

# **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%