

## Publisher Profile

- Exclusive, directly managed LGBT premium inventory
- Brand-safe LGBT News, Health, Entertainment websites
- Platform audited, fully transparent

## Demographic Profile

 #1 Rank comScore Media Metrix, Gay Category\*

- Gender: Male 84% / Female 16%
- Household Income Over \$100,000\*

## Audience Profile

 Simmons and CMI Research

- Always seeks a brand name / Index 148
- Loves buying new gadgets & appliances / Index 186
- Purchased major vacation in last 12 months / Index 124

## Audience Behavior

 comScore Plan Matrix Target Lift

- Brand name is an indication of quality for me / Index 124
- I pay more for a products from company I trust / Index 206
- I am a spender rather than a saver / Index 156

## Successful Advertising Categories

- Automotive
- Retail
- Healthcare
- CPG
- Finance and Insurance
- Travel

## Packaged Deals

 Available through AppNexus Seat 1773

- LGBT Travelers (577)
- LGBT Weddings (6766)
- Young Affluent LGBT (6767)
- High HHI Gay Men (576)

## CONTACT GAY AD NETWORK

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www.gayadnetwork.com | **APPNEXUS ID: 1773**



## PROGRAMMATIC ADVERTISING SOLUTIONS

Gay Ad Network delivers the highly desirable gay and lesbian audience across a curated network of brand-safe LGBT digital media properties. Gay Ad Network is the preferred gay media partner for the world's largest brands, buyers and advertising agencies.



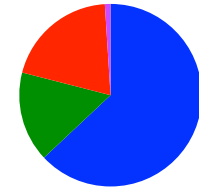
### TRAFFIC STATS

 January 2015

**148,383,586**  
Monthly Impressions

**25,000,000+**  
Audience  
Database

**100%**  
Custom  
Categorized  
Inventory



■ 63% Americas ■ 16% Europe  
■ 20% Asia ■ 1% Africa



### ABOUT GAY AD NETWORK PROGRAMMATIC SOLUTIONS

- Support for Deal ID / Private Marketplace
- Programmatic Packages are available
- Custom site categorization enables contextual relevancy
- Standard IAB display, mobile and high-impact rising star units

Gay Ad Network was named to *Inc. 5000* fastest growing private companies in America – and certified by the National Gay & Lesbian Chamber of Commerce as an LGBT owned and operated business.

