

Whether You're Planning, Buying, or Merely 'Curious' – We've Got the Gay Media Expertise that's Up to Your Standards

Every year more marketers consider targeting the gay and lesbian market. Many do because this is a group of influential, urban-centered consumers. Some realize from their research that gay people aren't being reached through general market media buys. And others recognize that the act of running ads in gay media creates that rarely-seen rapport between marketer and consumer.

The Poux Company works with many of these marketers first, to raise their comfort level, and second, to make sure their efforts are as effective as possible. We've been planning and buying gay media since 1993. We've compiled an enviable record of successes for our clients; and we've pioneered numerous media innovations which are now standard practice in gay media.

You really should call us if you're considering booking a seminar or a job. You expect smart people with the most experience; what you also get is our professionalism and that rarest of business qualities, an enjoyable relationship.



Paul D. Poux is a nationally recognized authority on gay marketing and media. He has planned and bought gay media for companies including Alizé de France, Agouron Pharmaceuticals, Barnes & Noble, Broadway's "Angels in America," GlaxoWellcome and Subaru of America. His perspectives have appeared in The New York Times, Wall Street Journal, Los Angeles Times and American Demographics Marketing Tools, he has appeared on CNN and he has been published in Advertising Age and The Boston Globe. He is the original author of The Gay Press Report, the definitive analysis of the gay media landscape.

CHOOSE FROM THE FOLLOWING:

The Gay Media Seminar

IF YOU JUST WANT TO LEARN ABOUT THE GAY MEDIA MARKET

Just who am I reaching? Reach and Frequency in the gay market. National versus local publications. Which city's publications are gold – and which ones are trash. Contacts at over 150 gay publications nationwide. The truth about rate cards. Controlled circulation publications. Getting premium positions for the price of a regular page. Gay cable TV and radio: should you bother? Gay websites: current CPMs. What your competitors are doing. Recent ads running in gay media.

Gay Media Consulting

IF YOU'D LIKE A GREAT PLAN PUT TOGETHER

Gorgeous, user-friendly plans which meet client objectives and come in under budget. Summary page states plan priorities. Plan itself beautifully details timing, cost and other specifications. Numbers that add up. Value added including bonus insertions and positioning upgrades.

Gay Media Planning and Buying

IF YOU WANT PEOPLE YOU TRUST TO DO THE WHOLE THING

The guaranteed best rates for your frequency. Sliding scale commission rates. "Open book" pricing inspections always available. Organized, professional coordination with Trafficking. Detailed, simplified invoicing. Complete tearsheet processing. Follow up ensures any make goods run as scheduled. Media Value Report shows you the dollar amount of your value-added.

The Poux Company is not paid by or affiliated with any media property. Visit us at www.pouxcompany.com.

To book a job or for more information, call
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SEGMENT MARKETING