

citysocializer sign first major media publisher to new social discovery platform for businesses and brands

Submitted by: Citysocializer

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UK's leading online to offline social network launch 'Socializer' services for Europe's largest gay media publisher.

The company behind social and people discovery network citysocializer (<http://www.citysocializer.com>) have today announced the signing of their first major media publisher, MPG, Europe's leading publisher for the gay community, to their new partner platform launching 'Socializer' services for the Gay Times and DIVA brands with them today.

Acting in response to the increasing number of media and commercial brands seeking to extend their proposition, reach and campaigns offline and into their customers' every day social lives, the Shoreditch-based company are leading the way to provide an online to offline social networking and discovery solution for businesses.

The Socializer platform enables any company to easily launch their own social network to activate and engage customers offline around social events and activities and with each other to build "on-the-ground" brand presence and local, real world communities of socially active brand advocates.

Monetisation channels include user subscriptions for premium access and events, increased advertising inventory and a forthcoming group deals and discounts service.

Backed by European VC fund PROfounders Capital, the company is supported by UK entrepreneurs and tech luminaries Brent Hoberman, founder of Lastminute.com, and Michael Birch, founder of Bebo.

Kim Watson, Media Director at GT (Gay Times) and DIVA commented:

"We're very happy to be launching a much needed and unique social discovery and events service for the LGBT community. As social media is growing and the gay scene is changing across the UK, it's sometimes harder for our audience to meet up face to face and we are very excited about the prospect of working with citysocializer to bring groups together to socialise in gay friendly venues."

Philip Macartney, Commercial Director of citysocializer (<http://www.citysocializer.com>) commented:

"The Socializer platform gives businesses a low-cost and easy way to build local, real world communities around their brand, increase face to face word-of-mouth marketing, social sharing and a variety of new ways to monetise.

With the rise of social, local, and mobile (SoLoMo) technology, more and more brands are recognizing that there is a need to combine digital technology and personal experiences to effectively connect with consumers, and that actual physical and emotional experiences, versus just Facebook Likes, help to link the offline and online world and build loyalty and trust amongst those consumers.

If you look at the data of what people in the UK share with their friends, real world social experiences shared via status updates, photo uploads and check-ins lead the way. Facilitating customers to meet, organise and enjoy fun social experiences together increases the opportunities to share these experiences via their social channels in turn promoting the brand in an organic and positive way.”

Ends -

Visit the site or download the app for more information at:

<https://www.citysocializer.com>

Find the app in the Apple store:

<https://itunes.apple.com/gb/app/citysocializer/id581315807?mt=8>

About citysocializer (<http://www.citysocializer.com>) and CitySocialising Ltd.

citysocializer.com is a simple way to tap into a city's local social scene making it easy to find fun and folk to hang out with whenever you like, wherever you are and whatever you want to do. A fee-based service for members, the company CitySocialising Ltd. have pioneered the convergence of virtual and real world social networking in the UK since their launch in 2007 and has raised over £1.75m from investors including PROfounders Capital with support being led by tech luminaries Michael Birch (Bebo) and Brent Hoberman (Lastminute.com).

Register for free and tag your citysocializer profile with what you're into and the neighbourhoods and cities you like to hang out in, Receive invites when likeminded groups are getting together to do the things you like. Browse and join in "socials" happening around you and create your own to find citysocializers to do what you want, when you want.

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Journalists Contact: lucy@citysocializer.com or via twitter @citysocializer for more information and a free Premium membership upgrade.