

# The complete, quick, story of Gay Star News

By Tris Reid-Smith and Scott Nunn



**One question sparked Gay Star News: Do lesbian, gay, bisexual and transgender (LGBT) people around the world have the quality media resource they deserve? Once we realized the answer was very definitely 'no', it was just a case of making sure we did it better.**

As a duo who have spent over a decade each in the gay press at senior level, we could see why LGBT media current wasn't good enough and were brimming with ideas about how to make it better.

The gap in the market was most glaring with global reporting, particularly online. Gay, bi and trans people worldwide are connecting more than ever, but there was no shared place they could go for quality news, information and entertainment.

And we weren't just excited about our audience. We could see that global digital media also offered the most dynamic and powerful opportunities for our clients and partners. Using the latest tech we can deliver fully integrated campaigns to really deliver results.

So we decided to do a global first: The world's only 24-7 LGBT news service – packed with the latest headlines, entertainment stories, travel reports, features and much more. We knew that quality, frequently updated, targeted content brings in a high-caliber, engaged, affluent, loyal audience.

To put it another way, GSN is designed to deliver the best because our clients and the lesbian, gay, bisexual and transgender world deserve the best.

We started developing our ideas in April 2011, and by the end of that year we were all ready to go, backed by amazing investors – professionals and entrepreneurs from Goldman Sachs, PwC and Bank of Australia who joined in the vision and wanted a share in GSN's plans to keep growing and improving.

GayStarNews.com soft-launched in beta testing in December 2011 and was released fully, with updates based on phenomenal user feedback, on 16 January 2012. Celebrities including Stephen Fry added their enthusiasm to the mix helping to generate rapid growth for the site.

Within the first six months, we've attracted an impressive client list with global names like Lufthansa (our launch partners), Hertz and Radisson as well as high-end boutique brands.

We now have audience from over 200 countries. And last month, October 2012 we had 580,721 unique visitors of which over 71,000 had joined us across a range of social media platforms.

But it's just the start of an amazing journey – we can't wait for you to join us and let us help you reap the rewards of our exponential growth.

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**Contact us to find out more**

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# The 11 best facts about LGBT consumers ★

Some of our clients have years of experience in targeting the LGBT market. Others are just starting. Either way, GSN has the power and creativity to transform your results. If you are not excited about the potential yet, here are 11 things you need to know.

## 1 **Seize a global opportunity**

Government figures suggest there are up to 420 million LGBT people in the world; just to compare, that's more than the population of the USA.

## 2 **Benefit from higher income**

Lesbian and gay people have higher incomes: In the US they are twice as likely to have an income above \$250,000. In the UK, the LGB population is worth £81 billion to the country's economy.

They spend their extra disposable income on high-end products, travel, going out, fashion and technology.

The worldwide LGBT travel market alone is worth \$175 billion.

They were less likely to change their spending plans during the global slowdown than other consumers.

## 3 **Reach this affluent market**

Gay and trans people are early adopters, more likely to own laptops, tablets and smartphones.

They spend less time on radio and TV than others and more time on digital media.

LGBT websites are more popular than mainstream or LGBT newspapers and magazines with gay and trans consumers.

But there's more to this market than the headlines. GSN is a new brand benefiting from exponential growth through revolutionary approaches in the LGBT marketplace.

We have decades of experience behind us. Let us worry about the details and use our skill and expertise to make sure every penny you spend with us delivers.

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They are more likely to have clicked on an online advert in the last week than the average population.

LGBT consumers also spend more money online.

## 11 **Convert them to your brand**

85% of lesbians and gay men are more likely to purchase products and services from companies they see in the LGBT media.

# We will start by learning what your needs are and tailor a package to suit you ★

We'll use all the digital power at our disposal to generate buzz and clicks for you. Adverts, social media, sponsored editorial, editorial, emails, polls, surveys, sponsorship opportunities, real-world marketing and far more – it may be beyond the reach of old-fashioned media companies but it's what we do every day.

Most people think it's the 24-hour rolling news service we offer which is our unique selling point. But it's the quality we give our clients and our audience that makes the biggest difference.

And there are some other important distinctions between us and other LGBT media you need to know about.

Firstly we don't have any sexual content, advertising or pictures. Our audience don't want it. A lot of gay media is currently run by pornographers and the gay market has been crying out for a break – the amazing response to GSN proves that.

As a result Gay Star News has gained more sophisticated clients and users. We are excited about that because we want our site to be accessible to everyone, from a gay professional sitting behind his or her desk at work to a teenager just coming out and to the wider public too.

We also restrict advertising to quality brands. We know your brand is a key asset (as is ours) and we don't want

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to risk cheapening it by putting it in the wrong environment. That's another pledge other LGBT media simply don't offer.

Our experienced team is used to working with a full range of clients, across all sectors and in every corner of the world. Our tailored, digital approach means we can give the same quality to everyone.

Finally, Gay Star News has a fanatical client service ethos. We will continue working with you so we use every opportunity to promote your brand and deliver results.

We love getting creative with our clients and we are itching to start our journey with you and get you connected with the global LGBT audience – the world's most dynamic market.

**Contact us to find out more**  
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# Gay Star News already has global brands and multi-national organizations excited by us ★

One key reason is our rapid growth. Having only officially launched in January 2012, we have grown by an average of 35% a month so far on our monthly unique visitors to the site and are growing even more rapidly than that on social media.

