



**HORNET**

THE WORLD'S PREMIER GAY SOCIAL NETWORK

A photograph of two men, one with curly hair and a beard, the other with short hair and a beard, both smiling and looking at a smartphone held by the man on the left. They are wearing hoodies. The image is overlaid with a large, semi-transparent white triangle pointing towards the top right.

## Our Mission

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HORNET empowers gay men to come out and join in the fun and fabulous of the gay community.

**EVERY DAY. ON EVERY DEVICE. ALL  
OVER THE WORLD.**



# Our Brand

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HORNET is the only  
**MOBILE-FIRST, BRAND-SAFE,  
SOCIAL NETWORK SOLUTION**  
that directly delivers  
**PREMIUM NATIVE CONTENT**  
and a targeted  
**LGBTQ AUDIENCE**  
to top spending brands.

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Hornet is  
the first and only  
gay social network.





# Our Influence

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An expansive and powerful connection  
with gay men across the globe

**4 MILLION+**  
MONTHLY ACTIVE USERS

**100+ MINUTES**  
AVERAGE TIME SPENT  
IN-APP PER WEEK

**1 MILLION+**  
DAILY ACTIVE USERS

**7 LOGINS**  
PER USER DAILY

**250 MILLION+**  
IN APP MESSAGES WEEKLY

**500 MILLION+**  
COLLECTIVE MINUTES  
IN APP WEEKLY

**1.2 BILLION**  
MONTHLY AD IMPRESSIONS



# The HORNET GUY

## *Young & Diverse*

AGE	GLOBAL	USA
18-24	47.31%	47.30%
25-34	41.44%	41.40%
35-49	10.18%	10.20%
50+	1.07%	1.10%

RACE	GLOBAL	USA
White	41.75%	54.90%
Asian	28.20%	7.02%
Latino	9.52%	16.32%
Mixed	9.29%	8.45%
Black	4.69%	9.16%
Middle Eastern	3.80%	1.19%
Other	2.76%	2.95%

**"More retailers  
are courting gay  
customers."**

— THE WALL STREET JOURNAL







# The HORNET GUY

*Your Best Investment*

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**10 MILLION+** Out Americans

**82%** Prefer Brands  
that Support and/or Target LGBTQ

**75%** Have a College Degree or Higher

**12%** of Millennials Identify as LGBTQ

**\$1 TRILLION** in Projected Buying Power by 2020

**HIGHEST HHI OF DUAL-INCOME HOUSEHOLDS:**  
Surpassing Heterosexual And Lesbian Couples

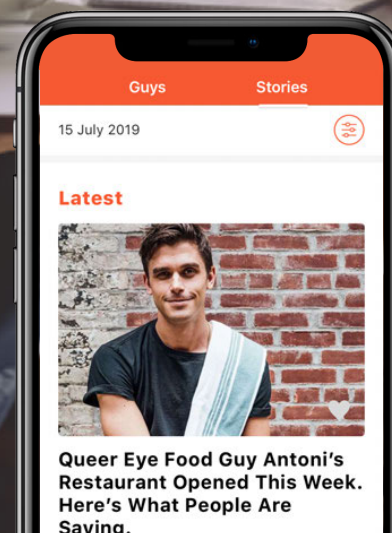
Highest Discretionary Spending by Household Size:  
**40% SPEND \$500+ MONTHLY**

# They CONSUME

HORNET curates content from acclaimed editors, thousands of community leaders, friends, and the guy next door, to spark meaningful connections.

Carefully aggregating **STORY** and **VIDEO** content from **HORNET SELECT MEDIA PARTNERS** like Advocate, OUT, Q Digital, PinkNews, Gay Star News, Têtu, HuffPost, and genuine HORNET STORIES.

