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

SFGN NEWSLETTER

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

- 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

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

Loyalty in Action.

Engaged Customers Buy...
90%
...More Frequently from a brand.

Engaged Customers Spend...
60%
...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 SFQN 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

LIVE NATION
WELLS FARGO
JM LEXUS
YOUR LEXUS PLUS DEALER
J.MARK'S
RESTAURANT
BROADWAY ACROSS AMERICA
AP Associated Press
FLORIDA PRESS ASSOCIATION
BROWARD HEALTH
JAGUAR
Palm Beach
JAGUAR
care resource
ARTSERVE
CNN WIRE
MAGIC CITY CASINO

OUR BRANDS SUPPORT LOCAL LGBT CONSUMERS
This Is What Business Owners Say About The SFGN Media Family

**American Tax & Insurance**

“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

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**Poverello**

“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 raise funds in the LGBT community.”

— Kevin Cleverger —
The Poverello Center

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**Best Books & Taxes**

“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

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**Evening Star Productions**

“SFGN is an excellent vehicle for advertising the arts in the South Florida market. Their readership is intelligent, informed, and interested in what local theatre 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 —

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**The Grand Resort & Spa**

“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 community. SFGN helps to promote future economic growth and development in South Florida’s tourism and travel industries.”

— Ed & Casey —
The Grand Resort & Spa

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**Coldwell Banker**

“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 Mesterson —
Broward Center for the Performing Arts

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**Cruise Designs**

“When looking to spend my advertising dollars, I always recommend the readership. SFGN is the only 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 be a great way to reach our target audience.”

— Paul Stolbaum —
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

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