



GT
Covers...

Travel

The largest travel section in the UK gay press, featuring the unusual mix of long-haul, short breaks and the best of British.

News

Full coverage of what's going on nationally and internationally. No-one beats our news analysis.

Music

Pop, Classical, Opera, Jazz and Electro; no other gay magazine covers so many tastes.

Arts

Previews and reviews of all the best gay arts events and venues throughout the UK.

Books

What is every gay man reading? Let *GT* tell you with our detailed Books section.

Films

All the recent DVD and movie releases, given the gay spin. ■



GT Media Solutions 2009

Having recently celebrated **25 years** of reaching the affluent gay male market, *Gay Times* has just experienced further development through a change of print format in July 2009 and a move to Comag distribution in October 2009 which will see our circulation grow in the UK and internationally.

Associating your brand with GT through our high quality magazine, online and digital advertising solutions offers even more potential reach and response from the gay market.

If you advertise in print your advert will automatically appear in the new Digital GT, which is subscribed to via our web site internationally.

This new media kit presents our new sizes, options and prices as well as our reader profile. ■

Who is the **GT** reader?

GT's core buyer is male, aged 25 – 44, well educated and in a managerial/senior position, with earnings considerably above the national average. He lives in privately-owned accommodation alone or with a partner. He is confident, independent, politically aware, brand-loyal, and spends his disposable income on leisure activities, travel, communication and home entertainment.

Circulation 68,143
Readership 170,358

Where do our readers live?

Scotland	5%
North East	3%
North West	8%
Yorkshire	4%
Midlands	12%
East Anglia	6%
London	26%
South	17%
South West	5%
N. Ireland	1%
Wales	4%
Eire	1%
Not specified	4%
Other	4%

(11% of our readers are subscription-based)

Readership age

Under 24	13%
25 to 34	25%
35 to 44	25%
45 to 54	19%
55 plus	12%

Readership education levels

Further Education	42%
University level	28%
Postgraduate level	14%
Other	4%

Reader gender

Male	98%
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The average full-time income of a GT reader is **£34,168**

The national average full-time income in Britain is **£24,800**

Readership employment

Full-Time	68%
Part-Time	12%
Students	7%
Seeking Work	6%
Other	7%

Total Employed	87%
National Average	74.5%

GT25
www.gaytimes.co.uk
Special 25th Birthday Issue
Featuring:
Elton John
Stephen Fry
Peter Tatchell
Jodie Harsh
Mark Gatiss
Edmund White
Paul O'Grady
Scottee
Jake Arnott
Sir Nick Partridge
David Starkey
Andrew Logan
Michael Cashman
John Amaechi
Justin Bond
Aiden Shaw
Chris Graham-Bell
Paul Gambaccini
Jonny Woo
Sir Tom Baker
Thomas Priest

National average monthly credit card spend is less than £150, according to the national money education charity Credit Action. The national average store card spend is less than £50 per calendar month. GT readers' average monthly credit card spend is **£924**

GT Digital Media Solutions 2009

www.gaytimes.co.uk is the online equivalent of GT magazine, the best selling gay lifestyle publication in the UK. This year, we celebrate our 25th Anniversary. It has up to date articles from this months magazine as well as archived news and reviews from arts, travel and entertainment. Our thriving blogs and forums encourage extensive user participation in the site, making it a targeted way to interact with one of the most sought after consumer groups.

Average Stats
(April-May 2009)

Unique monthly visitors
33,000

Monthly visits
42,000

Page views/page impressions
127,000

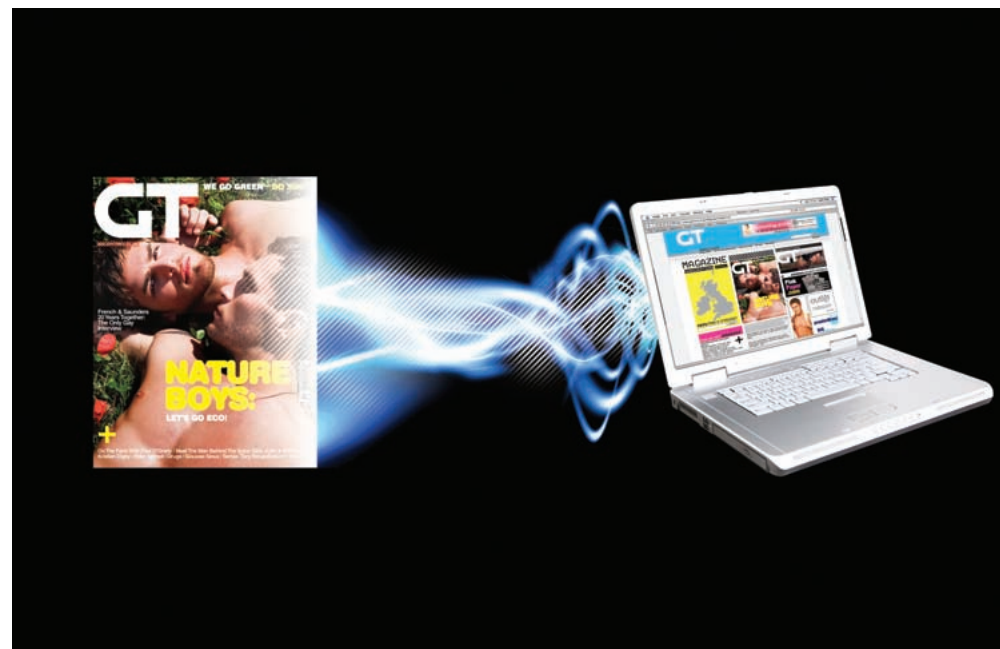
GT readers spend an average £2020pa on-line.