**HORNET** is the place to have an engaging conversation.



**25+**  
NEWS STORIES  
POSTED DAILY IN  
**8+**  
LANGUAGES



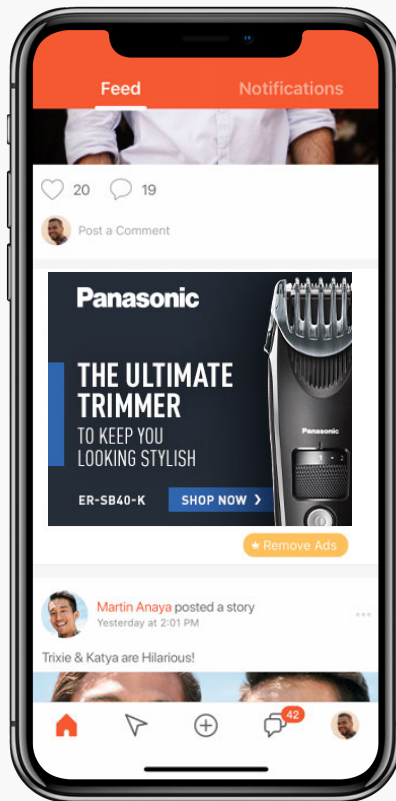


**HORNET** CAPABILITIES

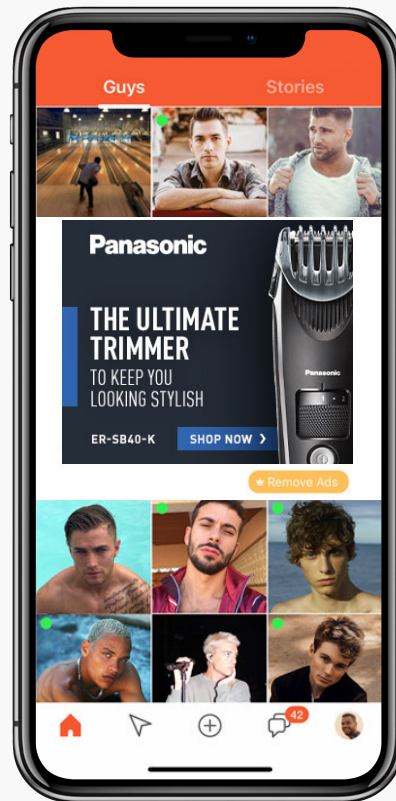


IN-APP

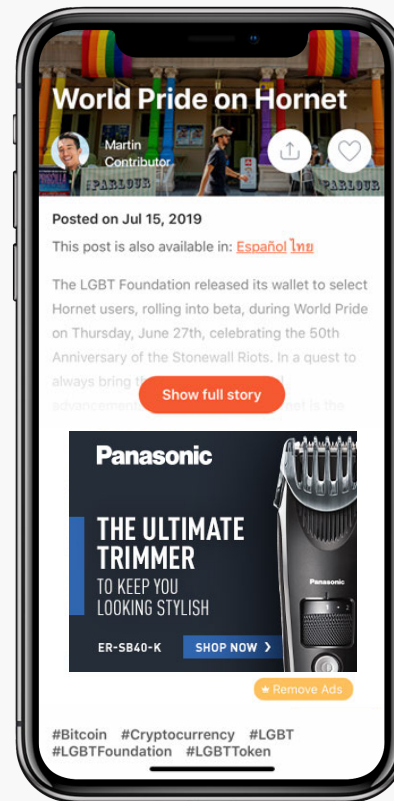
