



MEDIA PACK 2008

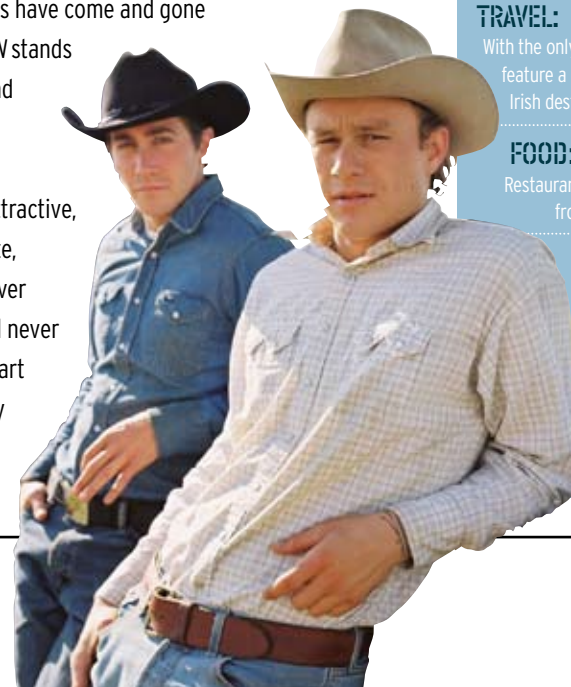


INTRODUCING *GCN*

After 19 years providing a unique angle on culture, news, politics, entertainment, celebrity and lifestyle, *GCN* is integrally linked to the Irish gay and lesbian identity.

GCN has also become the most recognised and established gay brand in Ireland, leading the way with top-rate journalism, sterling production values and visually unique covers.

While other gay magazines have come and gone from the Irish market, *GCN* stands firm as the best-known and best-loved publication for readers who value us for exactly what we are: an attractive, colourful, up-to-the-minute, sexy gay glossy that is never afraid to pull punches and never fails to get right to the heart of what's important to gay Ireland. **Brian Finnegan**, Managing Editor.



CONTENT:

ESSENTIALS:

Keeping our readers up to the minute on all things desirable for the perfect gay lifestyle.

SCENE:

Everything a gay reader could possibly want to know about going out across our fair nation.

NEWS:

With full coverage of what's going on nationally and internationally, *GCN* is Ireland's recognised gay news repository.

FASHION:

Keeping our readers up to the minute about what to wear with regular features like 'Street Smarts' and 'Threads Bared', we also run regular fashion shoots styled and shot by the cream of Ireland's fashion talent.

GROOMING:

Our grooming editor Declan Marr guides you in the essentials of day-to-day skin, hair and body care, while The Beauty Bitch casts a keen eye on the latest product.

TRAVEL:

With the only dedicated gay travel journalism in Ireland, we feature a great mix of long-haul, short breaks and the best of Irish destinations.

FOOD:

Restaurant reviews with the tasteful Tom Dwyer and wine tips from our own Jean Smullen.

ARTS:

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

REVIEWS:

Up to the minute film, DVD, CD and book releases reviewed with a gay spin.

GCN READERSHIP PROFILE

All statistics quoted in this presentation are sourced from the Out Now Consulting GCN Readership Survey, which was carried out from October 2006 to January 2007.

