

Use our expertise and reach

Pink Paper is unique in targeting both gay **men** and **women** and is officially the **biggest circulating** gay title of any kind¹ in England, Scotland and Wales. For 20 years we've been trailblazers in diversity and recruitment.

There are **1.7 million** gay people in the workforce² but only one newspaper specialising in recruitment advertising for them.

PinkPaper.com/jobs ads also appear on GayTimes.co.uk, DIVAmag.co.uk, Puffta.co.uk and AXM-mag.com.

Gain top quality candidates

Pink Paper gives you access to top quality candidates. Many of our readers are students or young people making career choices but we also give access to professionals in the public, private and third sectors. **60%** of our readers have a **first degree, post-graduate degree** or chartered **professional qualification**³.

Enhance your reputation

Recruiting a diverse workforce improves efficiency, loyalty and creativity and builds your brand.

With unemployment at an historically low figure, lesbians, gay men and bisexuals are able to pick and **choose** where they work². **57%** of them says workplace **diversity** and equal opportunities influences where they work³.

74% of gay and **42%** of straight consumers are less likely to buy products from companies that hold negative views of lesbians and gay men². And **53%** of LGBT people have actually **boycotted** a company because it did not have gay-friendly policies³.

Retain staff and avoid tribunals

LGB employees are increasingly aware of their rights under the 2003 workplace equality laws. **74% would take action** if they faced anti-gay discrimination at work and **73%** know where to get help if they did have problems³. **36%** would change careers if discrimination continued².

Advertising in Pink Paper demonstrates your commitment to diversity and happy, out staff are more likely to stay with you.

Sources:

1 Audit Bureau of Circulation (2007).

2 Stonewall Workplace Equality Index (2007).

3 Pink Paper and PinkPaper.com readers' survey (2007).

Pink Paper