



**THE
WORLD'S
LARGEST
LESBIAN
& GAY
BRAND.
BE PART
OF IT.**





GAYDARGIRLS.COM IS THE UK'S PREMIER LESBIAN DATING SITE. SINCE ITS FOUNDATION 5 YEARS AGO IT HAS GROWN RAPIDLY INTO AN UNRIVALLED ONLINE COMMUNITY WITH INSTANT MESSAGING, CHAT ROOMS, TENS OF THOUSANDS OF PROFILES AND POWERFUL SEARCH TOOLS. ALMOST HALF OF OUR MEMBERS VISIT THE SITE ONCE OR MORE EACH DAY. THE AVERAGE DISPOSABLE INCOME PER MONTH OF EACH USER IS £750. 325,000 SUBSCRIBERS ARE SERVED 30 MILLION PAGE IMPRESSIONS EACH MONTH. THE SITE IS SERVED IN ENGLISH. GAYDARGIRLS IS A WELL KNOWN AND TRUSTED PART OF TODAY'S MODERN LESBIAN LIFESTYLE.



GAYDARGIRLS STATS

WHY DO THEY USE GAYDARGIRLS?

83.7% TO MAKE FRIENDS

82.6% TO CHAT WITH OTHERS ONLINE

51.8% FOR DATING

40% TO FIND A RELATIONSHIP

32.6% FOR NETWORKING

11.5% FOR SEX

LIFESTYLE

97% USE THE INTERNET ON A DAILY BASIS

87% USE THE INTERNET TO SELECT PRODUCTS AND SERVICES

29% DO NOT READ GLOSSY GAY MAGAZINES

33% DO NOT READ THE FREE GAY PRESS

54% EARN MORE THAN £20K P.A.

27.9% EARN MORE THAN £30K P.A.

AVERAGE MONTHLY DISPOSABLE INCOME OF £743

34.4% OF GAYDARGIRLS MEMBERS LIVE IN LONDON - 58,000 WOMEN

***SOURCE OUTRIGHT RESEARCH 2005**

GAYDARGIRLS STATS



EMPLOYMENT

64.2% FULL TIME EMPLOYMENT

17.1% FULL TIME STUDENT

6.5% SELF EMPLOYED

1.6% SEEKING WORK

1.6% FULL TIME PARENTING

4.15% OTHER

ONLINE INTERESTS

72% MUSIC

53.4% FILMS & TV

40% TRAVEL

37.2% HUMOUR

32.5% BOOKS

29% CELEBRITY GOSSIP

27.2% DVD REVIEWS

SPENDING HABITS

55% FASHION

58.9% MUSIC

51.9% BARS

38.4% CLUBS

38% GIGS

30.6% GADGETS

PROFILE

100% FEMALE

36.8% 18 - 24 YEARS OLD

37.6% 25 - 34 YEARS OLD

18.6% 35 - 44 YEARS OLD

5.8% 45 - 54 YEARS OLD

85% OPENLY GAY

69% SINGLE

MOST KISSABLE FEMALE ICON

43.1% P!NK

34.1% ANGELINA JOLIE

15.6% LINDSAY LOHAN

7.7% JENNIFER BEALS

2.5% BRITNEY SPEARS

15.6% OTHER

HABITAT

34.4% CENTRAL LONDON

0.8% GREATER LONDON

4.6% GREATER MANCHESTER

4.8% CAMBRIDGESHIRE

3.2% KENT

3.1% EAST SUSSEX

3% HAMPSHIRE

3% LANCASHIRE

*SOURCE GAYDARGIRLS MEMBER SURVEY 2006





GAYDARGIRLS RATES

BANNER CAMPAIGN

BASED ON 468 X 60 PIXEL BANNER; FLASH, JPEG OR ANIMATED GIF

UNITED KINGDOM - £1 CPM*

EUROPE - €1 CPM*

*COST PER THOUSAND BANNER IMPRESSIONS SERVED

EXAMPLE

1,000,000 BANNER IMPRESSIONS - £1000 (1-3 MONTHS)

500,000 BANNER IMPRESSIONS - £500 (1 MONTH)

300,000 BANNER IMPRESSIONS - £300 (2 WEEKS)

SERIES DISCOUNT

12 MONTH BOOKING - 30% EXTRA IMPRESSIONS

6 MONTH BOOKING - 20% EXTRA IMPRESSIONS

3 MONTH BOOKING - 10% EXTRA IMPRESSIONS

NEXT STEPS:

**SEND A BRIEF OUTLINING WHAT YOU WISH TO ACHIEVE USING OUR MEDIA;
ARE YOU LOOKING TO RAISE AWARENESS, BUILD BRAND, ENCOURAGE ONLINE
TRAFFIC OR INCREASE ONLINE SALES? WHAT DEMOGRAPHIC WOULD YOU LIKE TO
TARGET? WHAT GEOGRAPHIC OR CATCHMENT AREA DO YOU WANT TO TARGET?
WHAT BUDGET ARE WE WORKING WITHIN? HOW LONG DO YOU WANT YOUR
CAMPAIGN TO RUN? WE WILL DO OUR VERY BEST TO PUT TOGETHER A CAMPAIGN
TAILOR MADE FOR YOUR NEEDS.**

CONTACT:

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