

FEATURES AND BENEFITS OF ADVERTISING IN METROSOURCE

FEATURES	BENEFITS
#1 Gay and Lesbian National Magazine Circulation on both coasts	<ul style="list-style-type: none"> • <i>Metrosource</i> has greater east-coast and west-coast advertiser exposure than its competitors.
Unparalleled New York City and Los Angeles Directories	<ul style="list-style-type: none"> • Healthy response-based directory equals healthy company. • Readers seek out the latest copy of <i>Metrosource</i> for the directory, creating reader loyalty.
Sophisticated, upscale editorial, free of sexually explicit content	<ul style="list-style-type: none"> • Attracts consumers in management roles and high-profile positions. • Attracts affluent consumers with a median HHI of \$99,800. • Provides a professional environment that national and local advertisers can feel comfortable with.
Longest Shelf-Life in the Industry	<ul style="list-style-type: none"> • Each issue is out for 8 weeks, but is held on to and used over and over again for resources. • Advertisers receive the best value when they choose <i>Metrosource</i>. • Advertisers do not need to concern themselves with renewals week after week. • A six-time advertising buy will ensure that the advertising message is saturating the gay community for an entire year. • <i>Metrosource</i> readers are exposed to an advertiser's message four weeks longer than monthly competitors, seven weeks longer than weekly competitors, and more than three weeks longer than bi-weeklies.
Gay & Lesbian Target Market	<ul style="list-style-type: none"> • Audience has been proven to be brand-loyal and patronizes companies that support the gay community.
Targeted, controlled distribution	<ul style="list-style-type: none"> • <i>Metrosource</i> ensures that the magazine gets into the right hands through controlled distribution in gay-friendly clinics, physicians' offices, pharmacies, community centers and retail outlets. • <i>Metrosource</i> ensures that the controlled circulation is distributed in locations where the magazine is in demand.