WHO IS HORNET?

HORNET IS THE PREMIER SOCIAL NETWORK

The fastest growing, most engaged gay network on the market. 20 million consumers, 250 million messages sent weekly.

TechCrunch calls Hornet "Fabulous!"
ABOUT OUR NETWORK

Hornet is a large platform for users, offering them connected products. Hornet Guys, Hornet Places, and Hornet Stories:

HORNET GUYS
- The best social network for the gay community, with over 18 million users.
- Hornet social profiles allow users to celebrate their diversity, to be authentic and to keep in touch.

HORNET PLACES
- The top gay city guide based on an extensive and carefully curated database of places and events in 300 cities in 70 countries, with the most up-to-date information online.
- Places is a unique help to find what’s hidden in a city at home or while traveling abroad.

HORNET STORIES
- Award-winning original content covering News, Arts & Entertainment, Travel, Science & Tech, and Health.
- The largest LGBT newsroom in the world, with the former editor-in-chiefs from Frontiers, Tetu, Next, Queerty, and MixBrazil and staff.

OUR COMMITMENT

Hornet’s commitment is in building a healthy, inspiring community of gay men to keep in touch, find relevant news, curate personal content, and discover new places and events.

Hornet is the only 100% male audience mobile network offering a social community, intelligent newsfeed, local recommendations and upcoming events.
OUR USERS ARE YOUR TARGET

The *Wall Street Journal* reports gay men are the strongest purchase strength demographic. And for good reason:

- **80%** have future travel plans
- **76%** earn over the average annual income
- **75%** have a university degree or higher
- **82%** prefer brands that target LGBT
- **3/1** high spend on goods and services
USER INFORMATION

1.8 average hours spent online
7 number of daily logins per user
42 MILLION daily messages sent
1.6 MILLION places visited per day
2 BILLION monthly ad impressions
2.6 MILLION monthly actives

“More Retailers are courting gay customers.”
THE WALL STREET JOURNAL

“Twice as likely to have a college degree, twice as likely to hold a managerial position.”
HARVARD UNIVERSITY

“Gay people earn more, own less.”

“Simmons Reports gays are twice as likely to have income over 250K.”
Experian Marketing Services

“Advertising in gay-oriented outlets is flourishing.”
TIME
AVAILABLE AD UNITS

PREMIUM NATIVE UNITS

Targeting Options
Geo (Country/State/City/DMA), Age, Operating System.

GRID PLACEMENT
NATIVE AD
1200x627 HNG
$ 15 (CPM)

NATIVE SOCIAL PROFILE AD
1200x627 HNS
$ 15 (CPM)

NATIVE DISCOVER AD
1200x627 HND
$ 15 (CPM)

NATIVE FEED AD
1200x627 HNF
$ 15 (CPM)
PHONE & TABLET INTERSTITIALS

Targeting Options
Geo (Country/State/City/DMA), Age, Operating System.

PHONE INTERSTITIAL
320x480 HPI
$ 32 (CPM)

TABLET INTERSTITIAL
768x1024 HTI
$ 32 (CPM)

STANDARD BANNER OFFERINGS

Targeting Options
Geo (Country/State/City/DMA), Age, Operating System.

PHONE
320x50 HPB
$ 15 (CPM)

TABLET
728x90 HTB
$ 15 (CPM)
WEB BANNER AND DISPLAY

Targeting Options
Geo (Country/State/City/DMA), Age.

HORNET STORIES - WEB
300x250, 728x90, 160x600
UDB1  UDB2  UDB3

$ 32 (CPM)

OTHER OPPORTUNITIES

HORNET STORIES SITEWIDE TAKEOVER
UT
CONTACT SALES

HORNET STORIES ADVERTORIAL
UR
CONTACT SALES

BROADCAST MESSAGE
HC
$ 1,000  METRO AREA (radius)
$ 30,000  NATIONAL

CREATIVE SERVICES

Our editorial and design teams are masters at their craft, and are ready to work with you to build a custom campaign, from editorial content, graphic design, video, and more, to meet your brand’s needs. Let us know how we can help.
START ADVERTISING TODAY!

CONTACT INFORMATION

Alan Breslaw
NATIONAL SALES
breslaw@gethornet.com

Edwin Brown
ADVERTISING STRATEGIST
edwin@gethornet.com

Alex Garner
HEALTH INNOVATION STRATEGIST
alexg@gethornet.com