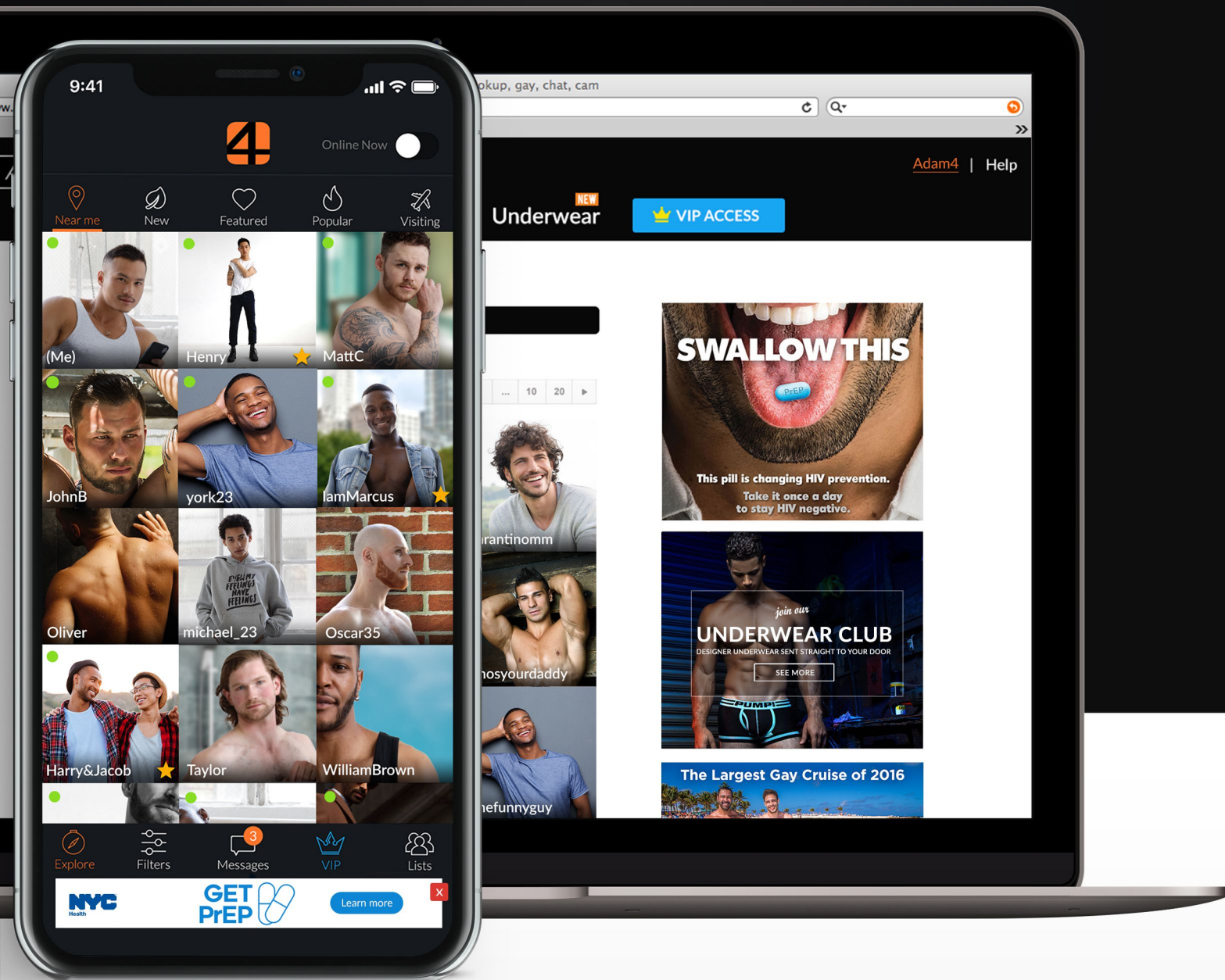


ADAM  ADAM
Browse. Chat. Meet.

