



(L) GLORIA STEINEM with ALAN CUMMING (R) JACQUELINE WOODSON / Photos © Brian Sergent

ARMISTEAD MAUPIN, 2012 Pioneer Award Honoree, with OLYMPIA DUKAKIS / Photo © David J. Martin



JANET MOCK / Photos © Brian Sergent

HILTON ALS / Photos © Donna Aceto



LARRY KRAMER, 2010 Pioneer Award Honoree, with KATE CLINTON / Photo © Donna F. Aceto

(R) JOHN WATERS (L) JOHN IRVING with EDMOND WHITE / Photo © Brian Sergent

# Who We Are

“ Reading powerful stories about ourselves is important, and the foundation’s commitment to supporting LGBT artists and writers is vital.”

—KATE CLINTON  
Pioneer Award Recipient  
and author of *I Told You So*

“ If every gay writer joined LLF maybe we could at last have a powerful organization that would fight for the oh so many things we need in this homophobic world.”

—LARRY KRAMER  
Pioneer Award Recipient

“ The Lambda Literary Foundation rocks. Period. For readers, for writers, for everyone: now more than ever.”

—STACEY D’ERASMO  
Lambda Literary Award-winning author  
of *A Seahorse Year* and *The Sky Below*

# Why We're Unique



DANEZ SMITH, Lambda Literary Award-winner  
Photo © Brian Sargent

Lambda Literary believes Lesbian, Gay, Bisexual, Transgender and Queer literature is fundamental to the preservation of our culture, and that LGBTQ lives are affirmed when our stories are written, published and read. We are the world’s leading nonprofit organization that nurtures, celebrates and preserves LGBTQ literature through programs that honor excellence, promote visibility and encourage development of emerging writers.

# Who Our Members & Readers Are

- Global Audience
- Highly Educated
- Affluent



ASA and JODI LU JOHNSON, TIM HERZOG and ANTONIO GONZALEZ  
Photo Credit: Brian Sargent

## Member Survey Data

Identified as		Age	
Lesbian	42%	16-19	1%
Gay	34%	20-29	9%
Bisexual	7%	30-39	17%
Transgender	4%	40-49	28%
Queer	9%	50-59	28%
No Answer	4%	60+	17%

## Quantcast Data

Education		Average Household Income	
College	47%	\$100,000+	39%
Grad Sch	25%	\$60,000 to \$100,000	31%
No College	28%	\$30,000 to \$60,000	19%
		\$0 to \$30,000	11%
Gender			
Female	53%		
Male	47%		

## Google Analytics

Monthly Stats	
Pageviews	110,000+
Unique Visits	65,0000+



# Our Partners



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 & Transgender Community Center  
 Northwest Press  
 Penguin Random House  
 Poets and Writers  
 Publication Studio  
 Riptide Publishing  
 Riverdale Ave Books  
 Red Hen Press

San Diego Human Dignity Foundation  
 Scholastic  
 Seal Press  
 Simon & Schuster  
 Spinsters Ink  
 National Edownments of the Arts  
 NYC Department of Education  
 The New York Times  
 Target Cue  
 Torquere Press  
 University of Wisconsin Press

