

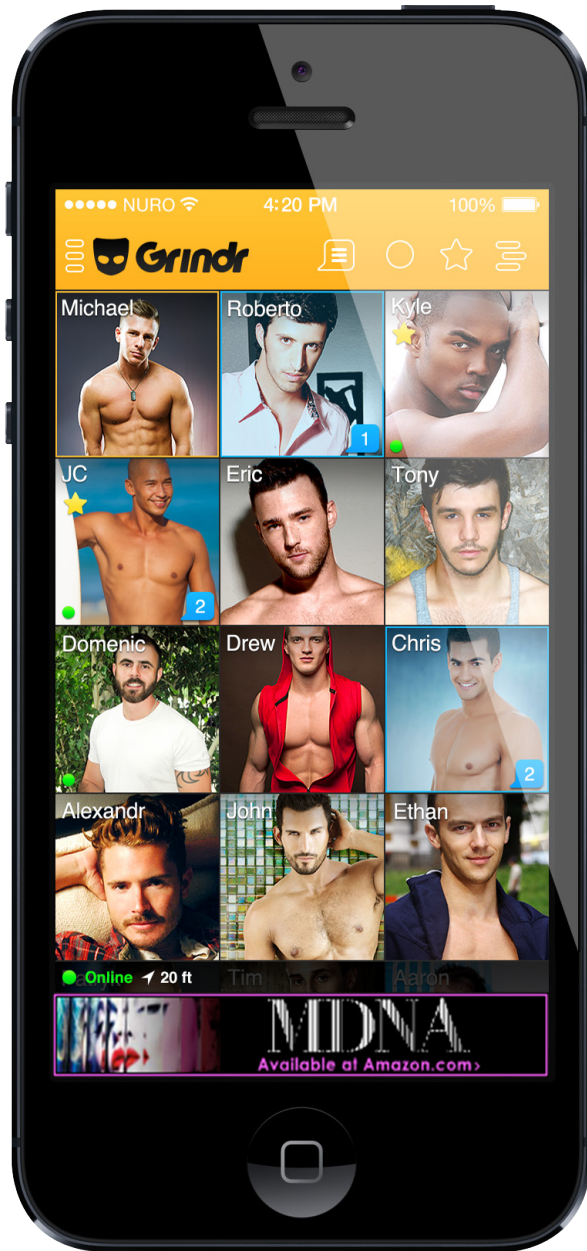


Grindr™

ADVERTISING



Grindr is the largest all-male mobile social network in the world with nearly 12 million users in 192 and adding 10,000 new men daily, Grindr is the go-to app for socializing with guys nearby.



A Highly Engaged Audience...

Grindr empowers users to make real-world connections and explore who's right around the corner. By employing your mobile device's location services, Grindr instantly connects you to like-minded men in your area.

Our Demographics:

Gay affluent, tech-savvy men



1/3

more is spent by gay men on products and services than their straight counterpart.



76%

of gay men earn over the average annual income, making them affluent.



75%

have a university degree or higher



82%

have future travel plans



46%

of users have been members of Grindr for over a year.

User Information



1.5

Average daily hours spent on Grindr.



8

Average number of daily logins per user.



63 million

Average daily chats sent.



5 billion+

Monthly impressions served.



1,800,000

Daily active users.



2,423,000

Weekly active users.



4,000,000

Monthly active users.

MOBILE WEB BANNER ADS



Grindr banners link directly to your mobile friendly website, a phone number or email address, guaranteeing that you control how your customers reach you.

Banner ads are sold by CPM (cost per thousand banner impressions). With a variety of sizes, Grindr works with you to give your banner ad maximum exposure within the app.

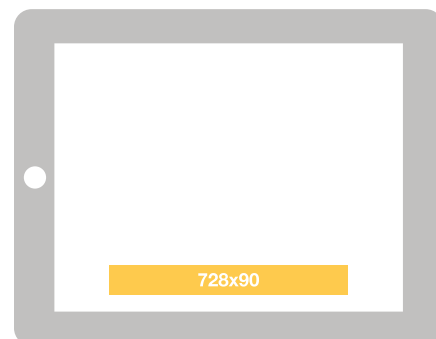
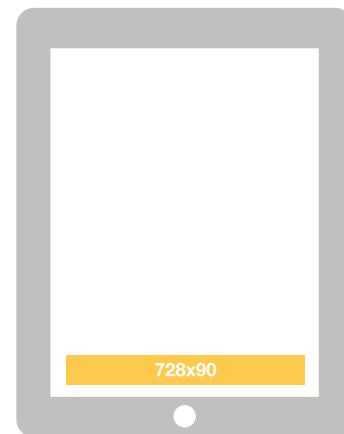
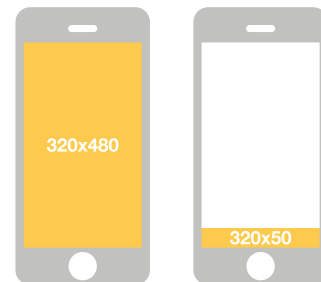
Your representative can customize any package to fit your budget.

