

List Profile for: Guide 2 Gay

List Type: Consumer

What's This List About?

Guidetogay.com is Australia's favourite lifestyle and travel website dedicated to the GLBT community, globally.

The guidetogay brand was originally founded by Robert Manser as a video travel documentary, hosted by Mr Gay Sydney, Kent Gryphon, as a fundraiser for the AIDS Trust of Australia.

The success of the video allowed a series of unique, and the FIRST compact pocket guides for the GLBT community to be produced. International success of the pocket guides forced an online upgrade of the website to become one of the leading lifestyle, travel and entertainment portals for the global GLBT community.

The site reinforces a community feel with its solid support of community events, charities and fundraising activities. **Unlike other popular portals for the Gay community, Guidetogay.com does not revolve around sex or dating. It is NOT a sex site.**

Advertisers can feel comfortable that their products are being represented in the best possible light to an educated and highly responsive brand-aware market.

Advertising campaigns using the Guidetogay.com opt-in email list are a must for any advertiser wishing to target this lucrative market. Perfect For...Travel, Fashion, Music, Theatre, Entertainment, Food, Wine.

Guide 2 Gay Members:

- Have a high disposable Income
- Are innovators and early adopters
- Are style and fashion conscious
- Money rich, time poor
- Earn over \$50K
- Travel overseas annually
- Prefer to shop online
- Are mostly tertiary qualified – 64%

Age Breakdown:

- 18-24 16%
- 25-44 72%
- 45+ 12%

Pricing & Selections

ex GST

# of records	Over 150,000 members
Pricing	Email 30c per email / \$350.00 setup Email Blast to entire list 20c per email / no setup Minimum order 10,000 emails

Selections	- State only STATE BREAKDOWN – APPROXIMATE <ul style="list-style-type: none"> ▪ NSW - 83,300+ ▪ VIC - 54,400+ ▪ QLD - 19,700+ ▪ OTHER - 5,200+
-------------------	---

Anything Else I Need To Know?

Deliverability	100%
Terms & Restrictions	- Campaigns must offer something of value to members - All sending is done by the list owner - All campaigns include hosting and reporting

Delivery Format & Turnaround Time

Format	Your HTML email sent by list owner to members within Guide 2 Gay template
Turnaround	Allow at least 7 days
Payment Terms	Pre payment (unless otherwise negotiated).

