

MHNEXT

120 ST JAMES AVE - SUITE 6063
BOSTON, MA 02116

MANHUNT

MEDIA KIT





WHO WE ARE

MANHUNT IS ONE OF THE
WORLD'S ORIGINAL GAY
SOCIAL NETWORKS.

With a strong, sex-positive focus, Manhunt has served as a worldwide platform for men who have sex with men to meet and interact with each other. Available via desktop, native and web-based mobile applications, and in multiple languages - English, Spanish, French, Portuguese, German, Italian, Chinese, and Japanese - Manhunt has been serving the needs of men seeking men, around the globe, since 2001.

Described to The Boston Herald by AIDS Action Committee of Massachusetts as, “light years ahead of” other sites serving the same community, Manhunt has been privileged to work with hundreds of community health organizations, researchers, and service-providers through our ManhuntCares brand.



If your organization is looking to reach the gay male, bisexual male, or MSM audience, Manhunt has both the audience and the traffic available to meet your goals.

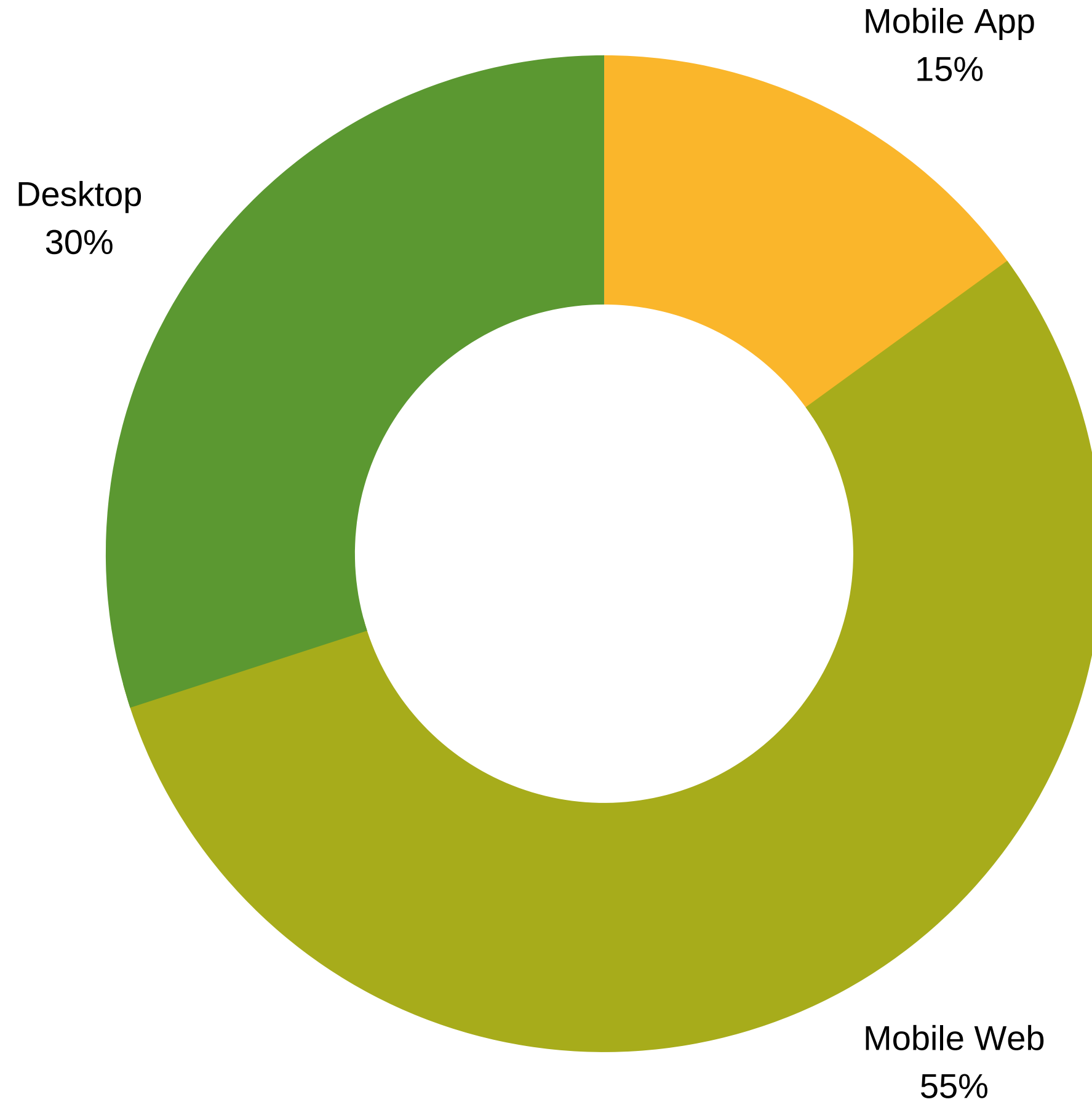
On a monthly basis, Manhunt sees more than **280,000 unique member logins** from within the USA, with an average session time of **10:11 minutes**, and an average of **23 pages viewed per session**. We are able to target ads using the following criteria:

