



HORNET

WHERE GUYS
CONNECT



MEDIA KIT

VER. 1.2.4 (US)

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:



**3
/
1**

**HIGH SPEND
ON GOODS
AND SERVICES**

80%

**HAVE FUTURE
TRAVEL PLANS**

75%

**HAVE A
UNIVERSITY DEGREE
OR HIGHER**

76%

**EARN OVER
THE AVERAGE
ANNUAL INCOME**


82%

**PREFER BRANDS
THAT TARGET
LGBT**

USER INFORMATION



"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."
CNN

"Simmons Reports gays are twice as likely to have income over 250K."


"Advertising in gay-oriented outlets is flourishing."
TIME



NOTABLE ADVERTISING PARTNERS



UBER



verizon✓



USA.gov



UCLA

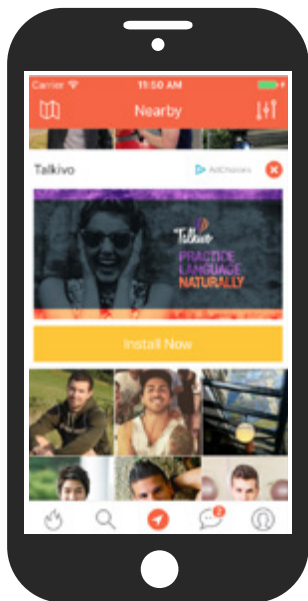


AVAILABLE AD UNITS

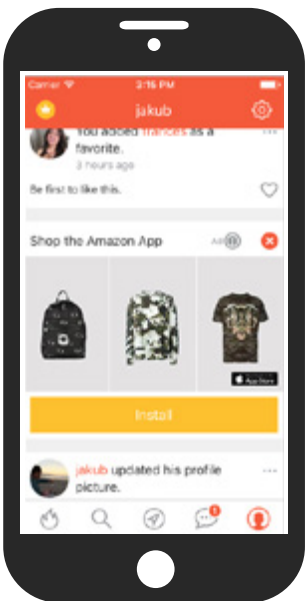


PREMIUM NATIVE UNITS

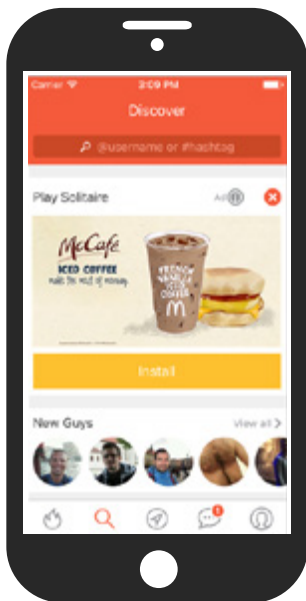
Targeting Options
Geo (Country/State/City/DMA),
Age, Operating System.



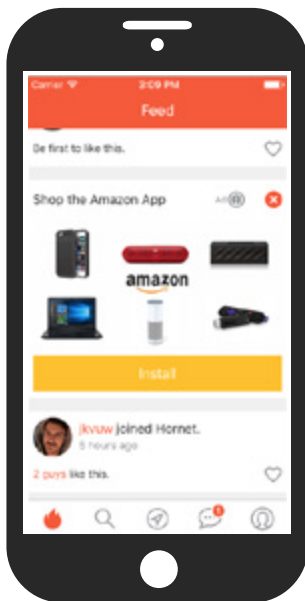
**GRID PLACEMENT
NATIVE AD**
1200x627 **HNG**
\$ 15 (CPM)



