

# 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



[www.GayPDX.com](http://www.GayPDX.com) PRINT • WEB • APP

# Media Guide

Established 1996

PORTLAND'S GAY DIRECTORY | PABA BUSINESS DIRECTORY



[www.GayPDX.com](http://www.GayPDX.com) PRINT • WEB • APP

4115 N Mississippi Ave, Suite B | Portland, OR 97217 | 503.230.7701 | [GayPDX.com](http://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](mailto:ads@gaypdx.com)**

# Mobile Application

## For iPhone and Andriod Market

Search GAYPDX in your App Store



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