- 01. Age
- 02. Race
- 03. Geographical Location
- 04. HIV Status
- 05. Safer Sex Practices

A black and white photograph of two men in a close embrace. The man on the left is shirtless and has a beard, looking towards the right. The man on the right is wearing a dark tank top and is bald, looking towards the left. They are both smiling and appear to be in a supportive or affectionate relationship. The background is a plain, light color.

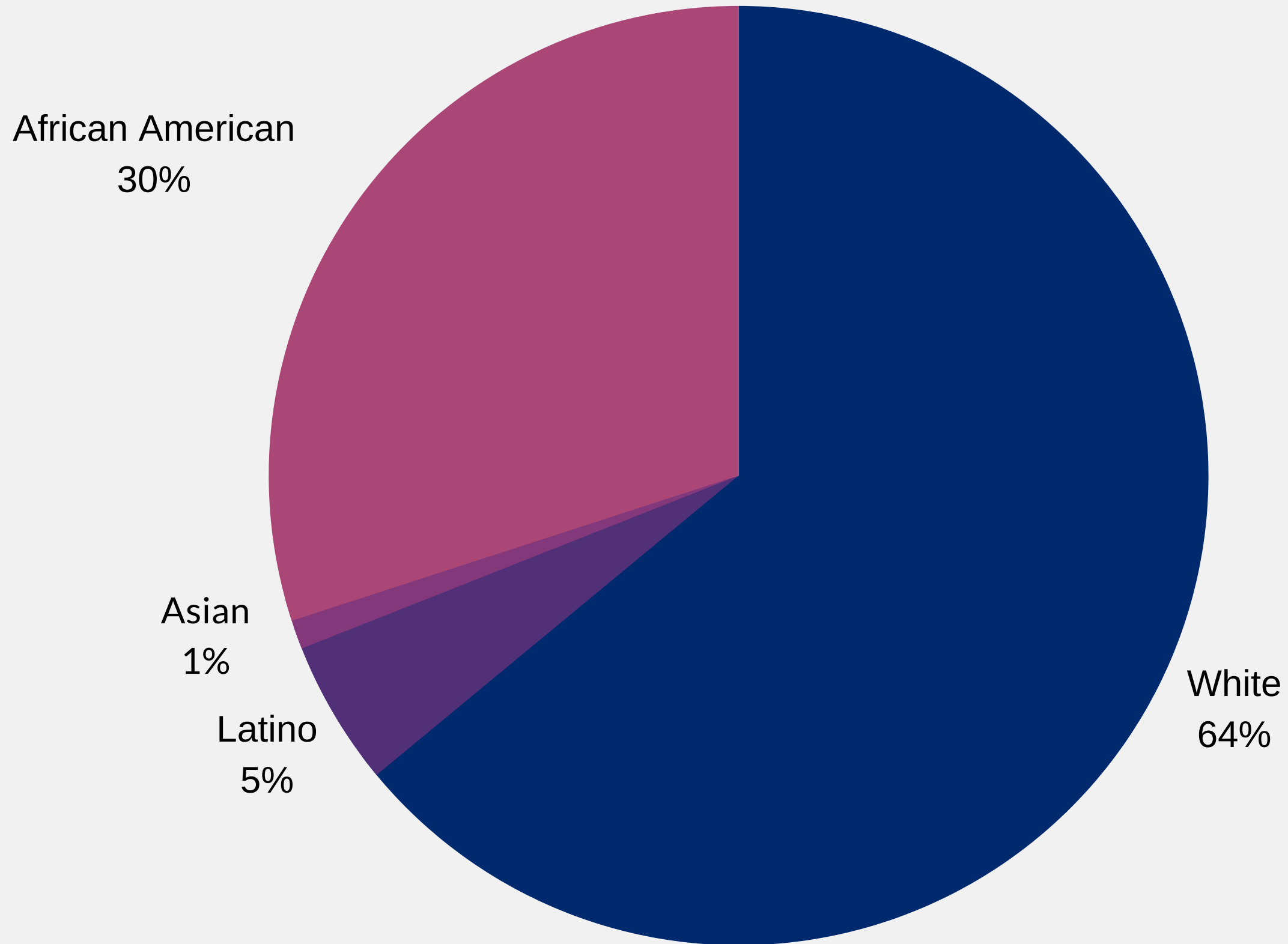
HOW DO WE MEASURE UP?

