

NATIONAL GAY & LESBIAN DEMOGRAPHICS

Household Income

Average gay household income is \$85,400 (\$46,323 national average)

Gay Men: \$62,000 single, \$130,000 couple, 40% households over \$100,000

Lesbian: \$52,000 single, \$96,000 couple, 36% households over \$100,000

Gays are 3.4 times more likely to have household incomes over \$250,000

Education

93% have attended college, 71% hold bachelor degrees, 46% hold post-graduate degrees

Employment

91% are employed full time

56% hold professional/managerial positions

14% hold top management positions

Homes and Cars

65% own their own home or condo, average home value is \$426,500

10% own vacation homes

21% own luxury cars, 27% own mid-sized cars, 21% own economy cars, and 14% own trucks

91% of gays and lesbians purchased their car from companies that market to them directly via gay media or sponsoring LGBT events/charities

Children and Pets

20% of lesbians and 5% of gay men have children under 18

83% of lesbians and 61% of gay men have pets

Loyalty

88-91% use local gay media for purchasing decisions

Buying Power

Total gay and lesbian buying power is estimated to hit \$1 trillion by 2017

PRINT DIRECTORY

30,000 free copies distributed annually via Gay Pride, community events, requested mailings, and hundreds of distribution points set up throughout the Portland/Vancouver Metro area.

PORTLAND'S GAY DIRECTORY | PABA BUSINESS DIRECTORY

GAYPDX

www.GayPDX.com

PRINT • WEB • APP

Media Guide

Established 1996

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GAYPDX

www.GayPDX.com PRINT • WEB • APP

4115 N Mississippi Ave, Suite B | Portland, OR 97217 | 503.230.7701 | GayPDX.com

Annual Directory Rates

Covers *Glossy Full Color*

Display Ad	Cost	Width x Height
Outside Back	\$8,750	8.375" x 10.875"
Inside Front	\$5,650	8.375" x 10.875"
Inside Back	\$5,650	8.375" x 10.875"

Magazine Pages *Glossy Full Color*

Full Page	\$4,000	8.375" x 10.875"
Half Page	\$2,500	8.375" x 5.4375"

Please add a .25" bleed to all 4 sides of Magazines and Covers.

Directory *Full Color*

Full Page	\$2,460	7.5" x 9.6875"
Junior Page	\$2,090	4.94" x 7.253"
Half Page	\$1,650	7.5" x 4.77"
1/3 Page	\$1,350	4.94" x 4.77"
1/6 Horz.	\$1,135	4.94" x 2.3125"
1/6 Vert.	\$1,135	2.375" x 4.77"
1/12 Page	\$745	2.375" x 2.3125"

Listings - All display ads include: one 5 line listing

Line Listing	\$350	4 Lines + Phone
Duplicate Line Listing	\$70 ea	4 Lines + Phone
Additional Lines	\$35 ea	

All Ads Include

Line listing with link on GayPDX.com

Line listing with link on Smart Phone App



Monthly Web Rates

Banners *Home Page Rotation & Fixed in Category*

Display Ad	Cost	Width x Height
Banner	\$400 per month	728 x 90
Button 1	\$300 per month	300 x 300
Button 2	\$200 per month	300 x 200

12 month contracts

Sizes are width x height in pixels

No charge for ad layout and design

All Banner Ads Include

Line listing in Print Directory

Line listing with link on Smart Phone App

Digital Files Specs

File formats accepted: Mac or PC - EPS, PDF's or JPG's

Print directory files should be 300dpi, optimized for press with fonts embedded or converted to outlines.

Web files should be 72dpi with fonts embedded or converted to outlines.

E-mail files to ads@gaypdx.com

Mobile Application

For iPhone and Andriod Market

Search GAYPDX in your App Store

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