



**National
Gay
Newspaper
Guild**

Bay Area Reporter
Bay Windows
Dallas Voice
Frontiers
Gay & Lesbian Times
Houston Voice
New York Blade
Philadelphia Gay News
Southern Voice
Washington Blade
The Weekly News
Windy City Times

The National Gay Newspaper Guild (NGNG) is a network of gay publications from across the country which includes: *Bay Area Reporter* (San Francisco), *Bay Windows* (Boston), *Dallas Voice*, *Frontiers* (LA), *Gay and Lesbian Times* (San Diego) *Houston Voice*, *New York Blade*, *Philadelphia Gay News*, *Southern Voice* (Atlanta), *The Washington Blade* (DC), *The Weekly News* (Florida) and *Windy City Times* (Chicago).

Who is the National Gay Newspaper Reader?

Gender:	86% male	14% female	
Age:	18-34 26%	35-44 36%	45-54 24%
Education:	67.1% have graduated a 4 year college or more.		
	21% have master's degrees. 8% have doctoral degrees.		
Employment:	88% are employed. 60% professional/managerial.		
	20% are employed in top management.		
Income:	\$47,600	Average individual income	
	69%	have individual incomes over \$30 M	
	40.5%	have individual incomes over \$50 M	
	\$66,700	Average household income	
	84%	have household incomes over \$30 M	
	55%	have household incomes over \$60 M	

National Gay Newspaper Guild readership statistics:

Number of last 6 issues read or looked at:	5 (mean)
Total amount of time spent with last issue:	51 minutes (mean)
Total readers per copy:	2.1
Combined NGNG circulations:	329,550
Combined NGNG readerships:	753,000

Impact Advertisements have on National Gay Newspaper Guild readers:

94%	Likely to use a product or service advertised:
89%	Likely to purchase products or services of national businesses advertised:

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2000