# Social Media



<http://www.facebook.com/LambdaLiterary>

9,000 People Like Us

25+ Updates/Week



<http://twitter.com/lambdaliterary>

15,000 Followers

25+ Updates/Week

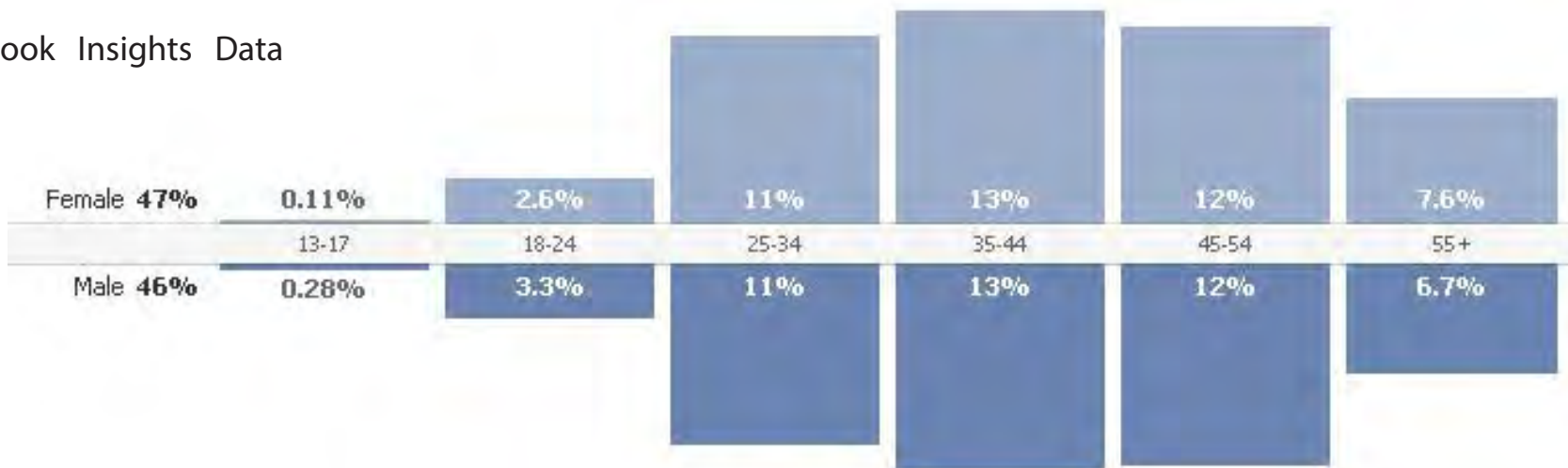


<http://www.flickr.com/photos/lambdaliterary/>  
880,000 views



<http://vimeo.com/user4021823>  
141,000 loads Video Loads/Year

## Facebook Insights Data



# Advertising

## Online

- Website Banner Ads (50K uniques/month)
- Weekly and Monthly Newsletter Ads (12,000 subscribers)

## Print

- Lambda Literary Awards Program Book  
Contact: Brandi Spaeth  
admin@lambdaliterary.org

# Sponsorships

Sponsorships available for Lambda Literary's major events and programs include annual Lambda Literary Awards and the Writers Retreat for Emerging LGBTQ Voices.

## Contact

Tony Valenzuela  
Executive Director  
(323) 643-4281  
tvalenzuela@lambdaliterary.org



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June 5, 2012, 6:00 PM ET

### Gay Writers Enjoy an Evening in the Spotlight

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By James Wilhite

James Wilhite  
Armistead Maupin, left, with Olympia Dukakie at the 24th annual Lambda Literary Awards in Manhattan, June 4, 2012.

GLBT literature enjoyed an evening of glamour last night, courtesy of the 24th annual Lambda Literary Awards at the CUNY Graduate Center in Manhattan. Finalists in categories ranging from lesbian poetry to transgender fiction were feted by fellow writers and celebrities at a healthy splash of celebrity presentations including Ally Sheedy, Anthony Rapp and Olympia Dukakie.

Master of ceremonies Kate Clinton kept the sold-out audience chuckling with her awards, or "Lammys," moving at a steady clip. Addressing people from the audience, she warned them, "If you want a Big Gulp, or a cigarette in your hand, you'll have to go to New Jersey now." Early in the show she told everyone to get out, "which drew whoops from the jubilant audience."

the guardian

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### John Waters receives 'crown of queer royalty' at 27th Lambda literary awards

Alison Bechdel, Alan Cumming, and Gloria Steinem among presenters at LGBT writers' event: 'A celebration of queer culture and queer literature'

Lambda Literary Awards at the Great Hall at Cooper Union Photographs

Literary Awards at the Great Hall at Cooper Union Photographs

Public. WINTER SPRING 2016. JOHN WATERS. TWO WOMAN PUSSEY RIOT. A SEXUAL REVOLUTION.