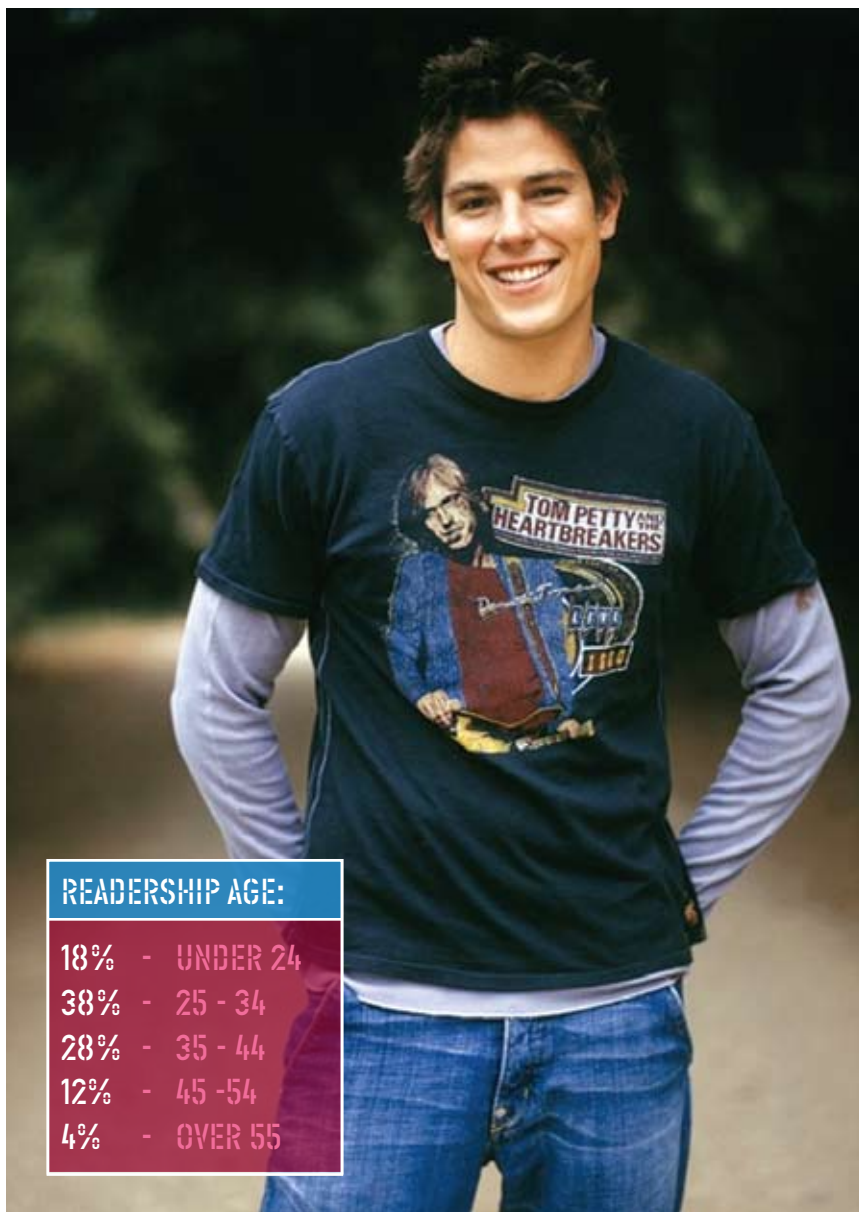
THERE WERE 1,191 RESPONDENTS TO THE SURVEY.

This is the first readership survey undertaken by Out Now for GCN, however Out Now has a history of undertaking such specialised analysis of a lesbian and gay audience since 1993. Out Now has become the most experienced in the world in understanding and marketing to gay customers.

Out Now Consulting is a leading gay market specialist and supplier of gay marketing strategies, working with clients such as Toyota, Sony, IBM, Durex, Lufthansa and Barclays Bank.

'Now that the market is able to be accurately measured, more companies can develop marketing plans to better position their brands to attract gay and lesbian customers'. Ian Johnson, CEO, Out Now Consulting.





READERSHIP AGE:	
18%	- UNDER 24
38%	- 25 - 34
28%	- 35 - 44
12%	- 45 - 54
4%	- OVER 55

WHO IS THE GCN READER?

GCN's core reader is male, between 25 and 34 years old and living in Dublin. He is confident, politically and socially conscious and open about his sexuality. He is both brand aware and brand loyal. He earns considerably more than the national average income, has no dependents and spends his money on leisure activities, travel and entertainment.

GCN readers are mainly urban based with over 59% of our readers living in Dublin.

71% of the GCN readership are male.

6% of the adult population are gay

according to official UK Treasury figures. Therefore there are over 195,000 Irish people who are gay or lesbian.

ABC Circulation: 11,005 to 11,010
(ABC Audit Jan-December 2007)

Readership: from 33,120 to 33,030. (Source: Out Now 2007 GCN Ireland Gay Community Market Report)

WHERE DO OUR READERS LIVE?

