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Our Partners & Friends



THE GAY AGENDA

How to effectively market to the
lucrative, loyal and largely
untapped LGBTQ market sector

I. MARKETING

- The LGBTQ community boasts
 - \$917 billion purchasing power
 - \$100 billion tourism industry
 - \$2.5 billion wedding industry
- The average median household income for the LGBTQ community is \$83,000 (vs. the national average of \$52,000)

How Do I Reach the LGBTQ Market Sector?

- Pride Festivals?
 - Fewer and fewer LGBTQ people are attending Pride Festivals, so while they have an important place in branding your business as LGBTQ-inclusive, that importance is waning
- Gay Bars?
 - Gay bars have historically been the epicenter of the gay community, particularly for younger men (think the Stonewall Inn)
 - Gay bars are still a great way to reach young men, but not the rest of the LGBTQ community
- Gay Media?
 - **Gay media is the single, most effective way to reach the LGBTQ community**

Status of LGBTQ Print Media

- 117 LGBTQ publications in the United States
 - 86% are local/regional
 - 14% are national
 - Readership of local/regional publications up 47%
 - Readership of national LGBTQ publications is down 34%
 - Circulation is up 13% (2,715,613)
 - 9 out of every 10 ad dollars continue to be spent on local/regional publications (localization of consumption)
 - The percentage of gay-specific ads continues to grow
 - Admittedly, there are not as many gay media outlets for women as there are for men

Why are we Talking about PRINT Media?

- Print advertising is still #1 in spending by a *long shot!*
 - By advertising in print media, companies can reach 1/3 of LGBTQ consumers, show they care about the community and understand the place that print media has for the community
- LGBTQ print continues to buck the trend and is doing extremely well!
 - LGBTQ consumers have historically looked to gay print media to find companies and brands that actively seek to engage the LGBTQ community
 - Since the 1960s, **LGBTQ print media has been the single most effective way for businesses to reach LGBTQ consumers because it creates a sense of trust and understanding**
 - ALL of Rivendell Media's growth the past 3 years has been from PRINT advertising... NOT digital
- Readership is strong and growing!
 - Unlike other minority demographics where digital content is the most effective way to reach those audiences, **for the LGBTQ community – PRINT is king**
- Readership of local/regional print publications is on the rise
 - This fact cuts across all ethnic, racial, gender, age and socio-economic backgrounds
 - **(yes... even millennials are reading local/regional LGBTQ print publications)**

A photograph of two women walking away from the camera on a city sidewalk, holding hands. The woman on the left is wearing a red jacket and a brown bag, while the woman on the right is wearing a blue jacket. They are walking on a paved sidewalk with buildings and other pedestrians in the background.

everything
worth holding
onto is worth
protecting.



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The Beauty of All-Wheel Drive.

Isn't Digital Marketing All I Need to Do?

- To craft a holistic marketing plan, you cannot ignore digital media
 - It's best to combine your marketing dollars in both print and digital gay media
- HOWEVER, for the LGBTQ consumer, businesses can spend up to 85% of their marketing budgets on digital media and only see 5% of sales come from those efforts (yikes!)
 - Digital is increasingly becoming a cluttered environment for advertisers—there are so many options that a company's message can get lost in the crowd
 - **Many companies make the mistake of ignoring print. Do so at your own peril!!**
- Print continues to dominate the LGBTQ consumer market because it is through print that brands can build a sense of trust with the LGBTQ community and create lasting relationships that lead to brand loyalty
- Print ads are increasingly becoming part of the editorial in LGBTQ print media (think about the ads you see in other mags like *Vanity Fair*)

The Future of LGBTQ Marketing

- ***85% of LGBTQ consumers are more willing to do business with a company that directly advertises to the LGBTQ community***
- LGBTQ consumers are assimilating more into the general population (after all, the LGBTQ market sector encompasses every segment of society)
- BUT, this demographic always needs to be treated like an ethnic niche market... just be sure you understand how to reach that niche by using the media that LGBTQ consumers actually use, which builds trust, relationship and brand loyalty
- Influencer Marketing – not celebrities, but create a sense of trust among their followers (the most famous people you don't know)
 - Incorporate this strategy into your broader media (print + digital) campaigns
 - Have LGBTQ consumers become ambassadors for your brand/company
 - Remember – Publishers of LGBTQ media ARE actually influencers because they're sparking conversations relevant to the community and are subject-matter experts

Jazz: The Real Me - Clean and Clear

Honey Maid -

This is

Wholesome

The Future of LGBTQ Marketing

- Native Content – When a publisher translates your message to engage their audience in a way that increases visibility for your brand, engages their readers and creates memorable experiences
- While the media landscape is fragmented, LGBTQ publishers are doing all of the heavy lifting – they can take advertiser’s themes and help apply them to the LGBTQ community in an authentic way
- Value in working with native content in the LGBTQ space is you’re leveraging the publisher’s experience
 - Companies can partner with publishers to help them develop effective marketing messaging and determine how best to disseminate it