## Premium Native Units



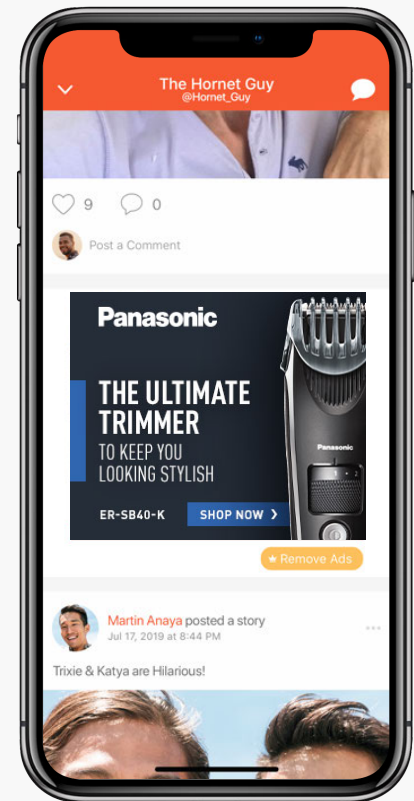
**HORNET FEED**  
300 x 250



**HORNET GUYS**  
300 x 250



**HORNET STORIES**  
300 x 250

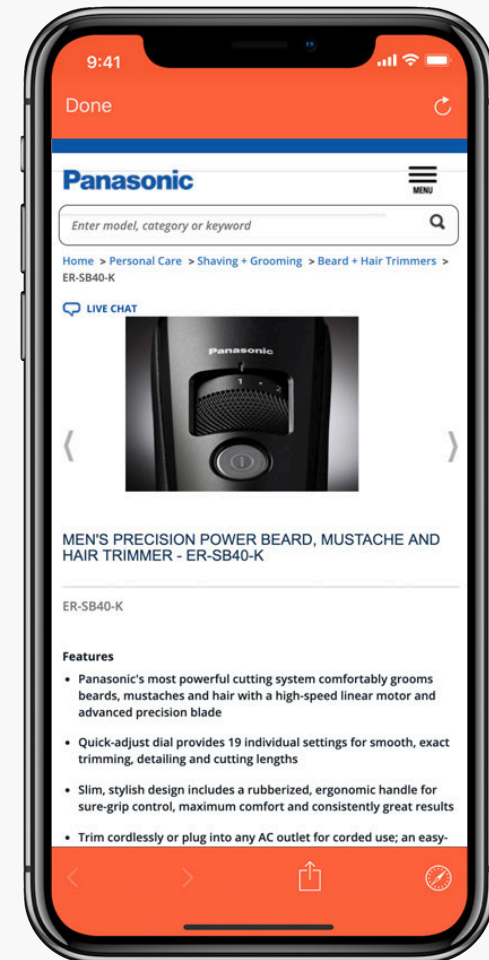
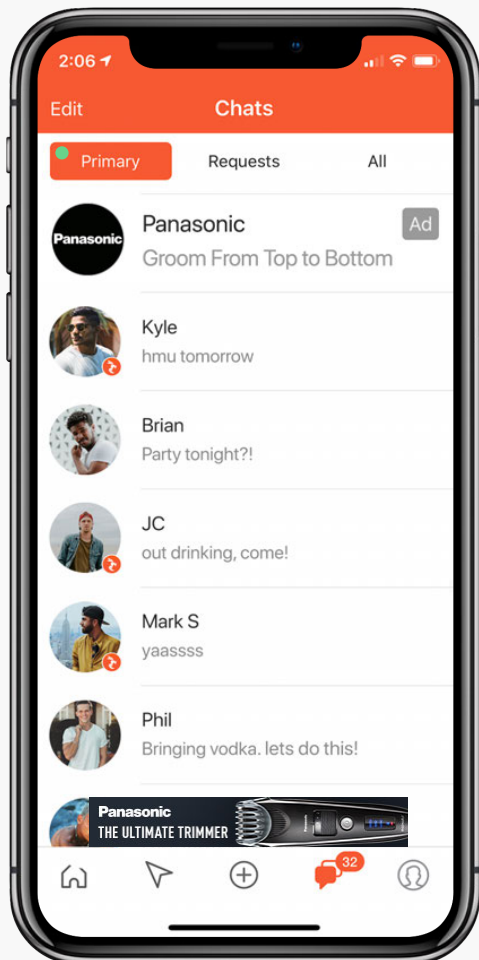


