

Guide to Gay

Guidetogay.com is Australia's favourite lifestyle and travel website dedicated to the GLBT community, globally.

With over 150,000 registered opt in email database members from Australia alone, the site reinforces a community feel with its solid support of community events, charities and fundraising activities.

The Guidetogay brand was originally found by Mr Robert Manser as a video travel documentary as a fundraiser for the AIDS Trust of Australia.

The success of the video allowed a series of unique, and the first compact pocket guides for the GLBT community to be produced. International success of the pocket guides forced an online upgrade of the website to become one of the leading lifestyle, travel and entertainment portals for the global GLBT community.

Guide to Gay members have a high disposable income, are innovators and early adopters, are style and fashion conscious and are money-rich and time-poor. Many enjoy overseas travel, online shopping, use online banking, own a mobile/cell phone and have tertiary qualifications. 70% of members are aged 25-44 years.

Advertisers can feel comfortable that their products are being represented in the best possible light to an educated and highly responsive brand aware market. Advertising campaigns using the guidetogay.com opt-in email list are a must for any advertiser wishing to target this lucrative market.

::Quantity 150000

::Selections State
Postcode
Gender

::Pricing

Rental Mailing: \$300.00 per 1000 records

Set Up Fee \$350.00

Delivery Fee \$25.00

::Minimum Order 10000 records

::Deliverability 100%

::Lead Time 5 days

::Notes

Hirers are required to include record number identifier on the mailing piece as first line of address in reduced font. This will facilitate dead mail updating by the list owner.

::Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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