



2018-2019  
South Florida Gay News Media Family  
Local Media Kit



South Florida Gay News Media Company

# SFGN

SFGN features articles on everything from family to fashion, health and politics, real estate to religion, and growing up trans - all highlighting the strength and diversity of the LGBT community of South Florida.

- 20,000 Copies • 58,000 Dedicated Weekly Readers
- 4 County Distribution - West Palm Beach, Broward, Miami-Dade & Monroe/Key West
- Over 500 Distribution Locations

The entertainment magazine for South Florida Gay News which publishes every other month. The Mirror reflects seasonal trends in style, travel, the hottest gadgets, dining, entertainment and more.

- 30,000 Copies • 75,000 Dedicated Readers
- 4 County Distribution - West Palm Beach, Broward, Miami-Dade & Monroe/Key West
- Over 500 Distribution Locations

## THE MIRROR

## THE GUIDE

AN SFGN PUBLICATION  
SFGN.guide

The only LGBT Directory of South Florida featuring both LGBT owned and friendly businesses throughout.

- 50,000 Copies • 125,000 Annual Readers
- 6 County Distribution - West Palm Beach, Broward, Miami-Dade & Monroe, Orange, and Hillsborough areas.
- Over 500 Distribution Locations
- Online Directory & Print

# SFGN.com

- 16,000 + Subscribers
- 82% Open Rate
- 92% Local To South Florida
- Released 3 Days A Week



- 70,000 Average Unique Visitors Monthly
- 225,000 + Average Pageviews Monthly
- International Reach with a focus of 74% in South Florida area
- Updated Daily with Current News

## SFGN NEWSLETTER

- 18,000 + Followers/Fans
- Active & Responsive Followers
- International Reach with a focus of 86% in South Florida
- Updated Multiple Times Daily





## Print Readership Demographics:

86% Male

9% Female

5% Transgender

## Online Readership Demographics:

53% Male

47% Female

# DIVERSITY



## Relationship Status:

Single – 35.8%

Relationship – 62.9%

Other – 1.3%



South Florida consumers are loyal, dedicated, diverse, and committed to supporting brands that support them!





## Gen Y-ers

- Social Media
- Environmentally Conscious
- Trendy & Savy

## Generation X

- Tech Lovers
- Comfort vs Flashy
- Loyal & Considerate

## Baby Boomers

- Willing to Change
- Corporate Loyalty is Important
- Long Term Loyalty & Committed

## READERS DEMOGRAPHICS

26.8% Plan To Buy A Home  
36.3% Plan To Purchase Furniture  
25.7% Plan To Purchase A Vehicle  
71.6% Purchase A&E Tickets  
63.5% Travel Annually  
69.1% Have A Pet  
41.2% Spend \$30+ Per Meal



# Loyalty in Action.

Engaged Customers Buy...



...More Frequently  
from a brand.

Engaged Customers Spend...



...More Dollars  
per Transaction.

Engaged Customers Are...

5x

...More Likely To Indicate It  
Is The Only Brand They Would  
Purchase From In The Future.

LGBT consumers outspend the average U.S. household by 7%. They are more likely to purchase brand names and new gadgets.

Information Provided by the SFGN 2018 CMI Consumer Survey

### Print Readership Ages

9% 18-30  
12% 31-40  
41% 41-50  
28% 51-60

### Income Per Individual

36.6% Over \$100K  
14.5% \$75k - \$99k  
17.6% \$50K - \$74K  
16.2% \$25K - \$49k  
6.3% \$Under \$25k

### Digital Readership Ages

23% 18-30  
32% 31-40  
28% 41-50  
12% 51-60

# Make Every Dollar Count!

Loyalty Is Everything To LGBT Consumers...

# Companies We Work With In South Florida



WELLS  
FARGO



**J. MARK'S**  
RESTAURANT



**AP** Associated Press



care|resource

**artserve**

**CNNOWIRE**



OUR BRANDS SUPPORT LOCAL LGBT CONSUMERS



# This Is What Business Owners Say About The SFGN Media Family



**AMERICAN TAX & INSURANCE**  
2312 Wilton Drive  
Wilton Manors, FL 33301  
(954) 302-3228 • [www.AmericanTaxandInsurance.com](http://www.AmericanTaxandInsurance.com)

**What Our Clients Say About SFGN!**

"SFGN has produced the largest clients and most loyal customers. Advertising with SFGN has made sense for 8 and half years and we look forward to serving the LGBT community for years to come."

