



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: ripna@ambushmag.com
 OFFICE: 504.522.8049

R. Rip Naquin PUBLISHER/EDITOR
 f f Gulf South Entertainment/Travel Guide,
 LOUISIANA-FLORIDA, Since 1982mm
Official Gay Easter Parade Guide ©
Official Gay Mardi Gras Guide ©
Official Gay New Orleans Guide ©
Official Pride Guide ©
Official Southern Decadence Guide ©

NEW ORLEANS WINS: # 1 LGBT+ Festival in the World-Southern Decadence, 4th in Best LGBT+ Cities

Press Report/Rivendell Media

- **Spending is at a Record High**-Ad spending in the gay press is estimated at \$381.4 million, up 18.2%.
- **Circulation is Growing**-While the number of titles remains about the same, circulation is up a remarkable 15.1%.
- **Nine of Every Ten Ad Dollars Continue to be Spent on Local Publications**-Local publications account for 91.2% of all spending and 95.3% of all ads.
- **Gay-Specific Ads are on the Upswing**-The percentage of gay-specific ads (ads with explicit references to gay and lesbian lifestyles in graphics and/or messages) stands at 56.2%, up 3.7%.

DISTRIBUTION: *AMBUSH* boasts the largest readership as the oldest and only surviving Gulf South regional based Lesbian/Gay/Bisexual/Transgender [LGBT] 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 regional tabloid. Celebrating its 35th year, 2017, *AMBUSH* is distributed throughout the Gulf South in the cities of Baton Rouge, Metairie, New Orleans & Slidell, Louisiana; Mobile, Alabama; Pensacola, Florida; and Biloxi, Mississippi.

AWARDS: New Orleans Print Media Award/2015, Louisiana Excellence Award: Media & Internet/2014, New Orleans Print Media Award/2014, 25th NO/AIDS Task Force Humanitas Award/2013, New Orleans Print Media Award/2013, Krewe of Mwindo Media Honoree/2009, Krewe of Petronius Carnival Spirit of Gay Mardi Gras XLVIII Award/2009, Forum For Equality Acclaim Awards X Media Recipient/2008, NO/AIDS Task Force Prometheus "Torch of Truth" [media] Award/2001

Deadline & 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.**

2017 Publication & Deadline Dates:

ISSUE	PRINT DATE	DEADLINE	EDITION
#1	Jan 3	Dec 27	35th Anniversary/ Mardi Gras Classic/MLK
#2	Jan 17	Jan 10	Inauguration/Restaurant Guide
#3	Jan 31	Jan 24	Super Bowl 51/Valentine's
#4	Feb 14	Feb 7	Pre-Mardi Gras
#5	Feb 21	Feb 15	Giant Mardi Gras
#6	Mar 14	Mar 7	St. Patrick's Day/ Mardi Gras Highlights
#7	Mar 28	Mar 21	French Quarter Fest/Pre-Easter
#8	Apr 11	Apr 4	Easter
#9	Apr 25	Apr 18	Jazz Fest/Cinco de Mayo
#10	May 9	May 2	Pre-Memorial Wknd/Mother's Day
#11	May 23	May 16	Giant Memorial Day Wknd./ Pre-Pride
#12	June 6	May 30	Pride/GAA Ballot/Father's Day
#13	June 20	June 13	4th of July/Essence Fest/ GAA Top 5
#14	July 3	June 27	Dining Out For Life/ Bastille Day
#15	July 18	July 11	GAA Gala/Bleather Weekend
#16	Aug 1	July 25	GAA Winners/Satchmo SummerFest/Red Dress Run
#17	Aug 15	Aug 8	Big Pre-Southern Decadence/ Labor Day Wknd.
#18	Aug 29	Aug 18	Giant Southern Decadence/ Labor Day Wknd.
#19	Sept 12	Sept 5	NO/AIDS Walk, Southern Decadence-Labor Day Wknd. Highlights
#20	Sept 26	Sept 19	Gay History, National Bullying-Prevention Month/ Natl. Coming Out Day
#21	Oct 10	Oct. 3	Pre-Halloween/OktobFest
#22	Oct 24	Oct 17	Giant Halloween
#23	Nov 7	Oct 31	Pre-Thanksgiving/Red Party
#24	Nov 21	Nov 14	Thanksgiving/World AIDS Day/ Art Against AIDS
#25	Dec 5	Nov 28	Holiday Shopping Guide/ Bourbon St. Classic
#26	Dec 19	Dec 12	Christmas/Hanukkah/ Kwanzaa/New Year's/ 2017 into 2018