ULSTER:	5%
LEINSTER:	69%
MUNSTER:	18%
CONNAUGHT:	8%



THE AVERAGE FULL-TIME INCOME OF A GCN READER IS: €44,614

The national average income in Ireland is: €32,000 (Central Statistics Office, Ireland)

35% of our readers earn between €40,000 and €100,000 per annum

THE ANNUAL GAY AND LESBIAN INCOME PRE-TAX IS €8.75 BILLION PER ANNUM.

EDUCATION

Over 38% of the GCN readership are employed in Professional/Managerial Occupations.

Ireland should become more attuned to its gaydar because what seems to be effete and frivolous today, will be the nuts and bolts of economic performance tomorrow. David McWilliams, Irish Independent, October 18th, 2006.

GAY MEN EARN MORE THAN 15K ABOVE THE NATIONAL AVERAGE INCOME





A SUPER STYLE-CONSCIOUS GCN READER SPENDS A WHOPPING €58 MILLION A YEAR ON FASHION AND FOOTWEAR.

FASHION PASSION

The majority of GCN readers will make a fashion decision as a result of seeing an ad in GCN because they know we lead the way in gay Irish fashion.



GCN's fashion editor, Noel Sutton takes his pick from the best of Ireland's clothes shops to point our devoted

readers in the direction of the latest, greatest styles in our regular fashion Shoots. Our style spies in 'Dublin Streets' identify sartorial savoir-faire on sidewalks across the country and alert our readers to the latest fashion trends with Threads Bared.





Based on the estimated number of gay people in Ireland, the annual gay dining out bill is €646 million

LEISURE ACTIVITIES/ ENTERTAINMENT



GCN readers are avid cinema goers, with 40% attending twice a month or more

36% of GCN readers visit gay bars and clubs at least once a week

66% of GCN readers eat out twice a month or more, while 34% eat out once a week or more

GCN readers spend €110 million each year on dining out (restaurants and cafés)

The GCN reader spends €1664 on home entertainment (DVD's, CD's, Electronics) per annum

32% of GCN readers go to the gym once a week or more



ALCOHOL AND THE GCN READER

THE AVERAGE GCN READER SPENDS:

€100 per month on beer, or €1,200 per annum

€94 per month on bottled wine, or €1,128 per annum

€59 per month on spirits, or €708 per annum

GCN readers spend €113 million each year on alcohol.