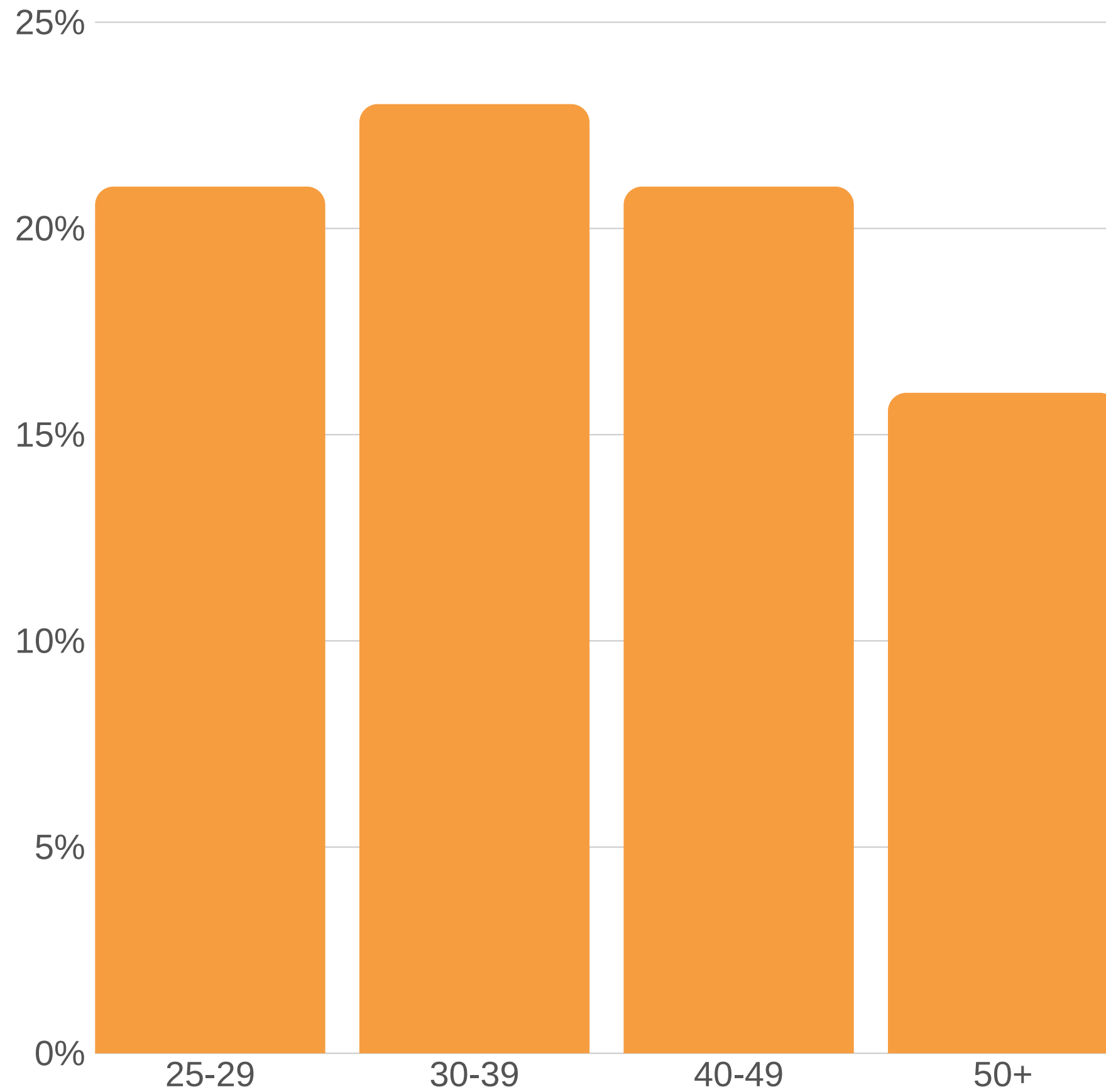
296,827 ACTIVE US MEMBERS



HOW OUR MEMBERS ENGAGE

ETHNICITY BREAKDOWN

