposal. But the plan has failed to get the blessing of Sunny Hills police with acting Crime Manager David Weekes warning it could have dangerous ramifications. "To say that you're going to put them into troubled areas really indicates that they would be intended as a quasi police group, which is not something that would be desired by us," Weekes told Sydney Star Observer. "We'd be concerned about the charter they would be given by whoever was paying them and we'd also have concerns about who was responsible for tasking them." Independents councillor Phillip Black lambasted the heavy handed proposal as an "outright disgrace". "It appears that Miall wants to fight violence with violence in an ill-conceived plan which will only inflame the situation," Black said. His other opponents, including Labor's Meredith Burgmann and Greens Chris Harris, also dismissed the plan as overly militant and an opportunistic grab for votes. But Miall said residents now expected direct intervention into city security matters by the city council. "Let's wing critics are already claiming the city guardians are a vigilante response to a state government responsibility, but residents and newspapers are tired of back-passing and are now calling for real action from this capital city council," he said. "Obviously we have some experience in training rangers but we'd take advice on training and selection criteria from police and security firms." "I'd been warned of police resistance but I think that has more to do with the trade unions." "Ideally the state government would double the number of police, or the council would be allowed to fund more police, but it seems there are obstacles being put up so that so I've come up with this plan which is really just a beefing up of the existing rangers, with a stronger security role which won't be at all unlike what goes on at Westfield or the football grounds." "Note: Do you think a vigilante group will solve violence problems on Oxford St? Tell us at www.starobserver.com.au"

**ROUGH TRADE.**  
 FROM HAMMERS TO SPACK, WE'VE GOT WHAT YOU NEED TO KEEP WORKING.  
 SUNLITE HARDWARE  
 452-454 Pitt Street West, Newcastle | 24 Pitt Street, Sydney | 60 Ark St, Sydney | www.sunlitehardware.com.au

## Sydney Star Observer – Sydney and national weekly CAB Audited 30,378

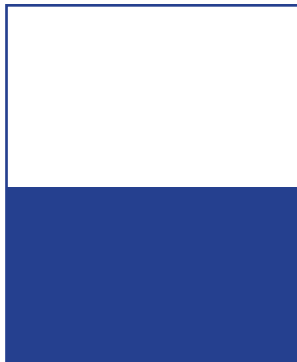
Established in 1979, Sydney Star Observer is the authoritative voice of Sydney and NSW's vibrant gay and lesbian community. As a portal to communicate with the lucrative gay and lesbian market, no other publication in Australia has the command of Sydney Star Observer. Sydney Star Observer continues to grow in both weekly published and online editions. With a current CAB audited circulation of 27,258 and readership of 85,458 and well over 500 distribution points throughout the greater metropolitan area, regional NSW and interstate. Sydney Star Observer is Australia's most widely read gay and lesbian publication. Readers of this iconic Sydney newspaper have a high disposable income (\$66,460), (60%) have been in relationships for longer than three years and (33.9%) are tertiary educated. This makes them a 'DINK' (double income no kids) target audience you cannot afford to ignore.

### Rates excluding GST

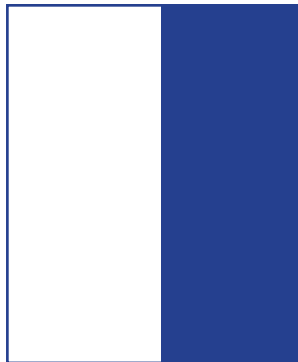
Full page	\$2079
Half Page Horizontal	\$1199
Half Page Vertical	\$1199
Quarter Page Horizontal	\$792
Quarter Page Vertical	\$792



Full Page



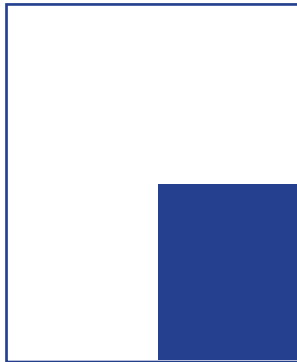
Half Page Horizontal



Half Page Vertical



Quarter Page Horizontal



Quarter Page Vertical

	Wide mm	High mm	Bleed mm (if offered)
Full Page	260	315	5
Half Page Horizontal	260	155	
Half Page Vertical	128	315	
Quarter Page Horizontal	260	75	
Quarter Page Vertical	128	155	



## Southern Star – Melbourne and regional Victoria CAB Audit Committed

The lucrative Melbourne gay and lesbian market is now open for business with our latest member, Southern Star.