**HORNET PROFILE**  
300 x 250



IN-APP

# Sponsored Inbox Message





IN-APP

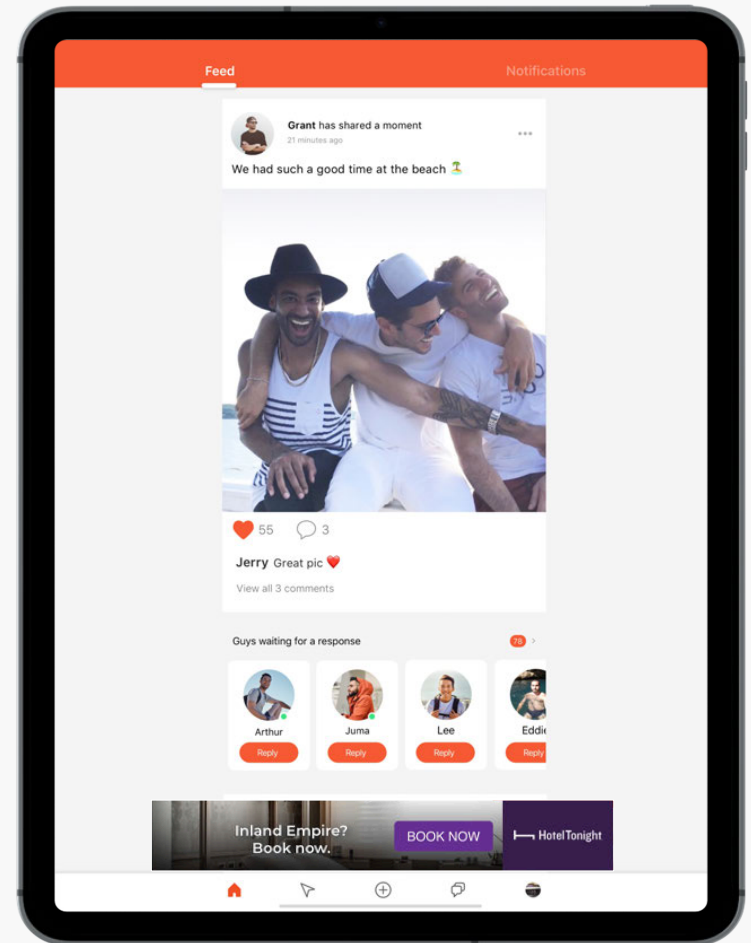
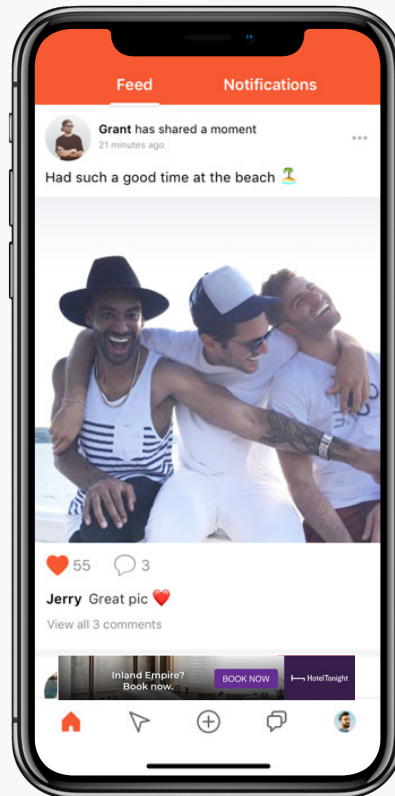
# Banner Units

