

fridae
CONNECTING GAY ASIA
www.fridae.asia



Fridae is a diversified media and services company implementing an integrated strategy that covers the Internet, Publishing and Events. Founded with a mission to "Empower Gay Asia," Fridae provides a platform that bridges cultures, transcends borders, and unites the diverse groups to form Asia's largest gay and lesbian community. As the gay media leader in Asia, Fridae provides unparalleled reach to the valuable, yet diverse and hard to reach gay and lesbian communities in the region.

Through personal profiles, Fridae's extensive membership has a day to day interaction that results in a high traffic through all of the networks interface. Fridae gives the LGBT community in Asia something to call their own.

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- ◆ 85% of LGBT said that advertising in gay media favourably influences their decision to purchase products or do business with a company.
(Source: www.communitymarketinginc.com)
 - ◆ The Global LGBT population is estimated at 450 million individuals generating a total annual income of €2.3 trillions (US\$3 trillions).
(Source LGBT Capital)
 - ◆ The typical average LGBT tourist will spend 25 to 30% more per day than its mainstream peer.
 - ◆ DINK “Double Income No Kids” The LGBT community generally have a higher household income than straight couple.
 - ◆ The buying power of the USA LGBT market is estimated at \$743 billion.
(Witeck-Combs and Packaged Facts, 2010)
 - ◆ The global travel LGBT market for 2015 is estimated at \$200 billion.
(Source OUT NOW LGBT 2020 Research)
 - ◆ The LGBT community is considered an influential early-adopter and trend-setter (fashion, technology etc.).
 - ◆ LGBT Tourism is growing 2.5 times more than Main Stream Tourism (10.3%).
(World Travel & Tourism Council/worldtourism.org)

Your local and national government will usually have statistics pertinent to your country.
Ask at your local town hall for more information.

Your Advertising Options

- ◆ Advertising available from under \$30 a month.
- ◆ Banner and directory advertising available.
- ◆ Email Direct Marketing which can be geographically targeted.
- ◆ Banner advertising on the Fridae regular newsletter.
- ◆ Payment plans available monthly, 3 monthly, 6 monthly or annually.
- ◆ No minimum contract.



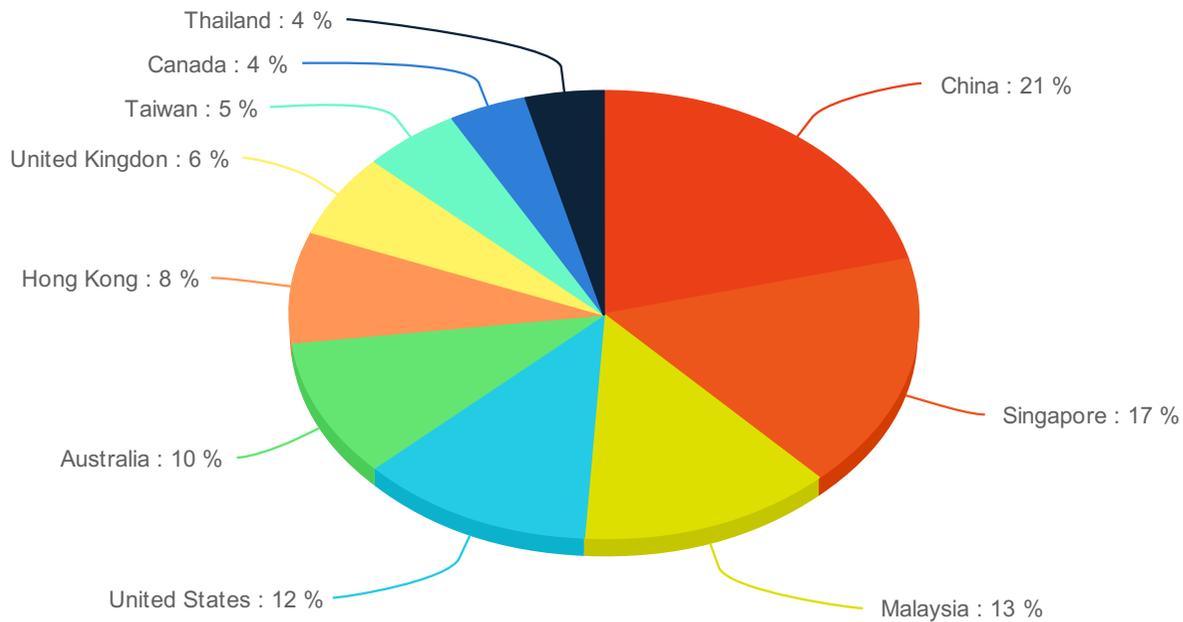
The fridae team can offer tailored advertising package designed to fit the needs of a local business or a multinational company, and ensure the highest impact and results.



