



OFFICE/SHIPPING ADDRESS:

828-A Bourbon Street
 New Orleans ♦ LA 70116-3137
 www.AmbushMag.COM
 www.Facebook.COM/AmbushMag
 OFFICE HOURS: Monday-Friday
 10am-3pm [except holidays]

**ANNUAL READERSHIP
 OVER 1 MILLION:**
 Over 260,000 in Print
 Over 780,000 On-line Users

E-mail: marsha@ripandmarsha.com
 OFFICE: 504.522.8049
 R. Rip Naquin-Delain PUBLISHER/EDITOR

**f f Gulf South Entertainment Guide,
 LOUISIANA-FLORIDA, Since 1982mm**
The Official Mag
Official Gulf South Guide
Official Gay Easter Parade Guide
Official Gay Mardi Gras Guide
Official Gay New Orleans Guide
Official Halloween in New Orleans Guide
Official Southern Decadence Guide

LUCRATIVE CONSUMER MARKET

With median income levels of \$35,000 to \$50,000 per year, lesbian and gay men prove to be loyal consumers to advertisers. Recent studies estimate approximately 12.5 million lesbians and gays in the United States with an economic spending power estimated at \$500 billion*. [*Overlooked Opinions]

Distribution

AMBUSH boasts the largest readership as the oldest and only surviving Gulf South regional based Gay/Lesbian/Bisexual/Transgender [GLBT] publication at over 45,000 per issue, with a print readership of 10,000, and online users numbering over 30,000. It remains New Orleans only award winning locally Gay owned and operated tabloid. Celebrating its 30th year, 2012, **AMBUSH** is distributed throughout the Gulf South in the cities of Baton Rouge, Lafayette, Lake Charles, Metairie, New Orleans & Slidell, Louisiana; Mobile, Alabama; Pensacola, Florida; and Bay St. Louis & Biloxi, Mississippi.

Deadlines & Ad Pre-Payments

Publication Dates are alternate Tuesdays every month. Advertising and copy deadlines are alternate Tuesdays, 3pm, prior to Publication Week except for special holidays. The Publisher assumes no responsibility for the claims of advertisers and has the right to reject any advertising. **ALL AD PAYMENTS ARE REQUIRED AT THE TIME OF SPACE RESERVATIONS, first time by credit card or cash.**

2012 Publication & Deadline Dates:

ISSUE	PRINT DATE	DEADLINE	EDITION
#1	Jan 3	Dec. 27	30th Anniversary/ Mardi Gras Classic/MLK
#2	Jan 17	Jan 10	Pre-Super Bowl XLVI
#3	Jan 31	Jan 24	Super Bowl XLVI/Valentine's /King Cake Queen Coronation /Pre-Mardi Gras
#4	Feb 14	Feb 3	Giant Mardi Gras
#5	Feb. 28	Feb 22	Spring Restaurant Guide Mardi Gras Highlights
#6	Mar 13	Mar 6	St. Patrick's Day/Pre-Easter
#7	Mar 27	Mar 16	Easter
#8	Apr 10	Apr 3	French Quarter Fest
#9	Apr 24	Apr 17	Jazz Fest/Cinco de Mayo
#10	May 8	May 1	/Mother's Day/Saints & Sinners Literary Fest/Pre-Memorial Wknd.
#11	May 22	May 15	Giant Memorial Day Wknd.
#12	June 5	May 29	GAA Ballot/Father's Day
#13	June 19	June 12	Pride/GAA Top 5/Pre-4th of July
#14	July 3	June 26	4th of July/Essence Fest /Summer Restaurant Guide
#15	July 17	July 10	GAA Gala/4 Issues til Decadence-Labor Day
#16	July 31	July 24	GAA Winners/Satchmo SummerFest/3 Issues til Decadence-Labor Day Wknd.
#17	Aug 14	Aug 7	Big Pre-Southern Decadence- Labor Day Wknd.
#18	Aug 28	Aug 17	Giant Southern Decadence- Labor Day Wknd.
#19	Sept 11	Sept 4	NO/AIDS Walk /Southern Decadence-Labor Day Wknd. Highlights
#20	Sept 25	Sept 18	Gay History Month
#21	Oct 9	Oct 2	Natl. Coming Out Day /Pre-Halloween
#22	Oct 23	Oct 16	Halloween
#23	Nov 6	Oct. 30	Fall Restaurant Guide /Halloween Highlights
#24	Nov 20	Nov 13	Thanksgiving/Bayou Classic /World AIDS Day /Holiday Shopping Guide
#25	Dec 4	Nov 27	Pre-Christmas/Hanukkah /Kwanzaa/New Year's
#26	Dec 18	Dec 11	Christmas/Hanukkah/Kwanzaa /New Year's