## PHONE

320 x 50

## TABLET

728 x 90

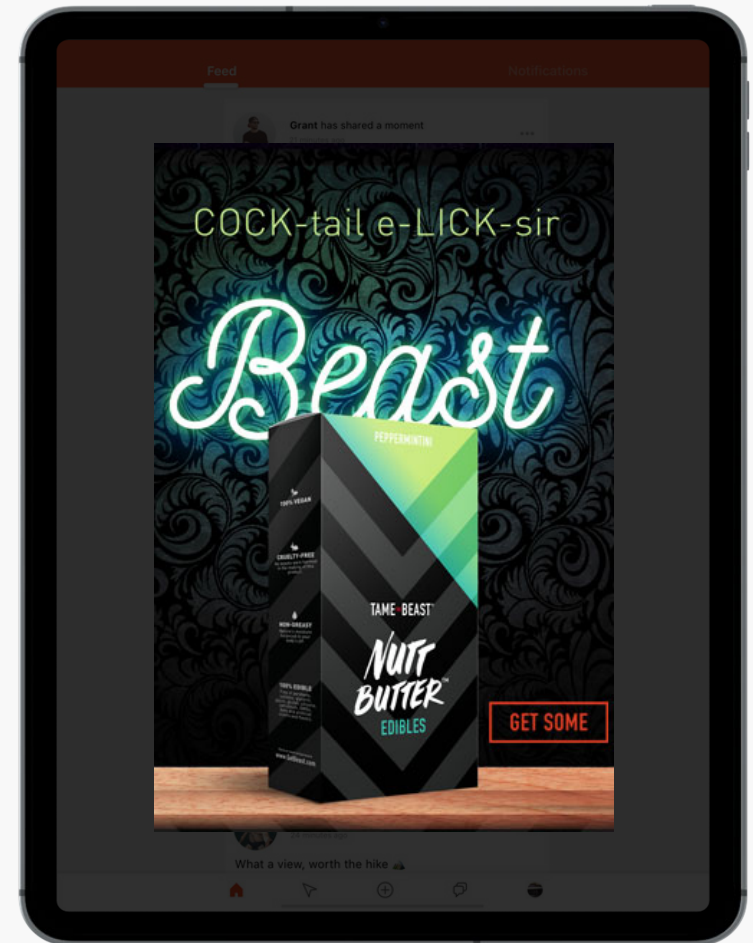


IN-APP

## High Impact Interstitials

PHONE  
INTERSTITIAL  
320 x 480

TABLET  
INTERSTITIAL  
768 x 1024





WEB

# Banner Units

1 2  
3 4

## 1 HORNET FEED

300 x 250  
300 x 600

## 2 HORNET GUYS

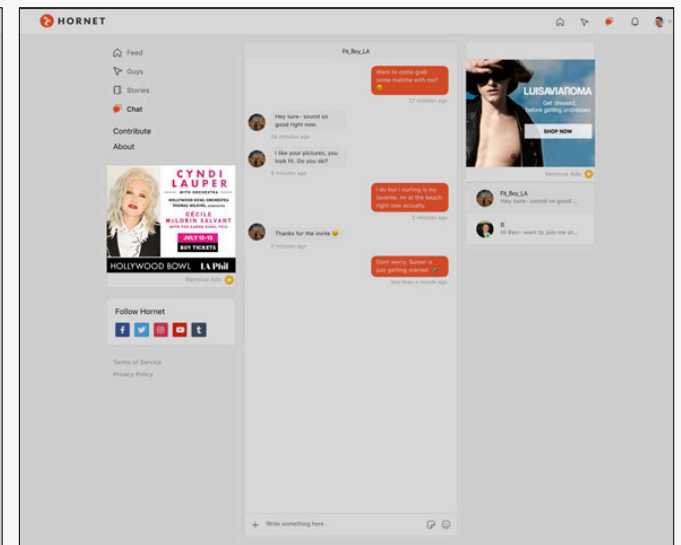
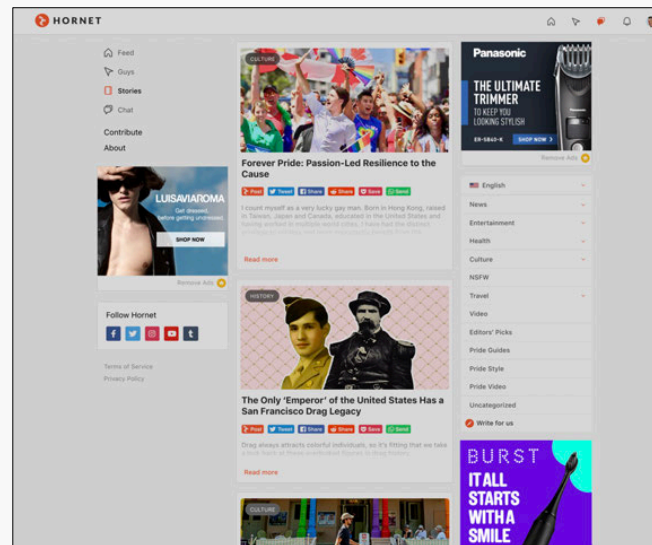
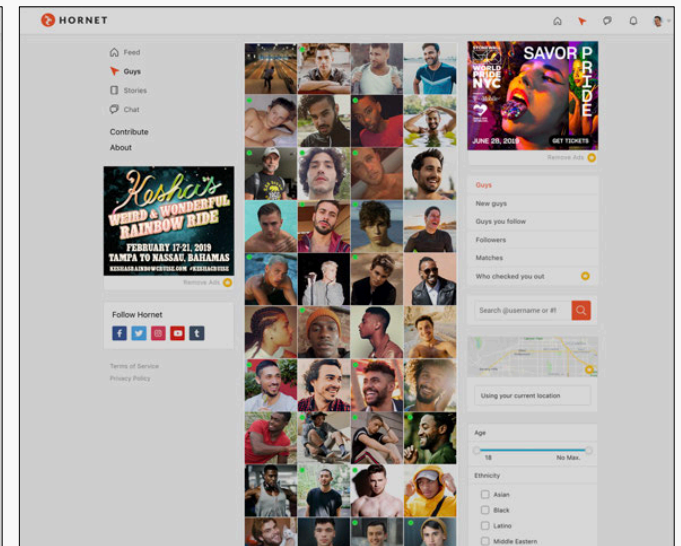