MEDIA KIT

Adam4Adam is the world's largest gay, bisexual, trans and queer+ community with over 10 million members since its inception in 2003. It is the only free social network available on both desktop and mobile app.





About.

With 15 years in the dating industry, more than 10 million users around the world, and being 100% free, it's no wonder that Adam4Adam is one of the top gay, bisexual, trans and queer+ social network.

With a constant media-driven debate reminding the LGBTQ+ people of inequities on almost daily basis, the community is paying more attention to brands that appear to be allies.

Our different digital platforms—desktop website, mobile website, iOS app, Android app—reach an unrivaled audience in terms of quality and scale. Here is your opportunity to speak to, and support the LGBTQ+ people around the world and get your message seen.

Our users.

Adam4Adam has always been known as a highly inclusive gay, bisexual, trans and queer+ social network catering to a broad demographic. We've always attracted a wide range of people of all types, backgrounds, and origins.



28 MINUTES SPENT
PER SESSION



75 MILLION MESSAGES
SENT PER MONTH



MONTHLY VISIT ON
A4A - 30 MILLION



LOYAL USERS, AVERAGE
PERIOD 8 YEARS



Asian 4%
Black 20%
Latino 13%
White 47%
Other 16%

Desktop and mobile banner ads.

Adam4Adam offers different banner sizes for desktop and mobile website and it is possible to use still, animation/GIF, or video banners. Banners are sold by size and CPM.

Specifications.