Following the successful following of its Sydney counterpart, the Star has already become an authoritative voice for the Melbourne gay and lesbian community.

Mixing news, entertainment, lifestyle and sport, Southern Star has the content that Melburnians want to read each week. Now all those readers need is businesses who want to speak to them.

This is a 'DINK' (double income no kids) target audience you cannot afford to ignore.

With a larger print run than the nearest competition in the market, Southern Star also reaches more distribution points in metropolitan areas and regional Victoria.

### Rates excluding GST

<b>Full page</b>	\$2079
<b>Half Page Horizontal</b>	\$1199
<b>Half Page Vertical</b>	\$1199
<b>Quarter Page Horizontal</b>	\$792
<b>Quarter Page Vertical</b>	\$792



Full Page



Half Page  
Horizontal



Half Page  
Vertical

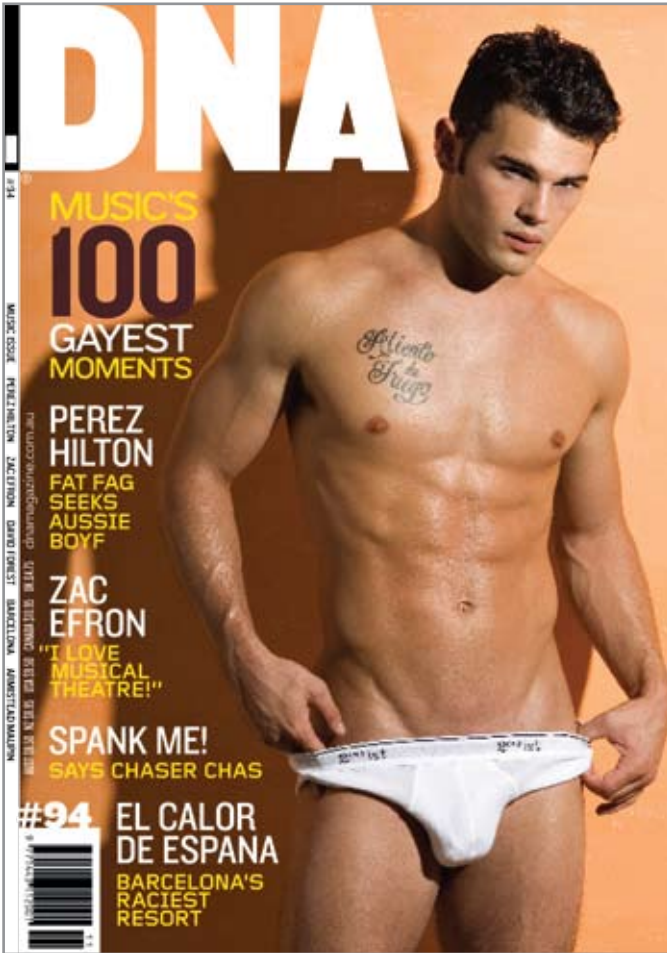


Quarter Page  
Horizontal



Quarter Page  
Vertical

	Wide mm	High mm	Bleed mm (If offered)
<b>Full Page</b>	260	315	5
<b>Half Page Horizontal</b>	260	155	
<b>Half Page Vertical</b>	128	315	
<b>Quarter Page Horizontal</b>	260	75	
<b>Quarter Page Vertical</b>	128	155	



## DNA Magazine – International sales of over 45,000 a month

DNA is Australia's best-selling magazine for gay men (20,500 per month), with a growing international readership in the USA, Canada, the UK, Europe and New Zealand.

DNA outsells America's leading gay titles in the crucial Barnes and Noble and Borders Books chains in the USA. And with 1.3 million unique visitors a month, DNA's website is the number one gay magazine website in the world.

### Rates excluding GST

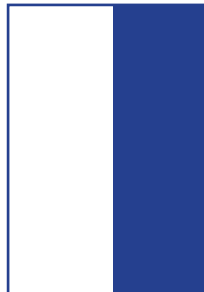
<b>Full page</b>	\$3014
<b>Half Page Horizontal</b>	\$1683
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<b>Quarter Page Horizontal</b>	\$929.50
<b>Quarter Page Vertical</b>	\$929.50