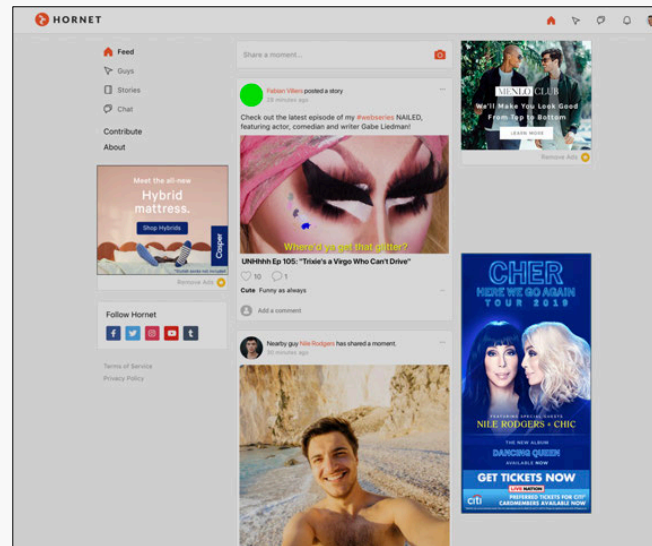
300 x 250  
300 x 600

## 3 HORNET STORIES

300 x 250  
300 x 600

## 4 HORNET CHAT

300 x 250  
300 x 600



# Our World

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The most globally distributed LGBTQ brand.

**24 LANGUAGES**





# Start Advertising Today

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[advertising@hornet.com](mailto:advertising@hornet.com)