Most popular in US: Bernie Sanders wants

Los Angeles Times

### Lambda Literary Awards laud best gay, lesbian and transgender books

TRANSGENDER FICTION

In Case You Missed It: John Waters, 'TV Star' and 'Star' members of the Lambda Literary Awards

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JUNE 2, 2012, 7:57 PM

The 27th Lambda Literary Awards were presented in New York on Monday night, celebrating the best gay, lesbian and transgender books of the year. A parade of actors, celebrities and activists presented the awards, which were hosted by comedian Kate Clinton.

Two writers were honored with lifetime achievement awards: Rita Mae Brown, author of "Rubyfruit Jungle," was presented with the Pioneer Award by Gloria Steinem. Filmmaker and author John Waters, who was given the Trustee Award for Excellence in Literature, dedicated his award to the original owners of the Provincetown Bookstore, where he said he worked for a summer when he was young and received his true education.

Among the winners were presidential inaugural poet Richard Blanco, whose memoir "The Prince of Los Cocoyoc" won the award for best gay memoir, and journalist Charles M. Blow, whose autobiography "Fire Shut Up in My Bones" won the prize for best bisexual nonfiction.

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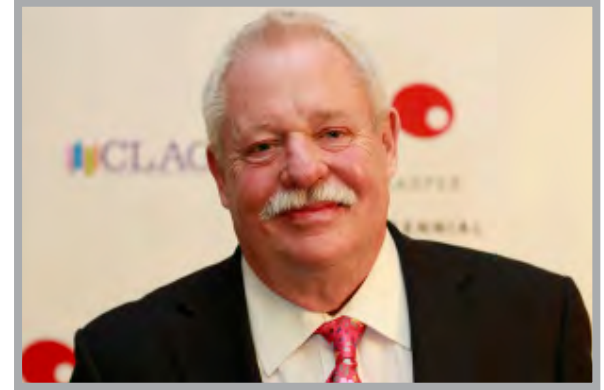
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AUGUSTEN BURROUGHS, Trustee Award 2013  
Photo © David J. Martin



CHERRIE MORAGA, 2013 Pioneer Award Honoree  
Photo © David J. Martin



ARMISTEAD MAUPIN, 2012 Pioneer Award Honoree  
Photo © Brian Sargent

## Distinguished Lambda Literary Awards Guests

Edward Albee  
Henry Alford  
Ted Allen  
Dorothy Allison  
J. Bob Alotta  
Hilton Als  
Carol Ansh  
Arthur Aviles  
Alison Bechdel  
Betty Berzon  
Lucy Jane Bledsoe  
Justin Vivian Bond  
Kate Bornstein  
Lady Bunny  
Susie Bright  
Frank Bruni

Charles Busch  
Jonathan Capehart  
Ana Castillo  
Sewell Chan  
Kate Clinton  
Bernard Cooper  
Eduardo C. Corral  
Alan Cumming  
Samuel R. Delaney  
Benoit Denizet-Lewis  
Martin Duberman  
Olympia Dukakis  
Katherine V. Forrest  
Nancy Garden  
Brad Gooch  
Judy Grahn

Masha Green  
Deborah Gregory  
Barbara Hammer  
Joseph Hansen  
Nina Harley  
Reginald Harris  
Harry Hay  
Essex Hemphill  
Amber Hollibaugh  
A.M. Homes  
John Irving  
Cleve Jones  
Randy Jones  
Saeed Jones  
Joe Keenan  
Larry Kramer  
Wally Lamb

Judith Light  
Phyllis Lyon  
Lypsinka  
Ayana Mathis  
Armistead Maupin  
Carlos Menchaca  
Val McDermid  
Rod McKuen  
Terrence McNally  
David Mixner  
Janet Mock  
Paul Monette  
Perry Moore  
Eileen Myles  
Michael Nava  
Joan Nestle

John Preston  
Carole Radziwill  
Andrew Rannells  
Adrienne Rich  
Sarah Schulman  
Kevin Sessums  
Ally Sheedy  
Ira Silverberg  
Peter Staley  
Urvashi Vaid  
Michaelangelo Signorile  
Gloria Steinem  
Patricia Nell Warren  
Edmund White  
Jeanette Winterson  
Jacqueline Woodson