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## Circulation

**The Essential Gay & Lesbian Directory.Com.** circulation has an initial run of 65,000 directories for the year. If more are needed we will print more. It is our goal to make sure that anyone in our “Community” that wants a directory will receive one.

There are several methods in which we distribute **The Essential Gay & Lesbian Directory.Com.** Most of these methods are happening concurrently, with the release of the directory, enabling maximum exposure resulting in the best possible return on investment for our Advertisers.

We Distribute directories through our many events throughout the year including Gay Pride Events, All trade shows we attend, and all Sponsored events that we participate.

We Distribute the remaining directories at our designated sites where we feel the Community seeks out the Directory. These include Traditional Gay and Lesbian and Gay and Lesbian Friendly sites which you may view by going to [www.gayyellowbook.com](http://www.gayyellowbook.com) and clicking on the “Get Your Book” green tab for Distribution of Traditional Sites.

We are the only gay publication that delivers to non-traditional sites such as **Gelsons, Pavillions, Vons, Longs Drugs, Bristol Farms, Hollywood Video, Smart and Final, Regal Theaters, Hows Market, Big Lots, Hughes Market, Media City Center, Wild Oats, Arco AM/PM, Jons Market, Mayfair, Farm Fresh Market, Top Valu Market, Fresh-N-Easy,** and are always adding more locations as we see fit. This is a direction our company feels gives our Advertisers and End users the maximum exposure they are looking for when they need the directory. You may view the exact location by going to [www.gayyellowbook.com](http://www.gayyellowbook.com) and clicking on the Distribution Tab for Non Traditional Distribution Sites.

We also distribute Directories from our exhaustive mailing list where the end users have provided us with their information so they can have the directory sent directly to their home.

The books are Distributed prominently at the designated sites on New Racks and seeing to it that the racks are kept up either daily, every other day or weekly.

The owner of the **The Essential Gay & Lesbian Directory.Com** personally oversees the Distribution and delivers the directory himself.