

POINT OF VIEW URBAN GAY AND LESBIAN MARKET

With *Metrosource*, you will reach upscale, metropolitan professionals who set the pace in today's gay and lesbian market.

Launched in 1990, *Metrosource* was the first magazine geared toward the gay market that was free of sexually explicit advertising and editorial. With corporate headquarters in New York, *Metrosource* quickly attracted well-known advertisers, such as Saab, Nivea, Bacardi, Bristol-Myers, United Airlines, Absolut, Smirnoff and many more.

Metrosource's audience is the professional, educated, social, active and health-conscious gay and lesbian consumer. Distributing 125,000 copies with each issue, *Metrosource* is now the third largest gay and lesbian publication in the nation. *Metrosource* participates in promotions in New York, Los Angeles, San Francisco, Boston, Washington D.C. and Miami.

Metrosource's goal with each issue is to represent and inform gay-popular culture by providing a broad range of resources: from travel and architecture, to fashion and design, to entertainment and health.

Metrosource consistently strives to reach an increasingly diverse, affluent reader, while providing some of the most sophisticated journalism and reporting available to the gay community.