It's well known that LGBT people own more homes and cars, spend more on travel and going out, are early adopters of the latest high-end technology and have the largest disposable income per capita of any 'niche' market.

But behind those statistics is a complicated market and you need expert partners who understand every nuance of the lesbian, gay, bisexual and transgender world. GSN's team has decades of combined experience to guide your investment so every dollar, pound, euro or cent you spend delivers results.

We help you best by developing a long-term relationship and using the full power of the range of digital tools available to us, from standard marketing to social media reach, video, research and editorial to create a bespoke campaign for you.



**Start off with a detailed consultation with our global digital team and find out how we can use our exponential growth to help you reach a global, affluent audience.**

**With Gay Star News, literally anything is possible if it helps your brand.**

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# Our quality, ethical journalism pledge

## Gay Star News believes the lesbian, gay, bisexual and transgender world needs and deserves quality journalism

We founded GSN to provide that. And we know that quality goes hand-in-hand with an ethical, professional approach. We are always engaging, entertaining and fun but we don't dumb down – that's one of the reasons there is no sexual content or imagery on Gay Star News.

So we've invested heavily in experienced, professional journalists in all our offices around the world to make sure we produce honest, original work, rather than repeating rumor and speculation or just re-churning press releases like many of our competitors.

Delivering that isn't easy. It's much simpler to repeat rumor, re-churn press releases, speculate and then give in under pressure or cover up mistakes. But we want to be better than that and we believe in the principles we are trying to stick to.

Grand statements aside, we know there will be mistakes and wrong turns. When we get it wrong, we'll say sorry and try our best to make amends.

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**Our journalists each have a detailed Gay Star News ethical and legal guide as well as our house style guide which gives them further advice on how to approach stories, tone and language. We're not going to reproduce the whole thing here (you'd be bored). But here are the key promises we're making for you:**

- ★ We will provide honest, accurate, ethical, balanced content.
  - ★ We will clearly separate fact from comment.
  - ★ We will present our content in an attractive, relevant, clear and easily digestible way in order to reach the widest possible audience.
  - ★ We will seek to highlight important LGBT stories from around the world which are currently being overlooked.
  - ★ We will promptly rectify any harmful inaccuracies, making sure corrections and apologies are given due prominence.
  - ★ We will not tolerate discrimination, ridicule, prejudice or hatred on the basis of sexual orientation, gender, gender identity, age, race, color, creed, illegitimacy, disability, marital status or any other bigoted grounds.
  - ★ We will protect confidential sources of information.
  - ★ We will maintain the highest professional standards at all times and only override usual working practices when it is in the overwhelming public interest.
  - ★ We will defend the principle of freedom of the press.
- .....

The advantage to our clients are obvious: All this builds our audience's faith in us, so they trust our brand and trust the messages we spread about you. Because we provide quality, we reach a loyal, engaged, affluent readership which we can help you access.

And we give you access to the upper end of the LGBT market – the most affluent and diverse minority in the world – while avoiding the brand dangers of being associated with poor

quality, highly sexualized content common in gay media. Instead, with GSN, you can be proud to be supporting a respected brand that grows in reach and influence every day.

Finally we are just as dedicated to quality and professionalism in our other work too so you can be sure that when you work with us, you'll be supported by our dedicated client support team to help you deliver the results you need.

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# The latest LGBT market data

## Income (2011)

- ★ UK: £96 billion
- ★ US: \$816 billion

## UK spend indicators (2011)

- ★ Clothing £4.8 billion
- ★ Download music video £0.8 billion
- ★ Mobile device/bills/data £2.6 billion
- ★ Internet TV/Phone £2.7 billion

## Credit cards (2011)

- ★ Spend on UK credit cards £24 billion
- ★ US credit cards used: Visa 66%, MasterCard 45%, Amex 21%, Diners 1%, Other 16%

## Leisure travel spend (2012) \*

- ★ Global: \$180 billion
- ★ US: \$52.3 billion
- ★ UK: \$9.7 billion
- ★ Brazil: \$22.9 billion
- ★ Mexico: \$9.2 billion

## Time online for personal use per week UK (2011)

- ★ 1-4 hours 13%
- ★ 5-9 hours 25%
- ★ 10-19 hours 30%
- ★ 20-49 hours 22%
- ★ 50+ hours 8%

## Time online for personal use per week US (2011)

- ★ 1-4 hours 13%
- ★ 5-9 hours 24%
- ★ 10-19 hours 28%
- ★ 20-49 hours 22%
- ★ 50+ hours 10%

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Source: Out Now Global LGBT 2020 Study 2011/2012

\* (2012 – figures under media embargo until 7 November)





## Rate card (Q4)

Gay Star News offers a range of placement opportunities and booking options to meet your needs in a tailored way 



Top banner  
**£1,500**



Top MPU A/B  
**£1,250**



Prime MPU C/D  
**£1,000**



Standard Charity MPU  
**£750**



Bottom banner  
**£1,000**



Standard CPM  
**From £10-£15**



Standard email campaign  
**£300**



Advertorial campaign  
**£2,500**

Bespoke campaign rates:  
**On request**

Please quote GSN912.  
Banners, MPU and CPM  
based on up to five rotations.

Additional series  
discounts available.

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