Real Life Example

- An app-enabled bed cover that tracks how you sleep and prevent you from waking your partner during the night
- LGBTQ publisher of a gay men's magazine created a list of ways to get the best night's sleep with the man of your dreams... the last tip was to buy this product
 - This is great example of branded content – it's not an article, but content that resonates with readers while simultaneously promoting a product as effective **and** a brand that's LGBTQ-inclusive
 - The cost of partnering with this LGBTQ publisher to create this type of native content was money well spent

The Future of LGBTQ Marketing

- **Cause Marketing** – Understanding the LGBTQ demographic and relating to its *cause* through advertising builds trust, loyalty and creates both brand ambassadors and influencers
- Cause marketing increases your brand's relevancy to the LGBTQ community (e.g. - \$1 for every drink sold goes to local LGBTQ community center)
- Sales should NOT be your #1 goal in cause marketing
 - Your initial goal should be building equity within the LGBTQ community
 - Partner with organizations and media outlets that have street credibility and that know how to navigate the world of LGBTQ cause marketing
- LGBTQ consumers' trust and loyalty in a brand increases 90% through cause marketing
- At all times – Be **AUTHENTIC**

CAUSE + COMMERCE = SUCCESS

“People don't share your brand because they like you, they share because they like their friends.”



Wells Fargo -
Learning Sign
Language

II. LGBTQ WEDDINGS

- The LGBTQ consumer market has changed in the post-marriage equality world
- Sex no longer sells like it used to
- Today's LGBTQ consumer is more focused on family & weddings
- We live in an “experiential economy” where people talk about experiences, not stuff
- Wedding vendors need to foster relationships, build trust, create memories... all of which will drive action and commerce
- LGBTQ weddings are becoming BIG business
 - Wedding industry will increase by \$73m+ next year in VA alone and will grow over time
 - 80% of LGBTQ consumers are still single... marriage equality is still VERY new
- So how do you effectively tap into this growing market and make your brand/business/product synonymous with inclusivity???

The Marriage Equality Market

- LGBTQ couples are reinventing traditions, including:
 - Walking down the aisle
 - Changing names
 - Throwing rice, etc.
- 86% of LGBTQ couples say that safety is a primary concern when choosing vendors – couples want vendors that genuinely support them and are happy to celebrate this festive occasion with them
 - 52% of couples are afraid of rejection based on their orientation or gender identity
 - 51% of couples find it challenging to see themselves represented in wedding resources
 - 99% of couples respond positively to seeing same-sex couples as part of wedding vendors' marketing campaigns
- Only 25% of wedding vendors currently advertise in LGBTQ media – a huge missed opportunity



WILL YOU PROMISE TO NEVER STOP COMPLETING MY SENTENCES OR SINGING OFF-KEY, WHICH I'M AFRAID YOU DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST SENTENCE OF ONE LONG STORY THAT NEVER, EVER ENDS?

WILL YOU?



TIFFANY & Co.
NEW YORK SINCE 1837

Bud Light -
Marriage
Equality

How to Capture the Marriage Equality Market

- Vendors' ad campaigns must appear in resources that LGBTQ consumers readily make use of (gay print + digital media)
- Wedding vendors' ad campaigns **MUST** represent the diversity of their clients
- Gay couples don't want to feel like they're planning a *gay* wedding – they want to feel like they're planning a wedding
- 87% of LGBTQ couples want vendors to be inclusive of ALL couples
- How vendors can do this:
 1. Advertise in LGBTQ media
 2. Include same-sex couples along side straight couples (imagery)
 3. Include language that readily demonstrates your business is inclusive

The Rise of LGBTQ Wedding Shows

- Since marriage equality, LGBTQ wedding shows have become increasingly popular
- They are places where same-sex couples can feel safe, bring their authentic selves to the table and meet vendors that genuinely want to help LGBTQ couples have a magical wedding
- Combined with a comprehensive media plan, participating in LGBTQ wedding shows is a fantastic way to both show your support for the LGBTQ community AND generate new business in a safe environment (*cause + commerce*)
- Whereas straight couples looking to get married are typically in their 20s and 30s, LGBTQ couples looking to get married represent ALL ages
 - Vendors must be cognizant of this fact in order to capture the wide swath of LGBTQ couples who can now legally get married
 - Many older couples have been waiting decades to tie the knot and want to do so in a big way

Top 10 Myths About Same-Sex Weddings

1. In a same-sex relationship, there are gender roles
 - Traditional weddings are FULL of gender roles (groom lifting bride's veil, father-daughter dance, what each party will wear, etc.) – there is NO NEED for these elements at a same-sex wedding
2. A civil union is good enough
 - Not only do civil unions not provide couples with the same legal and financial protections as marriage does, but 76% of LGBTQ couples who receive civil unions or domestic partnerships had no reception and spent practically nothing on the ceremony itself – marriage equality is changing all of this
3. Gay couples have huge, over-the-top weddings
 - Only 28% of same-sex weddings have >100 guests
 - The percentage of weddings have a budget that exceeds \$96,000 is about the same for both straight couples and same-sex couples (5%)