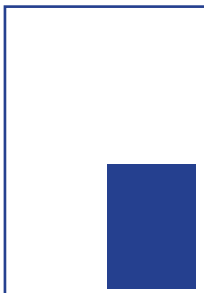
Full Page



Half Page Horizontal

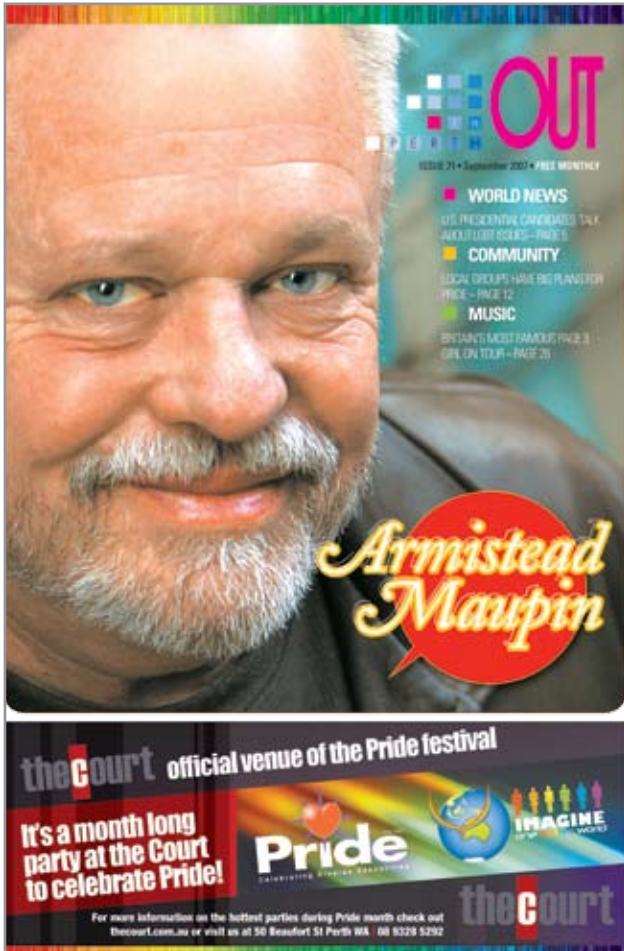


Half Page Vertical



Quarter Page Vertical

	Wide mm	High mm	Bleed mm (if offered)
<b>Full Page</b>	180	260	5
<b>Half Page Horizontal</b>	180	129	
<b>Half Page Vertical</b>	87	263	
<b>Quarter Page Horizontal</b>	NA		
<b>Quarter Page Vertical</b>	80	112	



## Out in Perth – Western Australian monthly CAB Audit Committed

Out in Perth is the only publication for Western Australia's gay and lesbian community. Its unique combination of print and online give 24 hour accessibility and functionality for advertisers, community groups and news.

The fresh format of the publication reflects the uniqueness and diversity of the city's community.

With a distribution of more than 10,000 copies and a readership in excess of 35,000 people, it offers a great mix of news, community information, entertainment and lifestyle information.

### Rates excluding GST

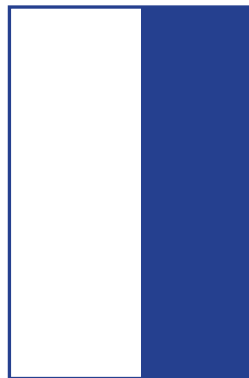
<b>Full page</b>	\$1485
<b>Half Page Horizontal</b>	\$1045
<b>Half Page Vertical</b>	\$1045
<b>Quarter Page Horizontal</b>	\$759
<b>Quarter Page Vertical</b>	\$759



