



# THE WORLD'S LARGEST GAY BRAND. BE PART OF IT.





**GAYDAR'S WEBSITES RANK AMONG THE LARGEST AND MOST CLOSELY TARGETED LIFESTYLE SITES IN THE WORLD. THIS IS WHO WE ARE, WHO WE REACH AND WHY YOU SHOULD BE WITH US.**

# GAYDAR STATS

## OUR MARKET

5.2 MILLION REGISTERED ONLINE USERS (JANUARY 2010)

WE GEOTARGET TO 120 COUNTRIES IN 8 LANGUAGES

80% ABC1 (UK)

71% 18 - 35 YEARS OLD (GLOBAL)

MOSAIC GROUP E - YOUNG, SINGLE, WELL EDUCATED, COSMOPOLITAN IN TASTES & LIBERAL IN ATTITUDE (UK)

HIGH DISPOSABLE INCOME - IT'S NOT HOW MUCH THEY EARN, IT'S HOW THEY SPEND IT

ONLINE SAVVY AND ONLINE SPENDERS

APPRECIATION FOR QUALITY AND TRADITION

POSITIVE RECEPTION TO ADVERTISING

## AUDIENCE PROFILE

80% OWN A CREDIT, CHARGE OR STORE CARD WITH 16% OWNING 5 OR MORE

47% ARE HOME RENTERS (HIGHER DISPOSABLE INCOME)

82% HAVE TAKEN A HOLIDAY IN THE LAST YEAR, AN AVERAGE OF 2.5 PER YEAR

59% OWN A CONTRACT MOBILE PHONE & 53% CHANGE HANDSETS EACH YEAR

£28.60 AVERAGE MONTHLY SPEND ON COSMETICS

43% HAVE HIRED A CAR

79% OWN A DESKTOP COMPUTER, 45% OWN A LAPTOP

80% GO ONLINE EVERY DAY

AVERAGE MONTHLY SPEND OF £17.10 ON CD'S

AVERAGE MONTHLY SPEND OF £19.60 ON DVD'S

39% HAVE A GYM MEMBERSHIP

65% HAVE TAKEN VITAMINS OR SUPPLEMENTS IN THE PAST 12 MONTHS

## MARKET SHARE\*

OUT OF 1 MILLION SITES TRACKED, GAYDAR RANKED 162

62% OF ALL TRAFFIC TO GAY & LESBIAN WEBSITES IN THE UK WENT TO A GAYDAR ONLINE MEDIA PRODUCT

OUT OF 16,010 LARGEST LIFESTYLE SITES TRACKED, GAYDAR RANKED 9

WE RANK IN SIZE COMPARABLE TO SUCH HOUSEHOLD BRANDS AS TESCO, JOHN LEWIS AND HMV

\*SOURCE: HITWISE - AN EXPERIAN COMPANY, JANUARY 2010

# TESTIMONIALS



Internet dating, long derided either as a virtual meat market or as a last resort for social misfits, has finally come of age. Between 3 million and 7 million of us are using these sites each month, depending on which survey you believe, and the numbers keep growing, with the biggest sites reporting a near-doubling of members in the past year alone.

**David Rowan, the Sunday Times, 8 January 2006**

Gaydar.co.uk, the website that attracts the largest share of visits among the QSoft brands receives a larger share of internet visits than other leading UK websites including Streetmap.co.uk, The Internet Movie Database (IMDB), Marks & Spencer, Ryanair.com, Ticketmaster UK and O2.

Gaydar.co.uk is a popular source of visits to websites across the internet. In the peak retail month of December, Gaydar.co.uk was the 140th most popular website across all websites on the internet sending visits to websites in the Shopping and Classifieds category.

**Hitwise, April 2008**

# OUR BRANDS



Gaydar.co.uk is one of the 'original social networking sites' and 'popular long before the launch of mainstream social networks' (*Channel 4 News, March 26 2008*). It serves 500 million page impressions to over 5.2 million subscribers each month. The site is served in English, French, German, Italian, Spanish, Portuguese, Dutch and Japanese versions. It is the largest gay site in most European markets and Australia, as well as the UK. Because of the size of the site we geotarget our advertisers not just to countries or regions, but often to districts within cities.

## SITE USAGE

**64% TO MAKE FRIENDS**

**55% TO CHAT WITH OTHERS ONLINE**

**48% VISIT GAYDAR ONCE OR MORE A DAY**

**32% VISIT MORE THAN ONCE A WEEK**

**51% SPEND UP TO 3 HOURS PER DAY ON GAYDAR**

Our multi-award winning digital station GaydarRadio is one of the largest commercial digital stations in the UK. We have 339,400 weekly listeners (*Rajar*). On average the online radio player is downloaded over 2.1 million times per month.

## AWARDS

**RADIO STATION OF THE YEAR 2006 - BT DIGITAL MUSIC AWARDS**

**DIGITAL TERRESTRIAL STATION OF THE YEAR 2007 - SONY RADIO ACADEMY GOLD AWARD**

**COMMERCIAL RADIO STATION OF THE YEAR 2007 - ARQIVA/CRCA**

**NOMINATED DIGITAL TERRESTRIAL STATION OF THE YEAR 2008 - SONY RADIO ACADEMY GOLD AWARD**

# OUR BRANDS



GaydarNation is the world's biggest lifestyle portal for the gay and lesbian market. The site offers a cross platform one-stop shop with which to capture this lucrative audience, at different times of the day and at different times of their lives.

## **SITE SECTIONS**

### **GaydarRadio**

The award winning radio station is the most listened to digital radio station in the UK via the internet (*Hitwise January 2010*).

### **Travel**

A substantial section which is updated daily with relevant and topical editorial content. Gays and lesbians are often perceived as trend setters, discovering the next great place ahead of the rest. Among the main sections are destination, accommodation and event guides.

### **Entertainment**

The resource for all gay entertainment. Review of books, the arts, music and film. The Nightlife section is updated on a daily basis and lists the best nights out around the country.

### **News**

Updated every minute by a live news feed that covers all the main international and national news that affects the LGBT community.

### **Lifestyle**

How to live your life to the full, from the health of your finances to the health of your body. Also includes the Daily Male and Daily Brief which are updated every day.

GaydarGirls.com is the largest lesbian dating site in the world. 325,000 subscribers are served 30 million page impressions each month. The site is served in English and is a well known and trusted part of the modern lesbian's life.

# ADVERTISERS



AIR NEW ZEALAND

Ann Summers



BRITISH AIRWAYS



Budget

Gillette

Harrods



Interflora  
the gift experts



Lloyds TSB



Nationwide



smart  
open your mind.

SONY

## OTHER ADVERTISERS

American Express

Barclaycard

Barclays Bank

BMW Mini

Ask Jeeves

Australia Tourism

British Petroleum

Cancer Research

Clerical Medical

English National Ballet

Harley Street Medical

Home Choice

Intelligent Finance

Jeep

LoveFilm.com

Michelin

Mirago

Monarch

National Theatre

Olympus Cameras

Opodo

Phillips

Premier Bet

PT Cruiser

Remington Shaver

RightMove.co.uk

Royal Opera House

Scandinavia Airlines

Slendertone

Switzerland Tourism

Virgin Atlantic

Zurich Insurance

## CONTACT:

**PIPPA JACKSON**

**SALES MANAGER**

**QSOFT CONSULTING**

**+44 (0)208 744 1287**

**PIPPA.JACKSON@QSOFT.CO.UK**

**GAYDAR MEDIA PACK 2010**