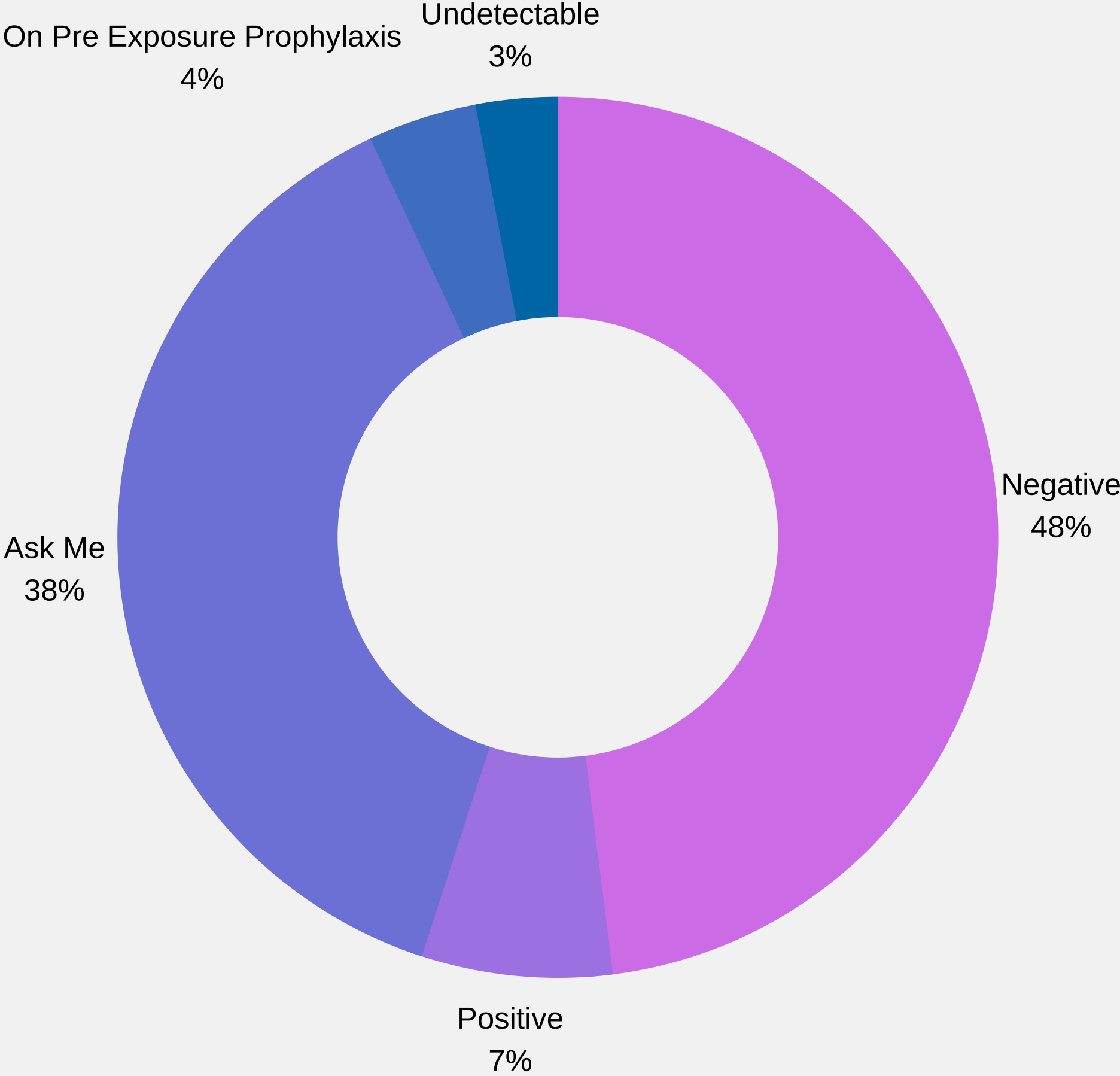




AGE BREAKDOWN

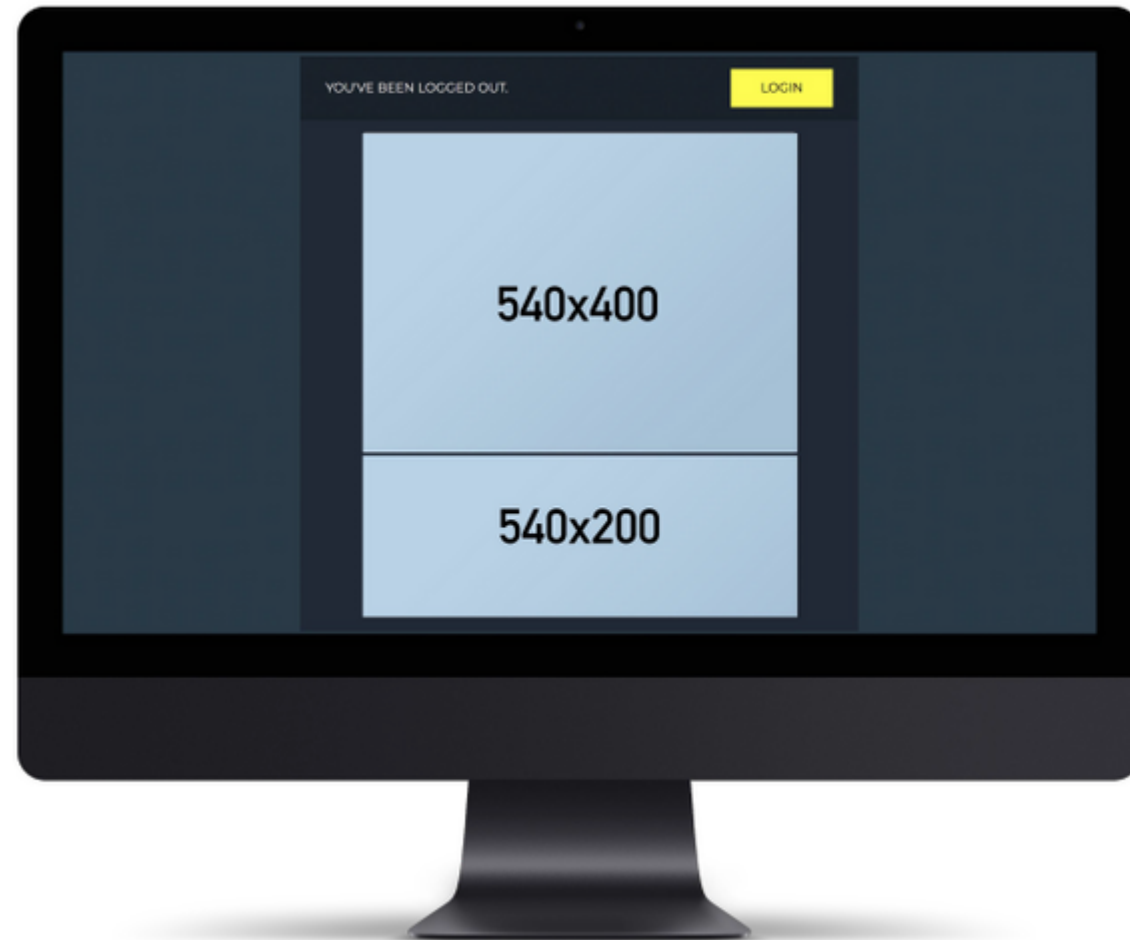


STATUS BREAKDOWN



Manhunt has a formal HIV status field as part of a user's profile, although many members chose pseudo-disclosure fields to carefully disclose their status.

