

PGN Philadelphia Gay News

OVERVIEW -- CIRCULATION AND DEMOGRAPHICS

Philadelphia Gay News (PGN) is the oldest LGBT weekly newspaper in the country and the largest on the East Coast. The PGN was founded in 1976 by Mark Segal, a longtime gay-rights activist who remains its sole owner and publisher.

15,000 print run plus online read and pass along rate total over 25,000 a week

Distribution at more than 500 locations, including news boxes, bookstores, stores, community centers, LGBT organizations and other outlets

FEMALE	14%
MALE	86%

AGE:	
18 - 24	5%
25 - 34	18%
35 - 44	37%
45 - 54	27%
55 - 64	11%
65+	3%

EDUCATION:	
Attended College	28%
Bachelor's Degree	28%
Master's Degree	20%
Doctorate Degree	8%

HOUSEHOLD INCOME:	
Under \$30,000	11%
\$30,000 - \$49,000	14%
\$50,000 - \$74,000	18%
\$75,000 - \$99,000	12%
\$100,000+	30%

PRIMARY RESIDENCE:	
Own private home	43%
Own a condo	11%
Rent an apartment	30%