

Gay.com goes Underground

Submitted by: Pirate Communications

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Gay.com, the website that offers news and a range of services to Britain's gay community, today announced its first major advertising campaign. It will comprise cross-track posters at three of London's busiest Underground stations: Green Park, Leicester Square and Oxford Circus.

Gay.com was launched in the UK in September 2000 and it is now the biggest website aimed Britain's diverse lesbian and gay community. User numbers for the Gay.com UK portal have been steadily on the increase, with over 450,000 unique users in May, rising by ten per cent a month.

The advertising campaign, which begins on November 25, 2002, is designed to increase awareness of Gay.com amongst gay people living in, shopping or passing through the capital in the busy period leading up to the holiday season. The posters show two young men embracing and the portal's UK internet address, <http://uk.gay.com>

"We're experiencing a period of significant growth and attracting advertising from mainstream companies such as Ford, HSBC, Unilever and the Co-operative bank's online banking service, smile.co.uk. It seemed obvious for us to start advertising in places that will allow our brand to reach even more potential users," commented Mark Watson, managing director of Gay.com in the UK. "We hope to build on this campaign and will be closely monitoring traffic to our site as a measure of how successful the adverts have been."

ENDS / Digital campaign image available

Editors' notes Gay.com UK is part of PlanetOut Partners, Inc. PlanetOut Partners is a diversified media company providing products and services to lesbian and gay consumers worldwide. The company markets the two largest subscription-based gay online dating services through its Gay.com and PlanetOut.com portals, with over 4.3 million members and 5.5 million unique visitors each month. PlanetOut Partners uses its unparalleled reach to develop marketing programs for Fortune 500 companies and to sell products and services directly to customers through the company's e-commerce and travel divisions. PlanetOut Partners is based in San Francisco with offices in New York, Los Angeles, London, Paris and Buenos Aires.

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