FILE FORMAT - JPG, GIF, TIFF, PNG



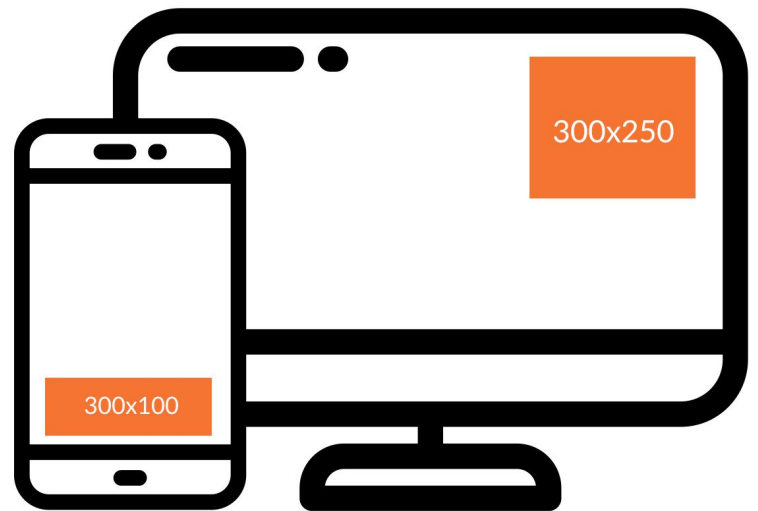
RESOLUTION - 72 DPI



ANIMATION - 5 LOOPS, 45 SECONDS

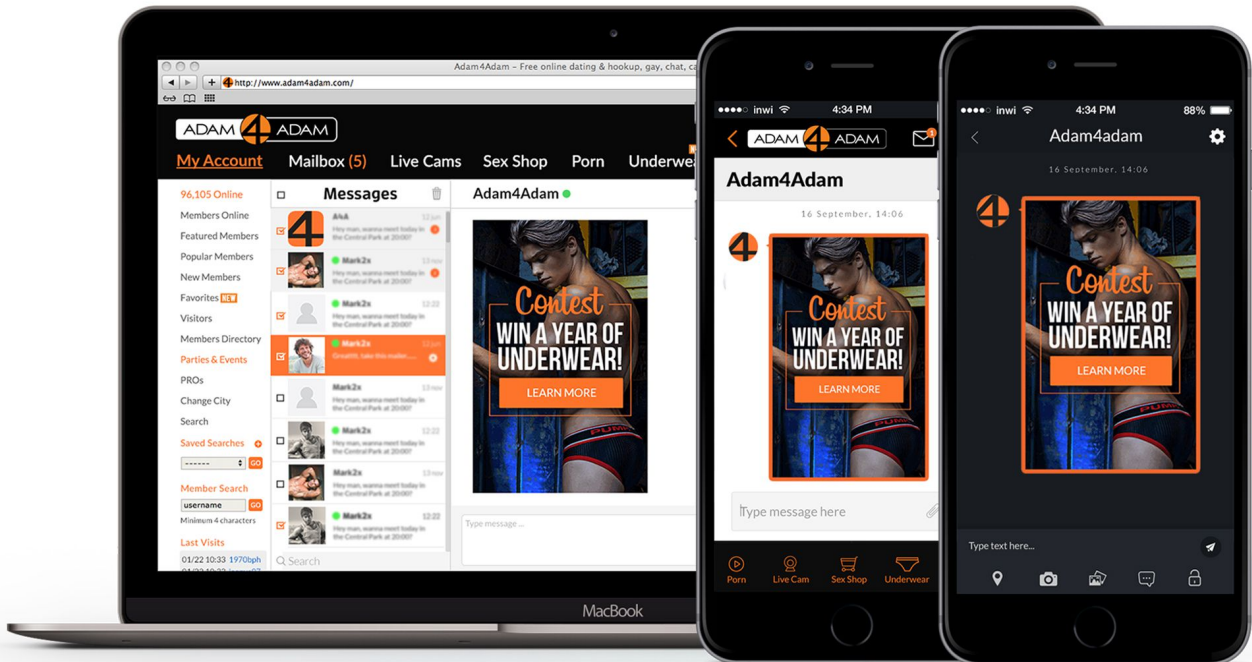


RESTRICTION - NO FLASH ANIMATION



Internal mass mailer.

An effective way to get your target audience's attention is the Internal Mass Mailer. These ads are sent directly to the user's mailbox and can be geo-targeted.



Specifications.