Half of all GT readers are users of on-line banking.

84% of GT readers spend some time on-line every week, with the typical usage being 9.5 hours per person.



ISTOCKPHOTO



Opportunities include:

Online Leader Boards, MPUs, Skyscrapers

Digital Edition GT has a subscriber based digital edition. You can enhance your advert for your company or product as part of a package with print or online or in isolation from the print/static digital advert.

Digital price Guide

Online

Leader Boards

£700 per site, per month or £200 per site, per week

Skyscrapers

£700 per site, per month or £200 per site, per week

MPUs

£1000 per site, per month or £200 per site, per week

Digital Editions – Published monthly

Audio enabled ad	£900 per edition
Video enabled ad	£1000 per edition
Flash enabled ad	£1500 per edition
Direct Response form enabled advert	£2000 per edition

Standard Ad Packages

DPS with hyperlink	£1000 per edition
Full Page with hyperlink	£750 per edition

Sponsorship of full issue – exclusives, section sponsorship, product placement £POA

GT Advertising rates

Full-Colour Display

1st/2nd Double-page spread	£4158
Standard Double-page spread	£3696
Outside back cover	£3060
Inside covers	£2772
Early right-hand page	£2425
Early left-hand page	£2252
Full-page run of paper	£2136
Half-page primesite	£1270
Half-page run of paper	£1039
Quarter-page	£577

Recruitment	£22SCC
Classified Display	£15SCC

Series Discounts

3 consecutive insertions	5%
6 consecutive insertions	10%
9 consecutive insertions	15%
12 consecutive insertions	20%

Agency commission

10% for NPA/PPA-recognised agencies

Loose Inserts £35 per K

Tip-ons, covermounts, polybags and bound-in inserts by negotiation. For production enquiries, please contact your sales representative, who is trained to help you.

Key Contacts:

Display Advertising - Jay Dubois
020 7424 7444
jay@gaytimes.co.uk

Classified Display - Faye Davies
020 7424 7444
faye@gaytimes.co.uk

Gay Times (GT),
Millivres Prowler Group,
Spectrum House, Unit M
32-34 Gordon House Road
London NW5 1LP.

Telephone 020 7424 7444

Fax 020 7424 7401

E-mail advertising@gaytimes.co.uk

Summary of Terms and Conditions of Acceptance

All business is conducted and orders received are subject to our Standard Terms and Conditions, copies of which are available on request. In particular prices are as stated in the Media Pack or as agreed at the time and date of order, and are exclusive of VAT; all orders must be pre-paid unless an approved credit account already exists. Any discount is given in consideration of settlement being made within agreed terms; if the advertiser cancels the balance of an agreed order, they relinquish any right to a previously negotiated discount and any advertisements should be paid at the full rate; at least four weeks' notice in writing prior to copy date is required in order to stop or suspend an insertion; any query relating to your account must be raised with the Account Department within four weeks following the date of publication.

Also Published by MPG:

DIVA

DIVA, Britain's leading lifestyle glossy for gay and bisexual women.

PinkPaper.com

PinkPaper.com, the online version of the UK's only gay and lesbian newspaper. Specialists in diversity recruitment.

puffta.

Puffta, the UK's leading website for gay teens

Banner advertising is available at prime positions on www.gaytimes.co.uk.

For further information please call 020 7424 7444 or e-mail advertising@gaytimes.co.uk

Gay Times' Publishing Schedule 2009/2010

Issue/Issue No.	Booking Deadline	Copy Date	On Sale Date
November 09/374	29 September	30 September	21 October
December 09/375	27 October	29 October	18 November
January 10/376	24 November	25 November	16 December
February 10/377	5 January	6 January	27 January
March 10/378	2 February	3 February	24 February
April 10/379	2 March	3 March	24 March
May 10/380	6 April	7 April	28 April
June 10/381	4 May	5 May	26 May
July 10/382	1 June	2 June	23 June
August 10/383	29 June	30 June	21 July
September 10/384	27 July	28 July	18 August
October 10/385	31 August	1 September	22 September
November 10/386	28 September	29 September	20 October
December 10/387	26 October	27 October	17 November
January 11/388	23 November	24 November	15 December
February 11/389	4 January	5 January	26 January

Page Sizes

Double-page spread

Type area	255mm x 396mm
Trim size	285mm x 420mm
Bleed area	291mm x 426mm

Full-Page (4 columns)

Type area	255mm x 183mm
Trim size	285mm x 210mm
Bleed area	291mm x 216mm

Other sizes

Half-page horizontal	125mm x 183mm
Half-page vertical	255mm x 89mm
Quarter-page horizontal	60mm x 183mm
Quarter-page vertical	125mm x 89mm

For sponsorship, advertorial, covermounts and other advertising options, please call Display Advertising on 020 7424 7444

Depth x Width

Accepted Artwork

Advertisements should be CMYK, high resolution (300dpi) PDF, EPS, TIFF or JPEG files. PDF's should be made to pass4press specifications with fonts embedded. Photoshop and Illustrator files should be flattened with text converted to outlines. Files can be sent by email, on CD ROM or via FTP (ask for details), please also send a hard copy of the advert. We reserve the right to alter supplied artwork if we encounter technical or legal problems. **Origination work will be charged extra.**

For more information contact Alexander Smith, Design & Production Manager on 020 7424 7488 or alexander@millivres.co.uk.

Cancellation notice in writing 28 days prior to copy deadline. Full Terms and Conditions are available on request.

GT readership information taken from the Out Now Gay Times Reader Survey, January 2008

