



Reader Demographics

(Based on a Simmons Marketing Research Study)

The average *Frontiers* reader:

- Is a 41-year-old gay male

Is loyal to *Frontiers*

- 77% do not read another weekly gay newspaper
- 63% do not read a leading alternative weekly
- Respondents say they read 5 out of 6 issues of *Frontiers*

Is brand loyal and supports *Frontiers* advertisers

- 94% responded favorably or better that they would use a product or service seen in *Frontiers*
- 65% have patronized a *Frontiers* advertiser
- 27% have recommended a *Frontiers* advertiser to a friend or family member

Is educated and affluent

- Has an income nearly double the Los Angeles average
- Average individual annual income is \$69,000
- Average household annual income is \$89,000
- Average household net worth is over \$600,000, with 12% over \$1 million.

Has a high disposable income and purchasing power

- Is 6 times more likely* to travel by plane
- Is 7 times more likely* to purchase 20 or more CDs in a year
- Is 2 times more likely* to own a CD player
- Is 4 times more likely* to own a home theater system
- Is 5 times more likely* to own a laptop computer
- Is 10 times more likely* to own a palm type organizer

Is on the forefront of new technology

- 72% have an e-mail account
- 65% use the Internet
- Is 7 times more likely* to bank online
- Is 6 times more likely* to make a purchase online
- Is 5 times more likely* to book airline tickets, hotels and car rentals online

Invests for financial security

- Is 5 times more likely* to own mutual funds
- Is 4 times more likely* to own stock
- Is 7 times more likely* to have a money market account
- Is 10 times more likely* to have an investment portfolio of more than \$100,000

*Than the average Los Angeles resident