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



**NATIVE
DISCOVER AD**
1200x627 **HND**
\$ 15 (CPM)

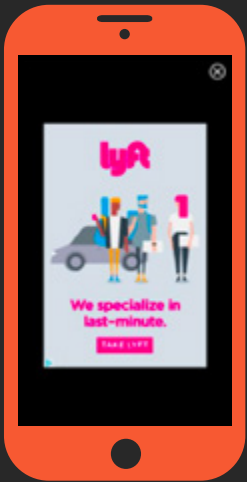


**NATIVE
FEED AD**
1200x627 **HNF**
\$ 15 (CPM)

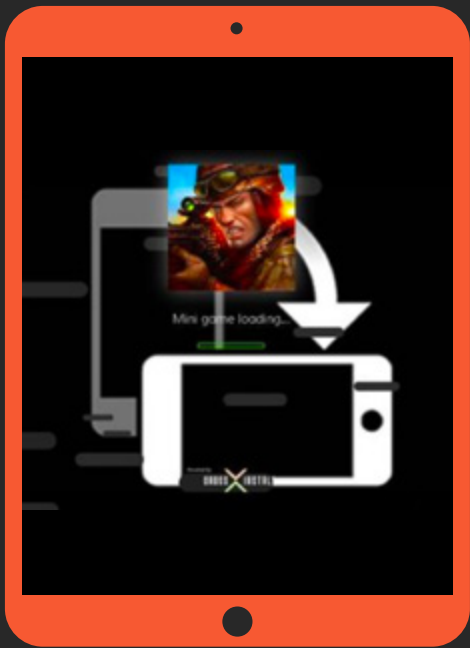
PHONE & TABLET INTERSTITIALS

Targeting Options

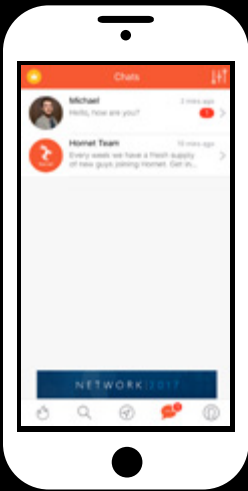
Geo (Country/State/City/DMA),
Age, Operating System.



PHONE INTERSTITIAL
320x480 **HPI**
\$ 32 (CPM)



TABLET INTERSTITIAL
768x1024 **HTI**
\$ 32 (CPM)



PHONE
320x50 **HPB**
\$ 15 (CPM)



TABLET
728x90 **HTB**
\$ 15 (CPM)

STANDARD BANNER OFFERINGS

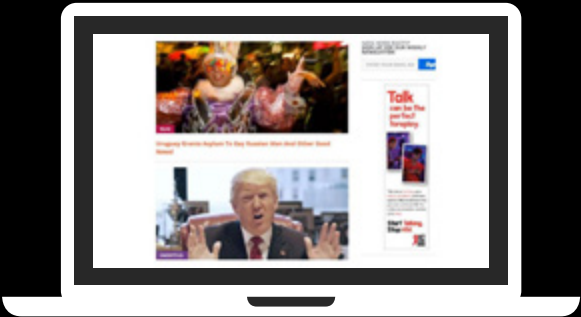
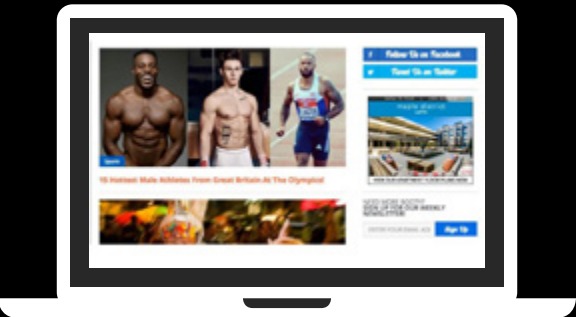
Targeting Options

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

WEB BANNER AND DISPLAY

Targeting Options

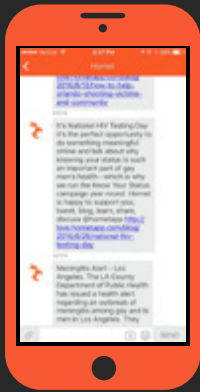
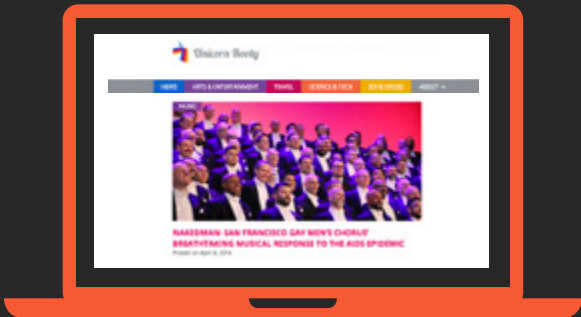
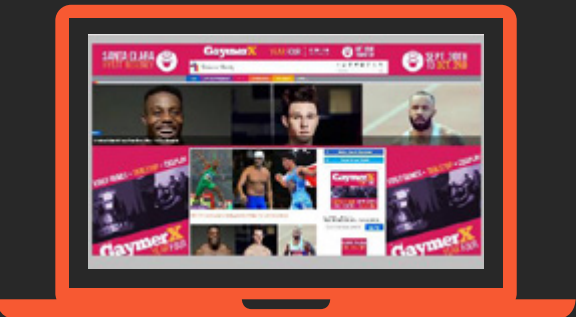
Geo (Country/State/City/DMA), Age.



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

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