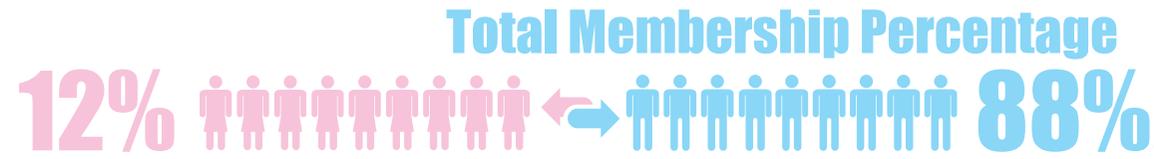
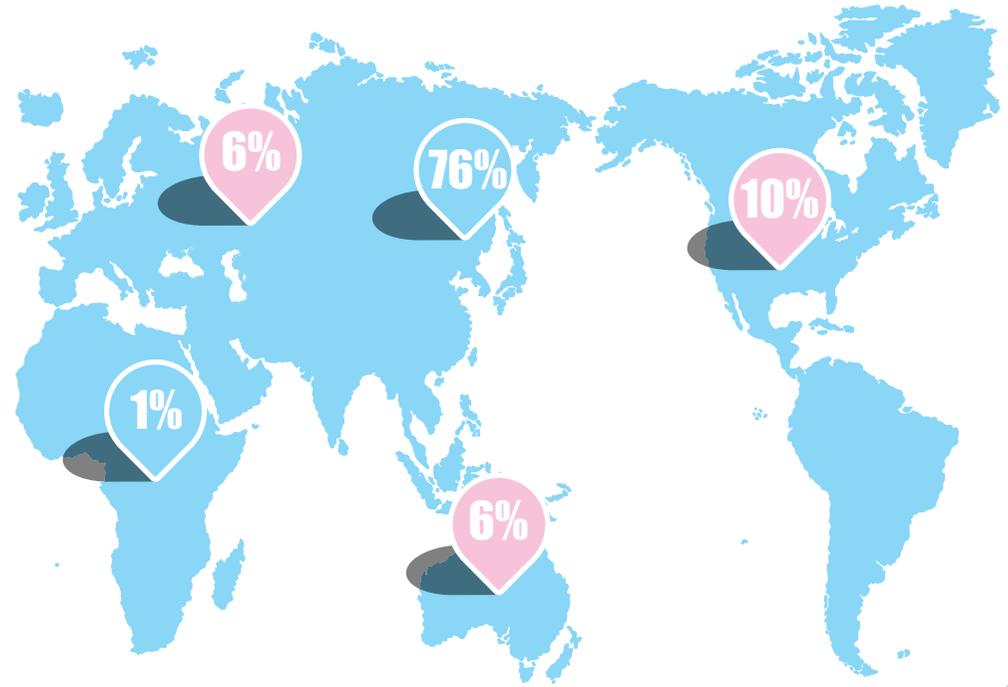
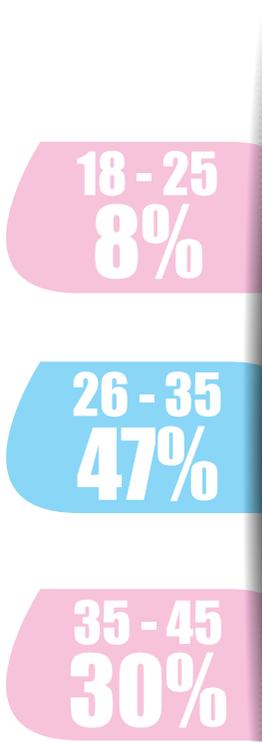
- ◆ Over 700,000 registered members.
- ◆ 500,000 visits (sessions) per month.
- ◆ 200,000 unique visitors.
- ◆ 12 million page views per month.

- ◆ 25 pages per visit.
- ◆ 8 minutes average visit duration.
- ◆ 35% new visits.
- ◆ Alexa Ranking below 100,000.
- ◆ PR6 Ranked Site.

Visits by Country



Fridae Members Demographics



Information sourced from the Fridae Membership Database

hotmale

LGBT Travel Guide

- ◆ Guides in six continents.
- ◆ Over 60 of the most LGBT-friendly destinations globally and growing....
- ◆ An extensive international ambassador network.
- ◆ Thousands of businesses listed.
- ◆ Site Alexa Ranking around 100,000 globally.
- ◆ Up To 50,000 Daily Unique Visitors and counting.
- ◆ Combination campaigns available with hotmale radio and fridae.

hotmale

radio

LGBT Radio Stations

- ◆ An expanding network of online radio stations.
- ◆ Pop, Dance, Classical, Golden Oldies
- ◆ New stations global launch programme.
- ◆ National and International Advertising Packages.
- ◆ Combination campaigns available with hotmale and fridae.





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