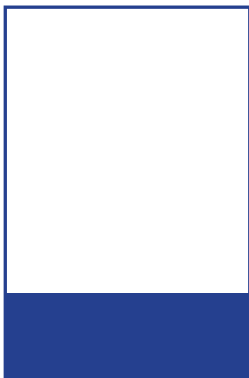
Full Page



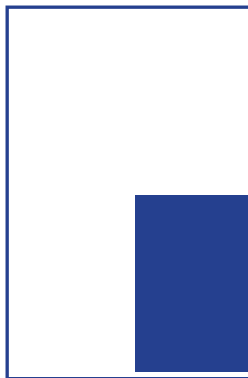
Half Page Horizontal



Half Page Vertical

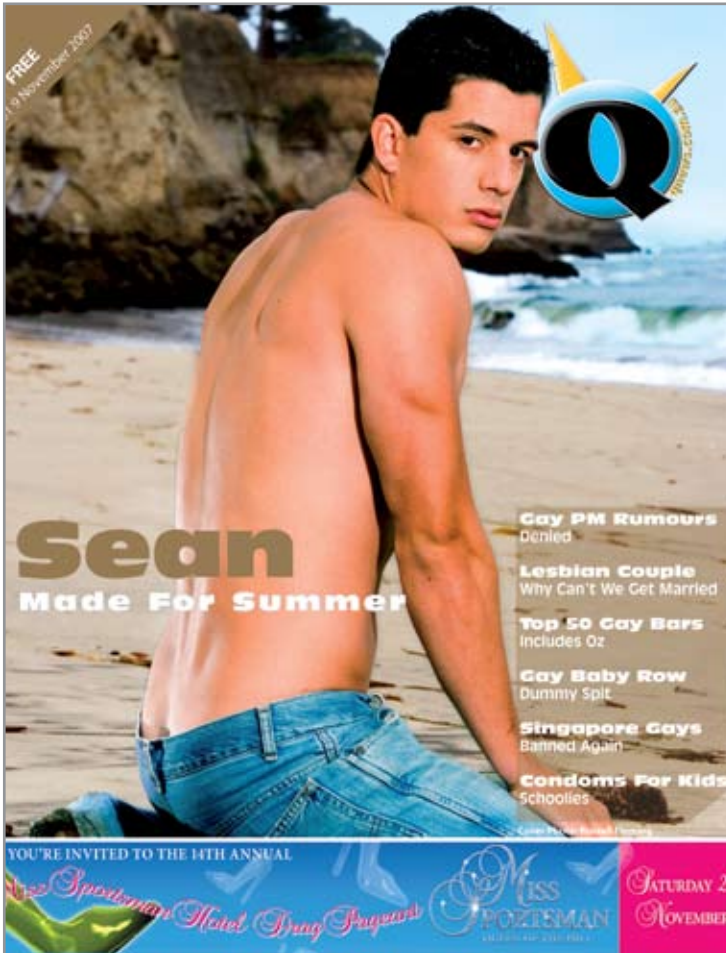


Quarter Page Horizontal



Quarter Page Vertical

	Wide mm	High mm	Bleed mm <small>(if offered)</small>
<b>Full Page</b>	260	395	
<b>Half Page Horizontal</b>	260	188	
<b>Half Page Vertical</b>	172	252	
<b>Quarter Page Horizontal</b>	260	92	
<b>Quarter Page Vertical</b>	128	188	



## Q News – Queensland fortnightly CAB Audit Committed

Q News is full gloss and Queensland's only fortnightly free-to-street gay, lesbian and alternative lifestyle publication.

Each fortnight over 16,250 copies of Q News are distributed to over 70,000 readers in outlets covering Cairns to Adelaide with a concentrated region in south-east Queensland and northern NSW.

Q News is distributed to more than 400 cafés, night life venues, education centres and libraries throughout Australia.

Simply put, Q News is your source for current news and features, style and entertainment, the social scene, music and film, and exciting competitions. We offer you the who's who of business, with up-to-date information on current issues.

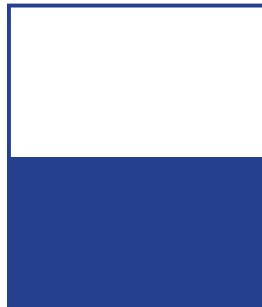
Any product or service imaginable has a place in Q News. No matter what your message or what you need to advertise, it is guaranteed to reach your desired audience effectively on a fortnightly basis.

### Rates excluding GST

<b>Full page</b>	\$1289.20
<b>Half Page Horizontal</b>	\$731.50
<b>Half Page Vertical</b>	\$731.50
<b>Quarter Page Horizontal</b>	\$375.10
<b>Quarter Page Vertical</b>	\$375.10



Full Page



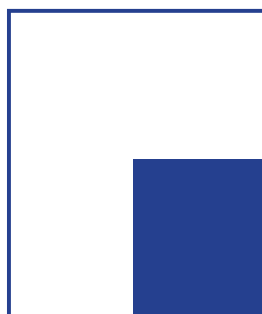
Half Page Horizontal



Half Page Vertical



Quarter Page Horizontal



Quarter Page Vertical

	Wide mm	High mm	Bleed mm <small>(if offered)</small>
<b>Full Page</b>	231	275	5
<b>Half Page Horizontal</b>	240	140.5	
<b>Half Page Vertical</b>	118	285	
<b>Quarter Page Horizontal</b>	240	69.5	
<b>Quarter Page Vertical</b>	118	140.5	