

GET
magically inclusive

EAT



Showing Off Rhode Island

Gays and gay-friendly folks are loyal, **yet hot for new spots.**

Rhode Island entices people with our stellar restaurants hot night spots, vibrant entertainment, culture, world-class shopping, tourist destinations and so much more.

GET RI Magazine is RI's forum where people work with people. You can pick up your GET at most popular RI businesses, restaurants, cafés, salons and shops, as well as GLBT+ organizations and events.

DRINK



Integrating Community

Let us give you the freedom to create.

While the focus of **GET** and its content is on the pulse of the greater gay, lesbian, transgender and gay-friendly population, extensive market research and analytics have identified compelling proof that **GET** delivers valuable information to Rhode Island communities at large.

MAGICALLY INCLUSIVE

MEET MARY



GET is Accessible

GET RI Magazine is THE quality gay and gay-friendly lifestyles monthly magazine in Rhode Island.

GET is "Magically Inclusive," creating networking opportunities which promote visibility and engagement with diverse communities.

GET is your connection to an audience of over 15,000 sophisticated, intelligent gay and gay-friendly readers and their significant others.

Lesbian and gay citizens and their supporters have gained unprecedented worldwide recognition in nearly every arena of community involvement and that means business.

Offered free with pride to over 250 venues across Rhode Island, **GET's** media-rich capabilities give you the freedom to create your niche in this valued market.

FLAMBOYANT ADVERTISING AT AFFORDABLE RATES!

Join **GET** [GET-ri.com](http://get-ri.com)

Why GET!

"Gay people's spending habits make gays prized."

In the U.S., the buying power of approximately 15 million gay Americans is estimated to be \$485 billion. While not necessarily wealthier than the general population, gay adults are less likely to be parents. Therefore, they have more discretionary income and more time for leisure activities.

Here's Why:

- #1 FACT: RESPONSIVE** 72% of gays and lesbians prefer to buy from companies that advertise to them directly.
- #2 FACT: BRAND LOYAL** 89% of gays and lesbians are highly likely to seek out brands that advertise uniquely to them; the majority are willing to pay a premium for quality products and services.
- #3 FACT: EDUCATED AND CAREER-MINDED** 83% of gay America attended college or have graduated from college.
- #4 FACT: STATUS-CONSCIOUS AND STYLE-CONSCIOUS** Compared to the national average, gay Americans are twice as likely to own a prestige-luxury vehicle and four times as likely to shop at Neiman Marcus.

SOURCES: #1 [Harris/Witeck-Combs] | #2 [Simmons] | #3 [@Plan] | #4 [@Plan]

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Advertise — **GET** One Month

ADVERTISING
SPECS

FREE!

FULL PAGE 8 1/2" x 10 1/2"	HALF PAGE 7.3" x 4"	HALF PAGE 3 1/2" x 9"	QUARTER PAGE 3 1/2" x 4 1/2"	EIGHTH PAGE 3 1/2" x 2 1/2"	YOUR AD HERE
SPECIAL OFFER \$875					

ADVERTISING RATES	Join for 1 year — Get 12th Month FREE		
	1 mth	6 mths	12 mths
FULL PAGE	\$875	\$4,375	\$7,875
HALF PAGE	\$450	\$2,375	\$3,650
QTR PAGE	\$250	\$1,200	\$2,150
EIGHTH PAGE	\$125	\$600	\$1,050
BACK COVER	\$1,350	\$7,290	\$13,130
INSIDE COVER	\$950	\$5,130	\$9,235