BASED ON THE ESTIMATED NUMBER OF GAY PEOPLE IN IRELAND, THE ANNUAL GAY ALCOHOL BILL IS €669 MILLION





TRAVEL AND THE *GCN* READER

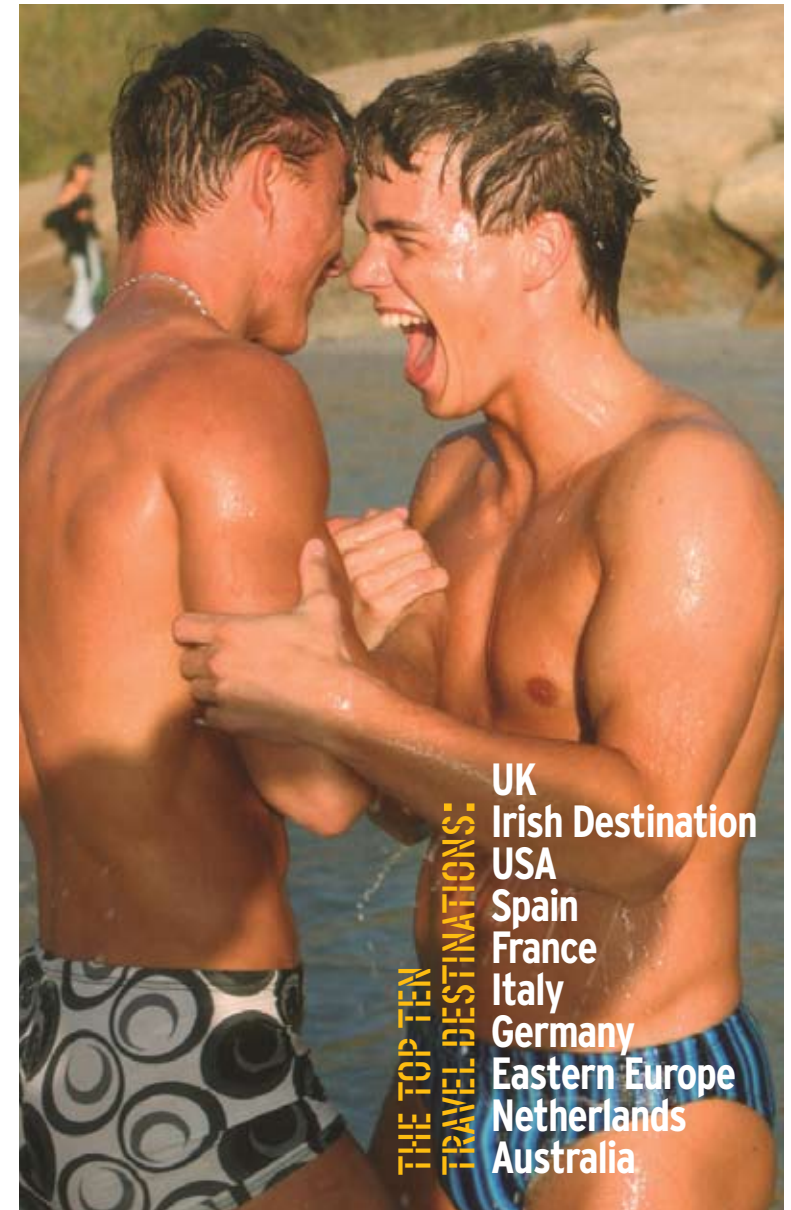
GCN carries monthly travel features, with reviews of top gay destinations around the world and tips for our readers about how to access gay life once arriving at the destination.

GCN readers spend €125 million each year on leisure travel, with 48% travelling between two and ten times a year.

THE GAY TRAVEL MARKET IN IRELAND IS ESTIMATED TO BE WORTH €737 MILLION.

69% book both their holiday and accommodation via the internet, and want to be near a gay area whilst on holiday. They generally stay in three star accommodation, although 25% of all our readers usually stay in four to five star accommodation.

Over a 1/3 of our readers have made purchase decisions as a result of seeing travel advertising in *GCN*.





THE *GCN* READER ONLINE



Our website www.gcn.ie currently attracts over 17,000 unique visitors per calendar month, many of whom are core buyers of gay products and on-line services. 97% of *GCN* readers are online and spending an average of 15.2 hours a week surfing the Net.



THE AVERAGE ANNUAL SPEND BY *GCN* READERS SHOPPING ONLINE IS €3,766.



ONLINE ADVERTISING RATES

BUTTON AD - Left on all pages
125 pixels (wide) x 125 pixel (high)
CPM €8/1000
Minimum spend: €350 (giving 43,750 impressions)

SKYSCRAPER AD - Left on all pages
120 pixels (wide) x 600 pixels (high)
CPM €10/1000
Minimum spend: €550 (giving 55,000 impressions)

LEADERBOARD AD - Top on all pages
728 pixels (wide) x 90 pixels (high)
CPM €12/1000
Minimum spend: €750 (giving 62,500 impressions)



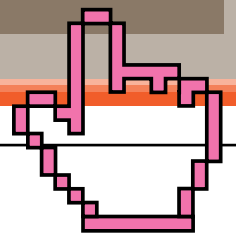
More than 42% of our readers spend more than €2,000 annually shopping online.

