

Publisher Profile

- Exclusive, directly managed LGBTQ 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

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

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 / 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

sales@gayadnetwork.com | +1-954-485-9910

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 LGBTQ digital media properties. Gay Ad Network is the preferred gay media partner for the world's largest brands, trading desks and advertising agencies.

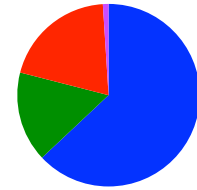


LGBTQ TRAFFIC STATISTICS

148,383,586
Monthly Impressions

25,000,000+
Audience
Database

100%
Custom
Categorized
Inventory



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



GAY AD NETWORK PROGRAMMATIC SOLUTIONS

- Support for Deal ID / Private Marketplace (PMP)
- 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.