FILE FORMAT - JPG, GIF, TIFF, PNG



RESOLUTION - 300X468 / 72 DPI



ANIMATION - 5 LOOPS, 45 SECONDS

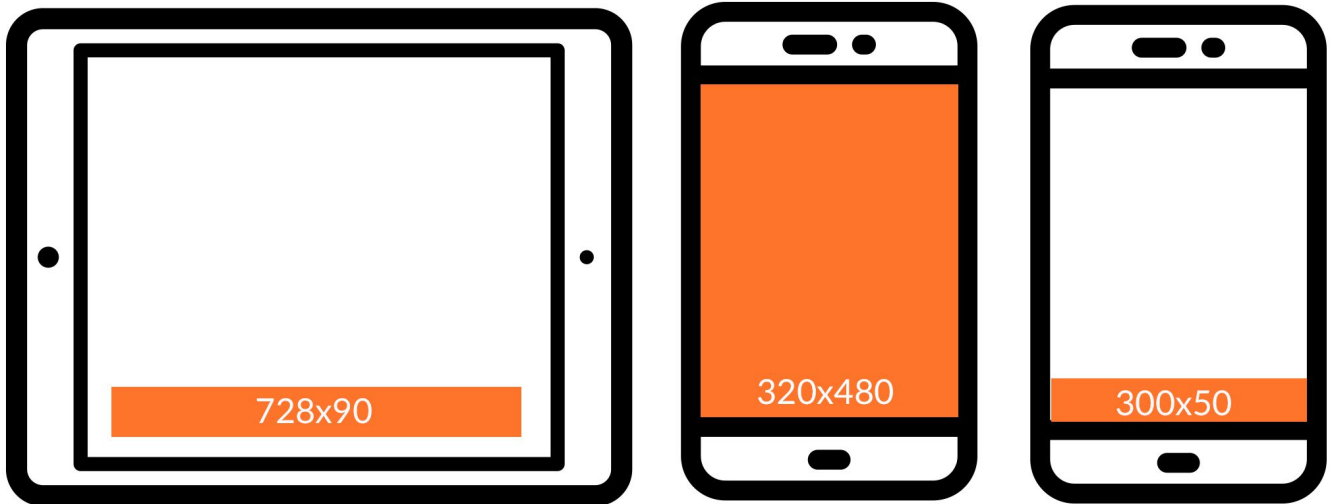


RESTRICTION - NO FLASH ANIMATION



App banner ads.

Optimize your budget and conversion by reaching your potential clientele using the geolocation feature of their mobile.



Specifications.



FILE FORMAT - JPG, GIF, TIFF, PNG



RESOLUTION - 72 DPI



ANIMATION - 5 LOOPS, 45 SECONDS



RESTRICTION - NO FLASH ANIMATION



Mobile Broadcast Messages.

Are you a club, a restaurant or a retail business seeking new clientele nearby? Or maybe a global business or an eCom store that you want to promote? Geo-targeting on the app allows you to target your future customers in their neighborhood, in a specific country or globally. **Two options are available:**

1. Simple-text based ads

Upon opening the app, all users in the selected area will receive a pop-up message to inform them about an offer, an event, or an important information.

Specifications.