Specifications

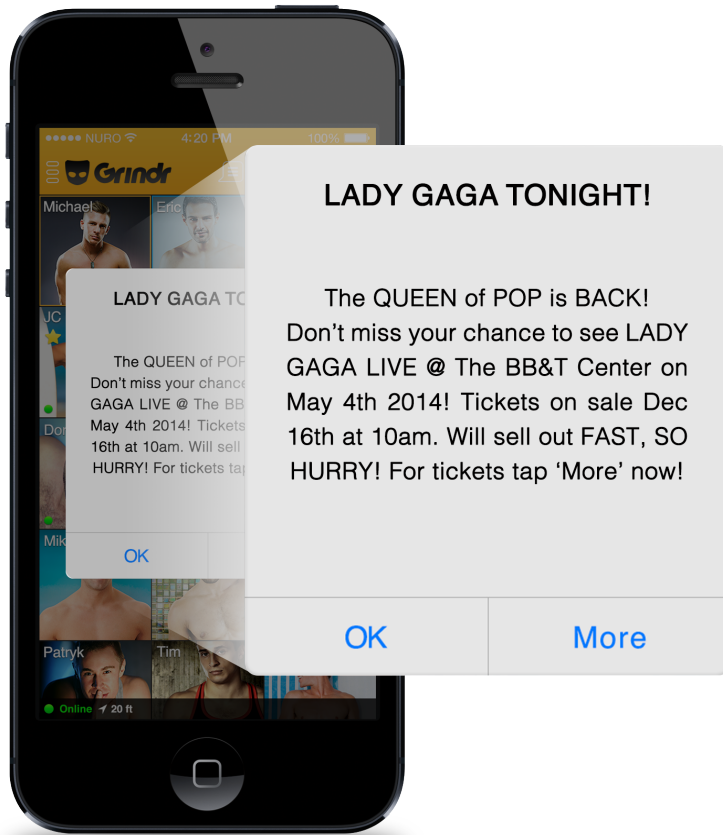
File Format:	jpg, gif, png, tiff
Maximum File Size:	25kb
Resolution:	72dpi
Animation:	5 loops, 45 second limit for all sizes
Materials Due:	Please allow two business days for creative testing and implementation
Restrictions:	No flash animation Links should be directed to mobile-optimized landing pages

Pricing

Ad Spot	Unit Size (in pixels)	CPM Rate
iPhone and Android	320x50px	\$9 - \$15CPM
	320x480px	\$15-\$25CPM
iPad	728x90px	\$7-\$11 CPM



MOBILE WEB BANNER ADS



Ads link directly to your mobile friendly website, a phone number or email address, **guaranteeing that you control how your customers reach you.**

Upon opening the app, simple text-based ads offer advertisers the ability to reach users immediately to inform users about local events, special offers or other important information relevant to their busy lives.

Specifications

Format:	Pop-up text based ad
Maximum:	Title: 45 characters Body: 350 characters
Materials Due:	Please allow two business days for creative testing and implementation.
Restrictions:	Links should be directed to mobile-optimized landing pages
Duration:	Message run for 24 hours

Pricing

Local:	\$150 - \$500
Regional:	\$350 - \$500
National:	\$5,000 - \$15,000
Worldwide:	\$15,000 - \$30,000

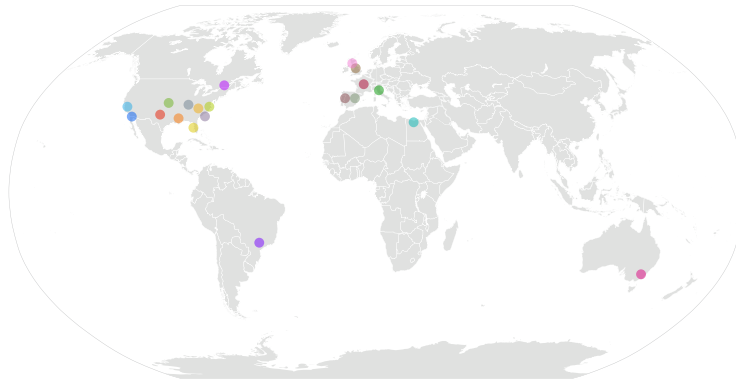
Broadcast message pricing varies based on location, frequency and availability. Consult your representative for more details and custom packages.

Top Countries

1. US:	2,660,472	6. Spain:	299,518
2. UK:	1,099,102	7. Brazil:	219,820
3. France:	433,176	8. Italy:	187,494
4. Canada:	284,474	9. Germany:	177,796
5. Australia:	245,682	10. Mexico:	142,236

Top US Metro Areas

1. **New York:**
426,710
2. **Los Angeles:**
349,126
3. **San Francisco:**
248,914
4. **Boston-Manchester:**
245,682
5. **Chicago:**
213,356
6. **Washington D.C.:**
197,192
7. **Atlanta:**
190,726
8. **Houston:**
142,236
9. **Philadelphia:**
139,004
10. **Miami-Ft.Lauderdale:**
126,074



Top non-US Cities

1. **London:**
698,252
2. **Paris:**
303,870
3. **Sydney:**
122,840
4. **Sao Paulo:**
116,376
5. **Milan:**
113,142
6. **Madrid:**
106,678
7. **Manchester:**
103,444
8. **Barcelona:**
90,514
9. **Alexandria:**
87,282
10. **Montreal:**
84,048