

Lesbian.com

Welcome to Lesbian.com, a hub for the lesbian community. Our visitors hail from every country on earth with a primary concentration in the United States (65%) and Canada (20%).

Our audience

GENDER

Women	94.3%
Men	3.7%
Prefer not to say	2%

AGE

18 to 25	13.5%
26 to 35	16.5%
36 to 50	36%
51 and over	28.1%

Our visitors want to see

News and events	67.7%
Movies	65%
Social networking	56.1%
Travel	52.5%
Community gatherings	48.8%
Health and wellness	42%

U.S. lesbian income*

Over \$50,000 per year	71%
Over \$100,000 per year	27%

*income statistics are for individuals, not households.

63% of U.S. lesbian couples are living with a partner.

Our traffic

Unique visitors	150,000 per month
Page views	350,000 per month

Case study

Our friends at Kimpton Hotels jumped at the chance to be our inaugural advertiser. Here are the results from their first campaign:

KIMPTON

Campaign duration	14 days
Impressions	318,000
Clicks	2,617
Clickthrough Rate	0.82%

(4 to 8 times national average)

Online Advertising Options

Emerging interactive platforms

Digital Video

Mobile

User-generated content & social media

Banner advertising

Options

- run of site ad placement
- channel-targeted placement
- geo-targeted placement

High Impact Opportunities

Custom Site Skin

Homepage Takeover

Call for pricing

Print Advertising

Wolfe Video catalogs

Package inserts

Mailing list rental

Contact

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