

Bay Windows



Bay Windows - The paper of record in the state where same-sex marriage was born

For 33 years Bay Windows has brought its readers award-winning articles and editorials on everything.

Market

United States of America

Industry

Articles related to the LGBT community

"I have only one thing to say, and that is that these guys really know what they are doing. They are fast, and supportive and actually listen to what you need. If I was you, I would go with them"

BayWindows
CTO

Customer Profile

Bay Windows is New England's largest publication for lesbian, gay, bisexual and transgender readers. For close to 30 years Bay Windows has brought its readers award-winning articles and editorials on everything from the AIDS crisis to Vermont civil unions and Massachusetts marriage battles.

Bay Windows is distributed throughout the greater Boston area and all of New England at over 400 locations. We are the only weekly publication in New England serving the vibrant LGBT community.

Major Challenges



The main object behind making this website is support the LGBT members with regular updates, knowledge share. The idea was to create a platform with greater reach to increase the awareness of LGBTs in New England.

Solutions



Building an interactive website where the users can interact with each other through forums on various topics related to AIDS, same sex marriage and various other issues.



Each forum contains articles posted by community members which can be read, discussed and commented on for correction if required. We have also provided classifieds section which provides a platform where community members post there deals.



We have integrated social sharing links to promote the articles/posts throughout the community. Moreover, registered members have the option to select their preferred categories based on which they can receive articles in newsletter format scheduled on weekly or daily basis.