

South Florida Gay News Media Company



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

MISROR



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

- 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

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

SFGN







- 18,000 + Follwers/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

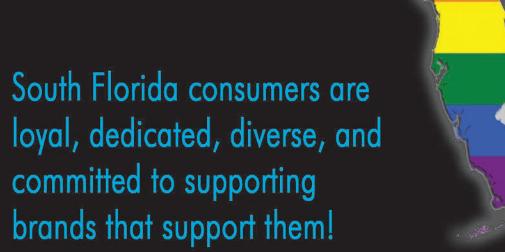
Online Readership Demographics:

53% Male 47% Female

DIVERSITY



Relationship Status: Single - 35.8% Relationship – 62.9% Other – 1.3%





Gen Y-ers

- Social Media
- Environmentally Conscioius
- Trendy & Savy

Generation X

- Tech Lovers
- Comfort vs Flashy
- Loyal & Considerate

Baby Boomers

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

Loyalty in Action.

Engaged Customers Buy...



Engaged Customers Are...







...More Frequently from a brand.

...More Dollars per Transaction.

...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

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

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

















artserve





OUR BRANDS SUPPORT LOCAL LGBT CONSUMERS

This Is What Business Owners Say About The SFGN Media Family



(954) 302-3228 * www.AmericanTaxar

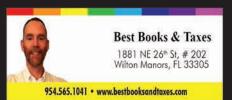
What Our Clients Say About SFGN!

""SFGN has produced the largest clients and most loval 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



What Our Clients Say About SFGN!



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"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



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 ~



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 & Casev ~ The Grand Resort & Spa



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 MacKillagan ~



www.browardcenter.org

What Our Clients Say About SFGN!

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

~ Fernando Masterson ~ Broward Center for the Performing Arts



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 954.530.4970

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www.southfloridagaynews.com