TITLE - 45 CHARACTERS



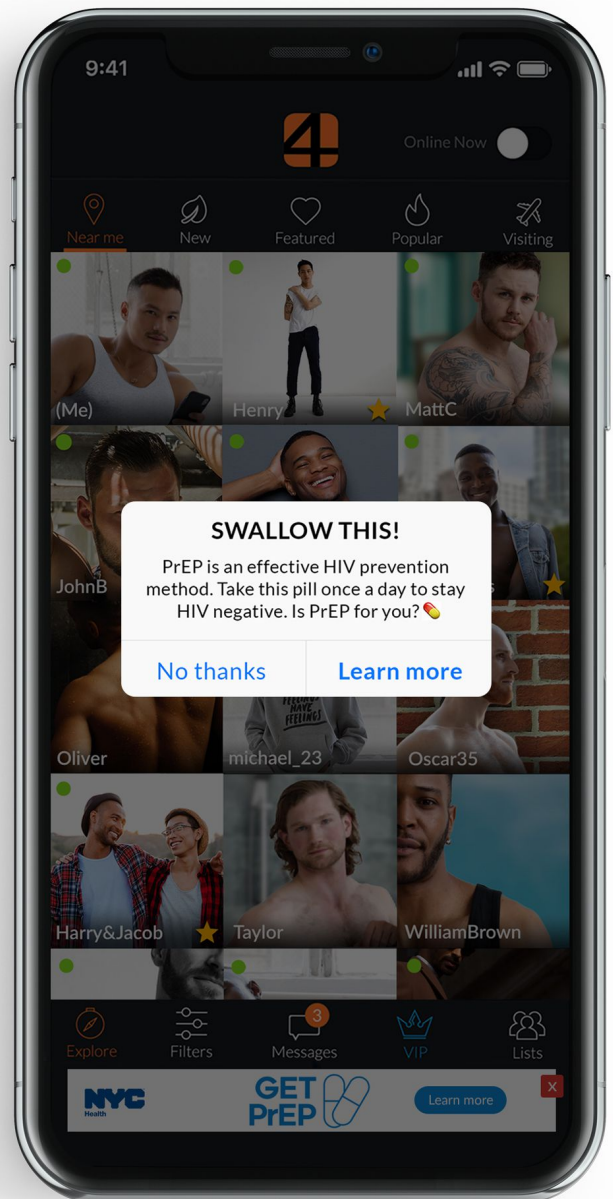
BODY OF TEXT - 350 CHARACTERS



RESTRICTION - LINKS TO MOBILE OPTIMIZED LANDING PAGE



DURATION - 24H



2. Interstitial ads

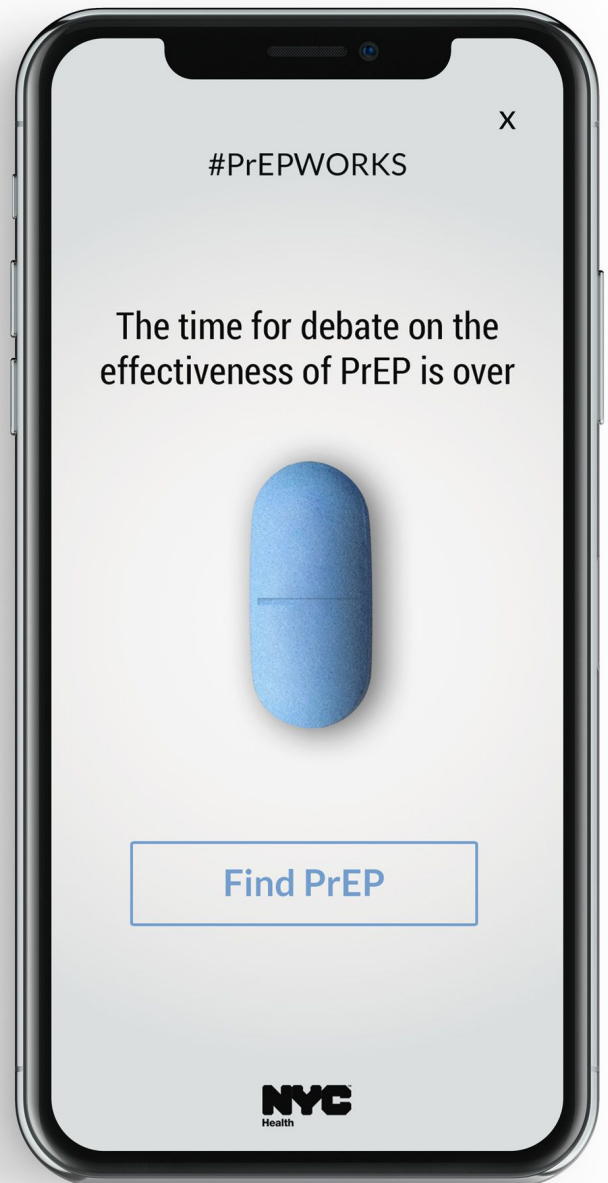
This product allows advertisers to customize their ad entirely and reach their potential clients using their brand's identity and design. Upon opening the app, all users in the selected area will receive a full-screen pop-up ad. Adam4Adam also offers design services, contact your representative for more information.

Specifications.

 **RESTRICTION - LINKS TO MOBILE OPTIMIZED LANDING PAGES**

 **DURATION - 24H**

 **RESOLUTION - 320X480 / 72 DPI**



Desktop and mobile pop-up ads.

One of the most converting type of ads on Adam4Adam are the pop-ups. Pop-ups appear whenever someone in a selected area opens the app or signs in on the website, either on desktop or mobile.

Specifications.