~Al Cicotte ~  
American Tax & Insurance



**Poverello**  
(954) 561-3663 • [www.Poverello.org](http://www.Poverello.org)

**What Our Clients Say About SFGN!**

"SFGN's sales team is committed to bringing exposure to our local non-profit in Wilton Manors. Dedicated readers are the key to their success which helps us raise awareness and fundraise in the LGBT community."

~Kevin Clevenger ~  
The Poverello Center



**Best Books & Taxes**  
1881 NE 26<sup>th</sup> St, # 202  
Wilton Manors, FL 33305  
954.565.1041 • [www.bestbooksandtaxes.com](http://www.bestbooksandtaxes.com)

**What Our Clients Say About SFGN!**

"Advertising with SFGN has really helped us reach and exceed our goals, with over 25% growth in our tax business over last year."

~Doug Turner, EA ~  
Best Books & Taxes, LLC



**EVENING STAR PRODUCTIONS**  
[www.facebook.com/eveningstarproduction](http://www.facebook.com/eveningstarproduction)

**What Our Clients Say About SFGN!**

"SFGN is an excellent vehicle for advertising the arts in the South Florida market. Their readership is intelligent, informed, and interested in what local theatres and artists have to offer in the way of cultural entertainment, and their interest translates into ticket sales. I often recommend that my clients place ads not only in their publication, but also on their website."

~ Evening Star Productions ~



**THE GRAND RESORT AND SPA**  
539 N Birch Rd,  
Fort Lauderdale, FL 33304  
[www.grandresort.net](http://www.grandresort.net)

**What Our Clients Say About SFGN!**

"South Florida Gay News provides the most accurate up-to-date and compelling information. We view this paper as a valuable resource for the LGBTQ business community. SFGN helps to promote future economic growth and development in South Florida's tourism and travel industries."

~ Ed & Casey ~  
The Grand Resort & Spa



**COLDWELL BANKER**  
RESIDENTIAL REAL ESTATE  
901 E Las Olas Blvd #101, Fort Lauderdale, FL 33301  
Robert Geary MacKilligan  
Realtor®  
[rgmsell@aol.com](mailto:rgmsell@aol.com)  
2036 NE 15th Ave., Wilton Manors, FL 33305 • 954.234.8759

**What Our Clients Say About SFGN!**

"South Florida Gay News has done an Outstanding Job in generating business to both my home staging business, Florida Stage Hands and my real estate business, Coldwell Banker. Their graphic designs by Justin, are to the point and catch the eye of the consumer. I highly recommend this publication for any successful business."

~Robert MacKilligan ~



**BROWARD CENTER FOR THE PERFORMING ARTS**  
[www.browardcenter.org](http://www.browardcenter.org)

**What Our Clients Say About SFGN!**

"The team at SFGN always responds quickly and works within the budget constraints that are imposed on us by corporate. Friendly, competitive, and smart are the reasons to choose SFGN."

~ Fernando Masterson ~  
Broward Center for the Performing Arts



**Cruise Designs**  
Paul Stalbaum • [paul@cruisedesignstravel.com](mailto:paul@cruisedesignstravel.com) • 954.234.8759

**What Our Clients Say About SFGN!**

"When looking to spend my advertising dollars, I always consider the readership. SFGN is the one media in Florida that seems to attract people who are seriously interested in both local and national news. For locals as well as tourists in town, SFGN seems to best serve my target audience."

~ Paul Stalbaum ~  
Cruise Design Travel

*Dedicated to inform, inspire and involve.*

South Florida Gay News is eight years old. The child of Norm Kent and Pier Angelo Guidugli, SFGN flourishes at a time when many print publications are going out of business. SFGN has proved that South Florida's LGBT community still appreciates a quality "news" paper that is not afraid to tell the truth. In addition to being Florida's leading LGBT weekly and our community's newspaper of record, SFGN also publishes Wilton Manor's hometown journal, the Gazette. Another SFGN publication is the Mirror, a bi-monthly entertainment and life style glossy magazine that goes beyond its South Florida confines, and The Guide, a business directory for LGBT and LGBT friendly businesses serving South Florida.. South Florida is a gay and lesbian tourist Mecca, the epicenter of hundreds of thousands of dollars spent on its shores every year, and advertisers wisely and vigorously pursue LGBT dollars.

We deliver hard and accurate journalism, political analysis, entertainment, insightful opinions, health and fitness, cutting-edge editorials, and all the issues and stories that impact our colorful community. We want to be the best we can be, illuminating our lives, losses, loves and hopes.

*Norm Kent*

Contact our office  
[sales@sfgn.com](mailto:sales@sfgn.com)  
954.530.4970

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**SFGN**

2520 N. Dixie Hwy  
Wilton Manors, FL 33305

[www.southfloridagaynews.com](http://www.southfloridagaynews.com)