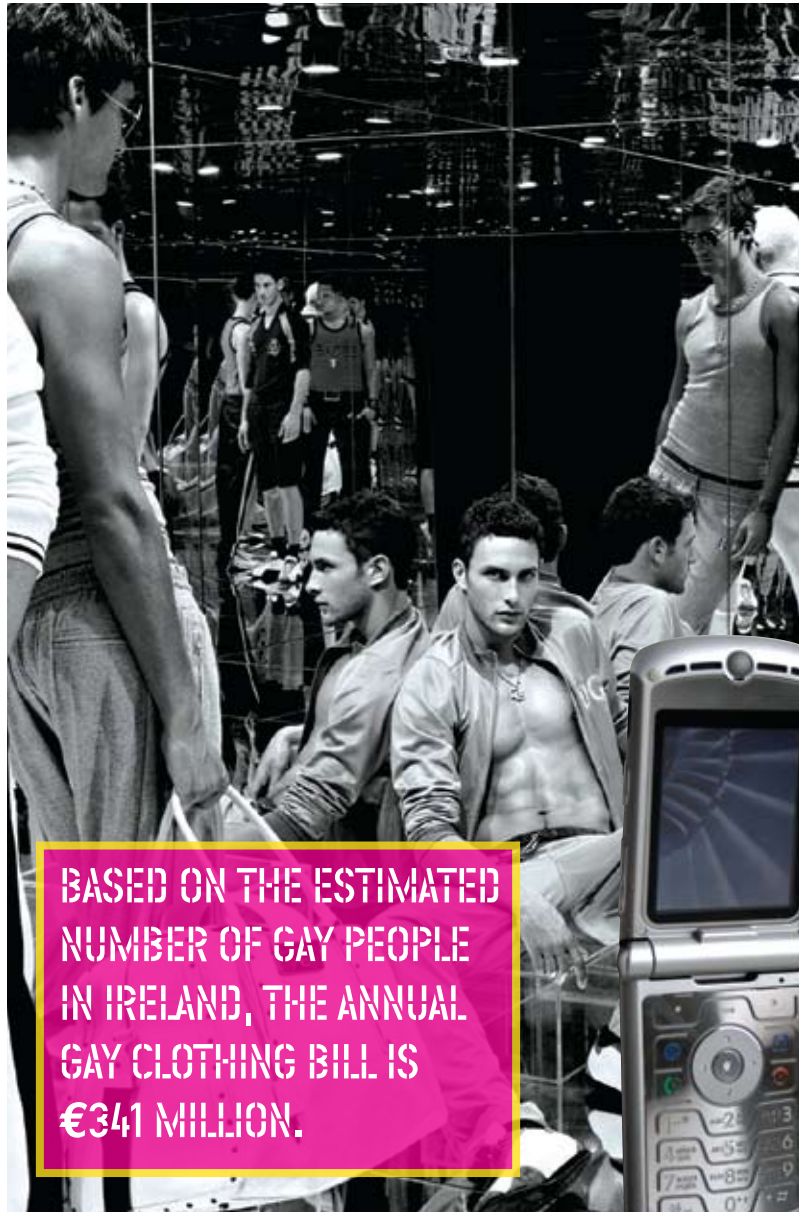
86% of *GCN* readers shop online at least once every three months, many far more frequently.

The majority of *GCN* readers book holidays online.

The average *GCN* reader spends €116 on music downloads per annum.

Banner advertising is available across www.gcn.ie at very competitive rates. For more information please call 01 671 9076, email conor@gcn.ie or advertising@gcn.ie





BASED ON THE ESTIMATED NUMBER OF GAY PEOPLE IN IRELAND, THE ANNUAL GAY CLOTHING BILL IS €341 MILLION.

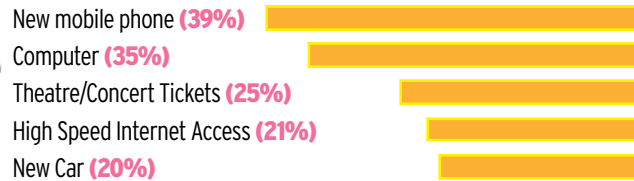
WHERE THE MONEY GOES

GCN readers spend more than €33 million on grooming products (skin, hair and fragrances); €19 million on grooming services (haircuts, facials and waxing) and a whopping €58 million on fashion.

A *GCN* reader spends an average of €1,214 on computer technology (hardware/software) per annum.



THE TOP 5 PURCHASE INTENTIONS FOR 2007



VISA



The average *GCN* Reader puts €703 onto credit cards every month



Enjoy Each Christmas On Its Merit.

INTRODUCING A NEW CLASS OF GIN

FROM THE ORIGINAL BLEND AND CRAFTED WITH THE BEST OF THE BEST, OUDON GIN IS THE PERFECT GIN FOR THE HOLIDAY SEASON.