FILE FORMAT - JPG, GIF, TIFF, PNG



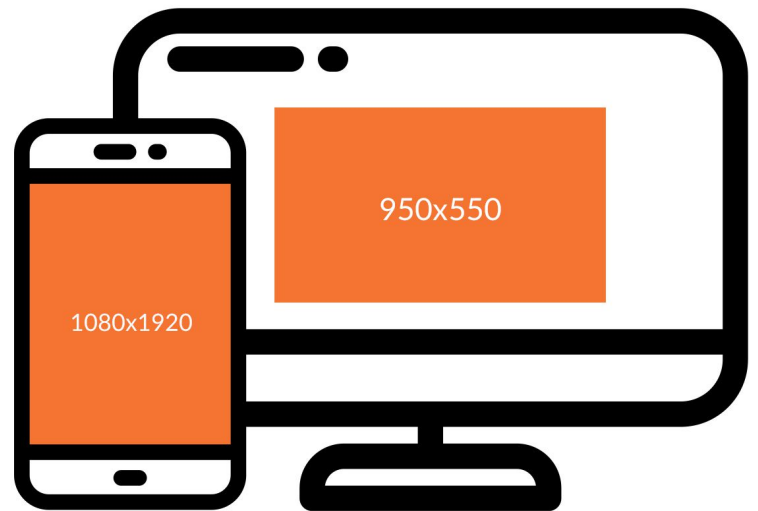
RESOLUTION - 72 DPI



ANIMATION - 5 LOOPS, 45 SECONDS



RESTRICTION - NO FLASH ANIMATION

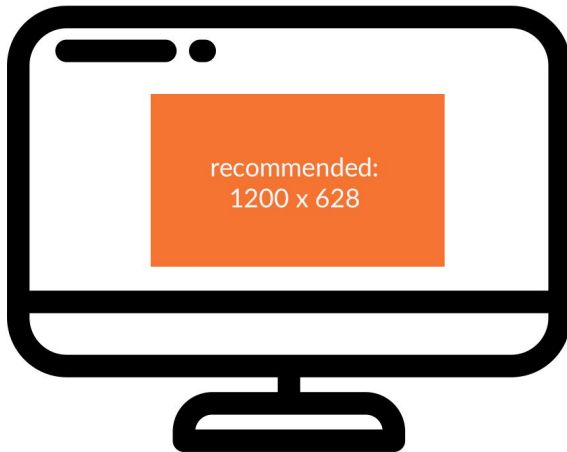


Social media ads.

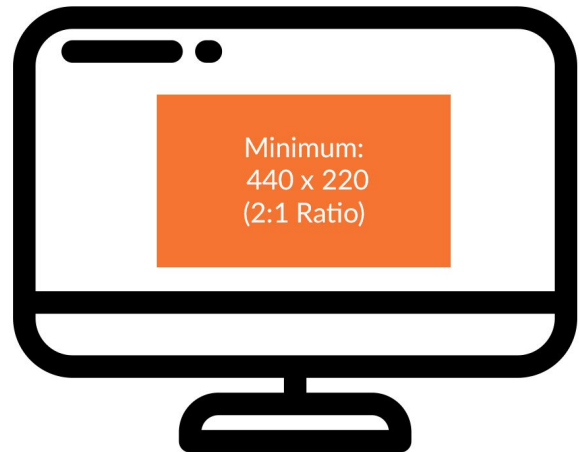
It is now possible to advertise on Adam4Adam social media and blog though please keep in mind that we cannot target a specific audience or geolocation on both. Prices are per unit or they can be sold as packages as well.



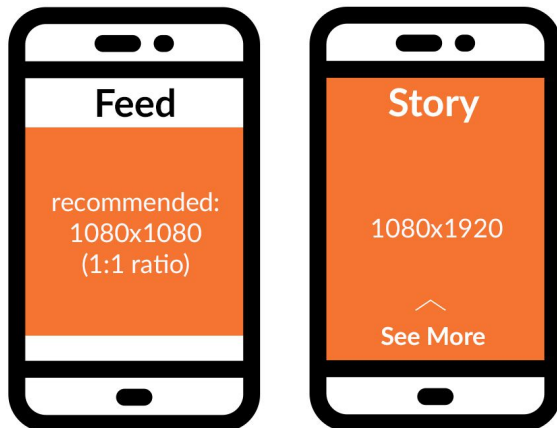
facebook feed



twitter feed



Instagram



Blog post





ADAM ADAM

Contact.

VINCENT

vincent@adam4adam.com

Partners.

