

# CIRCULATION

## FOCUSED & PROVOCATIVE COVERAGE

Our goal is to provide our readership with news, features, diversity of opinion and thoughtful analysis.

No publication covers gay Tennessee better. We are the region's most respected and read GLBT newspaper. Our journalists help set the standard for complete, insightful, engaging and talked-about coverage. From the Nashville Metro Courthouse to the Knoxville police beat, we provide our readers with the best coverage in Tennessee.

Our regular columnists and guest commentators leave no stone unturned in examining culture, civil rights, family life, politics, health concerns, religion and the arts.

From national and local news to sports, technology, entertainment and photography, O&AN stays on top of what's happening in the Middle and East Tennessee GLBT community.

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Out & About Newspaper has the highest circulation of any of the gay publications with a minimum of 14,000 copies per print run (while not audited, a print order will gladly be shared). Our most recent reader survey (January 2004) indicates an average of two readers per household, with 25% of our readers spending an hour or more reading O&AN, and more than 45% spending 30 minutes with each issue. With 25,000+ readers, we are Tennessee's largest GLBT publication.

## FREE SUBSCRIPTIONS & HOME DELIVERY

Out & About Newspaper is the only GLBT publication in Tennessee offering free home delivery to our readers. Since July 2005, we have had more than 2,700 readers take us up on the free offer, and that number continues to grow.

## OUTSTANDING CONSUMER BASE FOR ADVERTISERS

National market research studies estimated the purchasing power of gay and lesbian adult consumers at \$451 billion in 2002.

Reader loyalty has attracted the attention of both blue chip and national advertisers who understand the impressive buying power of the gay and lesbian market.

National studies have indicated that beer and liquor companies, vacation resorts, automakers, drug companies and the real estate and restaurant industries are among the advertisers aggressively pursuing the gay and lesbian dollar through gay publications. Others include the airline and banking/financial industries.

## AVAILABLE ON THE WEB

Our newspaper is uploaded to our Web site, [www.outandaboutnewspaper.com](http://www.outandaboutnewspaper.com), at the beginning of every month.

The Web site regularly attracts more than 1,000,000 hits with more than 30,000 of those unique viewers.