AT CINEMAS FROM JULY 20

HAIRSPRAY

AT CINEMAS FROM JULY 20

L O R

You think you look the business?

Looking tired and worn out? Not getting enough sleep? Fight back! Hydra Energetic moisturising lotion with vitamins C, E and B5. It's the perfect skin care solution for busy days.

NEW HYDRA ENERGETIC DAILY ANTI-FATIGUE MOISTURISING LOTION

L'ORÉAL menexpert

YOU'RE WORTH IT TOO

É A L

PARIS

He thinks you look overworked.

NEW HYDRA ENERGETIC DAILY ANTI-FATIGUE MOISTURISING LOTION

L'ORÉAL menexpert

YOU'RE WORTH IT TOO

Give them a happy txtmas with FREE TEXTS & up to €100 FREE Call Credit

with 100 FREE TEXTS

with 100 FREE TEXTS

with 100 FREE TEXTS

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AT CINEMAS FROM JULY 20

you can CANON

PIXA

My rhythm

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INCLUDES: IF THAT'S OK WITH U, NO U HANG UP & BREATHELESS

23.11.07

www.shayneard.com

Enjoy Jameson Smoothly.

The single expert to see some Jameson behind Irish heavy playing the harp with those green melted looking sunglasses in a field of shamrocks. But we think that would be a little, well...obvious.

BEYOND THE OBVIOUS

SONY

Stop staring. Get filming.

HANDYCAM

You make it real

HOW GCN READERS RESPOND TO ADVERTISING



74% of GCN readers would buy products or services from companies that choose to advertise in gay-oriented media.

61% of GCN readers have already bought products and services from companies that have advertised in GCN.

73% of GCN readers notice advertisements that feature gay themes and images.

58% of GCN readers notice ads in GCN more than they do in mainstream publications.

70% of GCN readers are more likely to buy products and services from companies they know to be gay-friendly.

ADVERTISING SPECS

ADVERTISING RATES

Double Page Spread:

€3940 (Gloss), €3240 (Matt)

Outside Back Cover: €2660

Inside Front/Back Cover: €2430

Full page: €2315 (Gloss),

€1910 (Matt)

1/2 page Vertical/Horizontal:

€1150

1/3 page Vertical/Horizontal:

€865

1/4 Page & 1/4 Page Strip:

€690

TECHNICAL DETAILS

Double page spread: Trim 310mm

(H) X 540mm (W) Bleed: 3mm

Full page: Trim 310mm (H)

X 270mm (W) Bleed: 3mm

1/2 page Vertical (bleed): Trim

310mm (H) X 134mm (W) Bleed: 3mm

1/2 page Vertical (non-bleed):

282mm (H) X 122mm (W)

1/2 page Horizontal (bleed): Trim

151mm (H) X 270mm (W) Bleed: 3mm

1/2 page Horizontal (non-bleed):

137mm (H) X 246mm (W)

1/3 page Horizontal:

92mm (H) X 246mm (W)

1/3 page Vertical:

282mm (H) X 90mm (W)

1/4 page: 137mm (H) X 122mm (W)

1/4 Strip: 282mm (H) X 59mm (W)

CONDITIONS:

Advertising rates subject to VAT where applicable.

Cancellations in writing two weeks prior to copy deadline.

Credit terms are 30 days from publication date unless otherwise agreed.

ACCEPTED ARTWORK

Advertisements should be supplied as either PDF or Apple Mac formatted in the following programmes: Quark Express with associated files, Photoshop EPS or TIFF, or Illustrator EPS with fonts converted to outlines. All fonts to be included on disc, along with a hard copy of the advertisement. Artwork must be high resolution (300dpi).

MECHANICAL DATA

Printed: Litho Web Feed

Paper: First and last four pages: 115gm Art Interior: 60gm High Bright Newsprint

PUBLISHING SCHEDULE

GCN is published the 2nd to last Friday of the month, with the booking deadline the first Friday of the month

FOR MORE INFORMATION CONTACT:

Catherine Barker or Conor Wilson.

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