

FORT LAUDERDALE, Fla. - "Seeing a need and meeting it, out in the open, directly in the mainstream," is how the publisher describes his decision to create It's About Pride Magazine, a coupon magazine with its focus exclusively on and for the gay community.

Several factors make Hunter Publications' magazine appealing to businesses, which are gay-owned, as well as businesses wishing to meet the gay shopper.

This is not your grandfathers Penny Saver, to sum up the focus of It's About Pride. "Gay people lead normal lives; they have homes, shop and have a right to be offered a respectable, upscale coupon magazine which does not offend its readers or advertisers nor sully their sensibilities."

Fort Lauderdale, which is the No. 1 gay populated city in America, is positioned as a perfect launching site for the magazine, which will be mailed directly to 15,000 homes and placed around the city in high-traffic areas.

Gay people deserve to be treated like the important, valued and significant force they represent in our market place. Each issue of It's About Pride will offer ads with a three-month shelf life. Advertisers' costs are kept low, between two and four cents per household.

"You could not print your business cards, for what we charge for you to be placed into the hands of thousands of shoppers who will be delighted to receive this very upscale periodical which truly respects the gay community," he said.

What's more, a portion of the proceeds of each issue will be donated to gay charities. Check out <http://www.hunterpublications.com> for more information. [7/14/05]