



MEDIA

online2008

PACK

  
[gaydar.co.uk](http://gaydar.co.uk)

  
[gaydargirls.com](http://gaydargirls.com)

  
[gaydarnation.com](http://gaydarnation.com)

  
[gaydarradio](http://gaydarradio)

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.

## OUR MARKET

- 4,904,659 registered online users (March 28, 2008)
- We geotarget to 120 countries in 8 languages
- 80% ABC1 (UK)
- 71% 18-35 years old (Worldwide)
- Mosaic Group E – Young, single, well-educated, cosmopolitan in tastes, and 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 holidays a year
- 59% own a contract mobile phone, with 53% of users changing handsets each year
- £28.60 average monthly spend on cosmetics
- 43% have hired a car
- 79% own a desk top computer, 45% own a lap top
- 80% go online everyday
- 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

## GAYDAR MARKET SHARE\*

- Out of the 719,264 sites tracked, Gaydar ranked 140
- 62% of all traffic to gay and lesbian websites in the UK went to a Gaydar online media product
- Out of the 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 – rankings for April 2008

## 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 3m and 7m 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, consistently receives a larger share of internet visits than other leading UK websites including Streetmap.co.uk, The Internet Movie Database, Marks & Spencer, Ryanair.com, Ticketmaster UK, and 02.

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**



# GAYDARGIRLS.COM

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



# GAYDARRADIO.COM

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

- Radio Station of the Year 2006 – BT Digital Music Awards
- Digital Terrestrial Station of the Year 2007 – Sony Radio Academy Gold Award
- Commercial Radio Digital Station of the Year 2007 – Arquiva/CRCA
- Nominated Digital Terrestrial Station of the Year 2008 – Sony Radio Academy Gold Award

# ADVERTISERS



## OTHER ADVERTISERS INCLUDE:

- |                   |                         |                  |                      |
|-------------------|-------------------------|------------------|----------------------|
| American Express  | Clerical Medical        | Mirago           | Remington Shaver     |
| Barclaycard       | English National Ballet | Monarch          | RightMove.co.uk      |
| Barclays Bank     | Harley Street Medical   | National Theatre | Royal Opera House    |
| BMW Mini          | Home Choice             | Olympus Cameras  | Scandinavia Airlines |
| Ask Jeeves        | Intelligent Finance     | Opodo            | Slendertone          |
| Australia Tourism | Jeep                    | Phillips         | Switzerland Tourism  |
| British Petroleum | LoveFilm.com            | Premier Bet      | Virgin Atlantic      |
| Cancer Research   | Michelin                | PT Cruiser       | Zurich Insurance     |