Top 10 Myths About Same-Sex Weddings

4. Gay men spend more than lesbians
 - Lesbians actually spend 15% more than their gay brothers
5. A gay wedding is the same as a straight wedding
 - Gay weddings are not very traditional – especially when there are 2 grooms
 - Same-sex couples like to skip traditions or invent their own
6. Parents of same-sex couples don't support them
 - 62% of same-sex couples currently engaged have emotional support from their parents
 - 1/3 of lesbians have financial support from parents; only 14% of gay men do

Top 10 Myths About Same-Sex Weddings

7. Dads walk their gay and lesbian kids down the aisle
 - 78% of gay men and 59% of lesbians walk down the aisle together; other couples walk down 2 aisles – nobody has to be “given away” at a gay wedding
8. LGBTQs only hire gay owned businesses
 - Only 46% of gay couples care about the orientation of their vendor
 - The most important factor for gay couples is personality
9. Couples have positive experiences when planning their wedding
 - Discrimination against LGBTQ people is still legal in 29 states (right to work)
 - 1 in 4 same-sex couples experience outright discrimination or heterosexism while planning their wedding (e.g. – “you’re not welcome here” or forms that only say “bride and groom” even though the vendor knows it’s a same-sex couple)
10. It doesn’t matter if I have LGBTQ inclusive language or imagery in my marketing materials
 - 72% of gay couples are actively looking for vendors with LGBTQ inclusive language
 - 69% want to see vendors include LGBTQ inclusive photography... especially millennials (even heterosexual millennials)

Tide to Go

Marriage Equality Market – Take-Away

- Without a “tradition” of how a wedding ceremony “should be,” same-sex couples have the ultimate freedom to do whatever the heck they want.
- There are simply no rules and couples are loving every minute of being nontraditional and making their own traditions.

III. VISITOR EXPERIENCE

WHO IS THE LGBTQ TRAVELLER?

- Individuals who identify as lesbian, gay, bisexual, transgender and/or queer
- People who want to travel with other LGBTQ people when they travel
- The LGBTQ tourism industry is represented by destinations (tourism offices & CVBs), travel agents, accommodations/hotel groups, tour companies, cruise lines and travel advertising, promotions and media companies who market and/or otherwise highlight these destinations to the LGBTQ community
 - This includes lodging, dining, retail, attractions, theme parks, events, outdoor and adventure destinations, and travel services trying to attract LGBTQ tourists
- LGBTQ travelers have a high concern for cultural and safety issues

Why Should You Market to LGBTQ Travelers?

- The LGBTQ community boasts:
 - \$917 billion purchasing power
 - \$100-200 billion tourism industry
 - \$83,000 median household income (national average = \$52,000)
 - The largest disposable income of any other niche market
- They travel more, stay longer and spend more money than non-LGBTQ travelers
- VA's top travel feeder markets compliment the LGBTQ travel market, including DC/NOVA, Baltimore, Charlotte with direct flights from Boston, Atlanta & Chicago
- A destination's reputation for being LGBTQ-friendly is LGBTQ travelers' primary motivator for going there
- Virginia does not have a great reputation for being a LGBTQ-friendly place
- ****Articles in LGBTQ media (both in print and online) are the single biggest influencer for LGBTQ travelers when they're making destination selections**

Gov. McAuliffe
Welcomes LGBT
Travelers to Virginia

What are LGBTQ Travelers Looking For?

- Experiential Travel – This is what LGBTQ travelers want
 - Tourists want to take home memories and share them with their friends
- Culturally engaged vs. sexually engaged
- Gay and bisexual men describe themselves as urban core travelers
- Lesbian and bisexual women favor outdoor / nature travel
- LGBTQ parents with kids want family-friendly + LGBTQ-friendly
 - BUT, they are parents first
- Great restaurants, quality hotels, fun museums, popular local tourist activities, city tours, live shows/theatre & nightlife/bars
- LGBTQ travelers *love* hotel loyalty programs

How do you Engage the LGBTQ Tourist?

The evolution of engaging the LGBTQ tourism market sector (print)

- Sex does not sell the way it used to
- Rainbows are everywhere... it's a know symbol but becoming dated
- Rather than sex and rainbows, LGBTQ travelers want to see *themselves* represented in your marketing materials and ads
 - Show different genders, ages, races and families
 - Your destination, hotel or business has a lot to offer! Use different LGBTQ models to show off all that you have to offer!
- Shared Voices – Let real people tell the story of your destination to create *authentic* engagement (e.g. – printed testimonials, etc.)

How do you Engage the LGBTQ Tourist?

The evolution of engaging the LGBTQ tourism market sector (digital)

- Having a rainbow flag on your website (90's)
- Including “micro-sites” for LGBTQ tourism on your website (00's)
- Include inclusive LGBTQ imagery throughout a website (10's)
- **CURRENT BEST PRACTICE** – Have *both* a LGBTQ tourism “micro-site” *and* include inclusive LGBTQ imagery/language throughout your website
 - The significance of LGBTQ travel “micro-sites” will fade over time, but they'll still be important for the next 5-10 years
- Shared Voices – Again, let real people tell the story of your destination to create *authentic* engagement (show real people in your ads)

Richmond Comes Out

Whatever you do, don't be North Carolina...

North Carolina Ad

QUESTIONS??

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