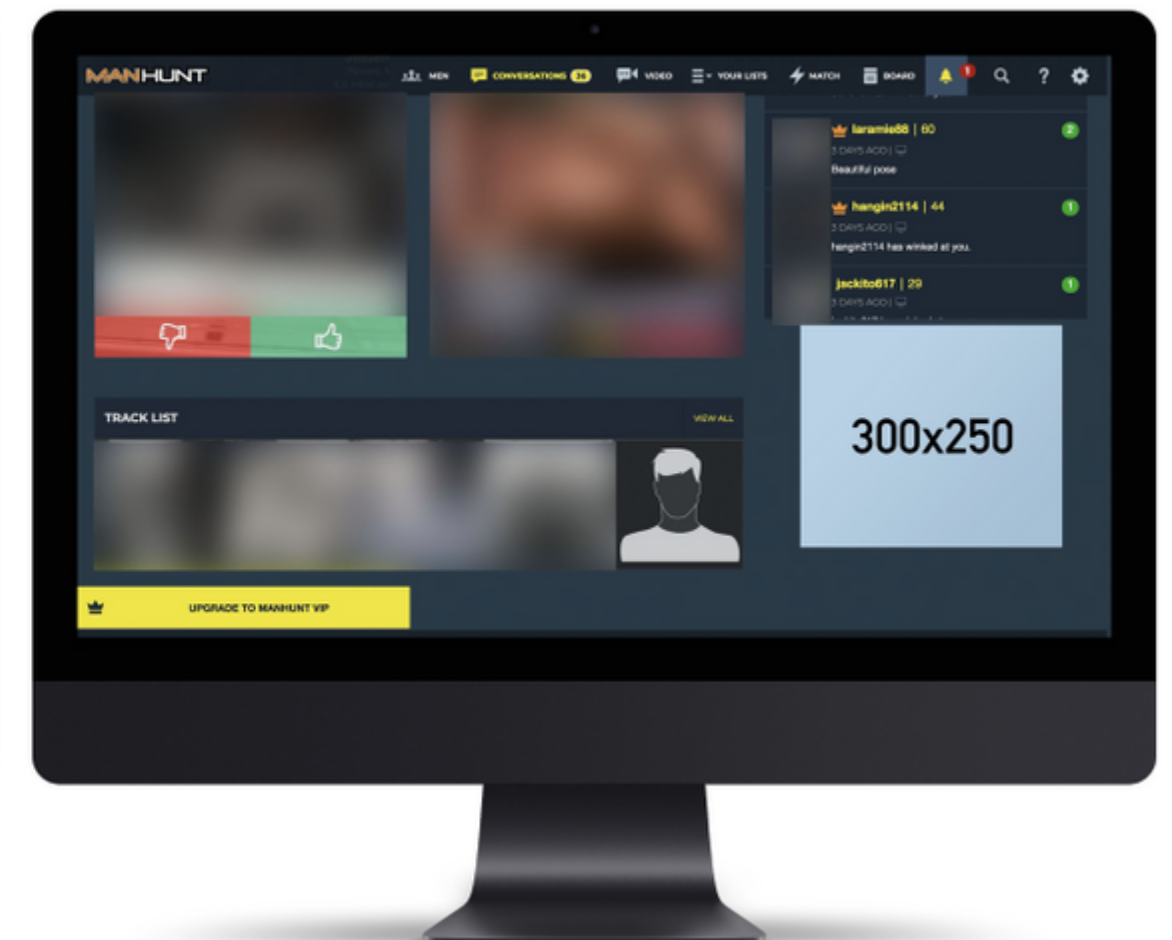
Logout Page



Group Video Chat



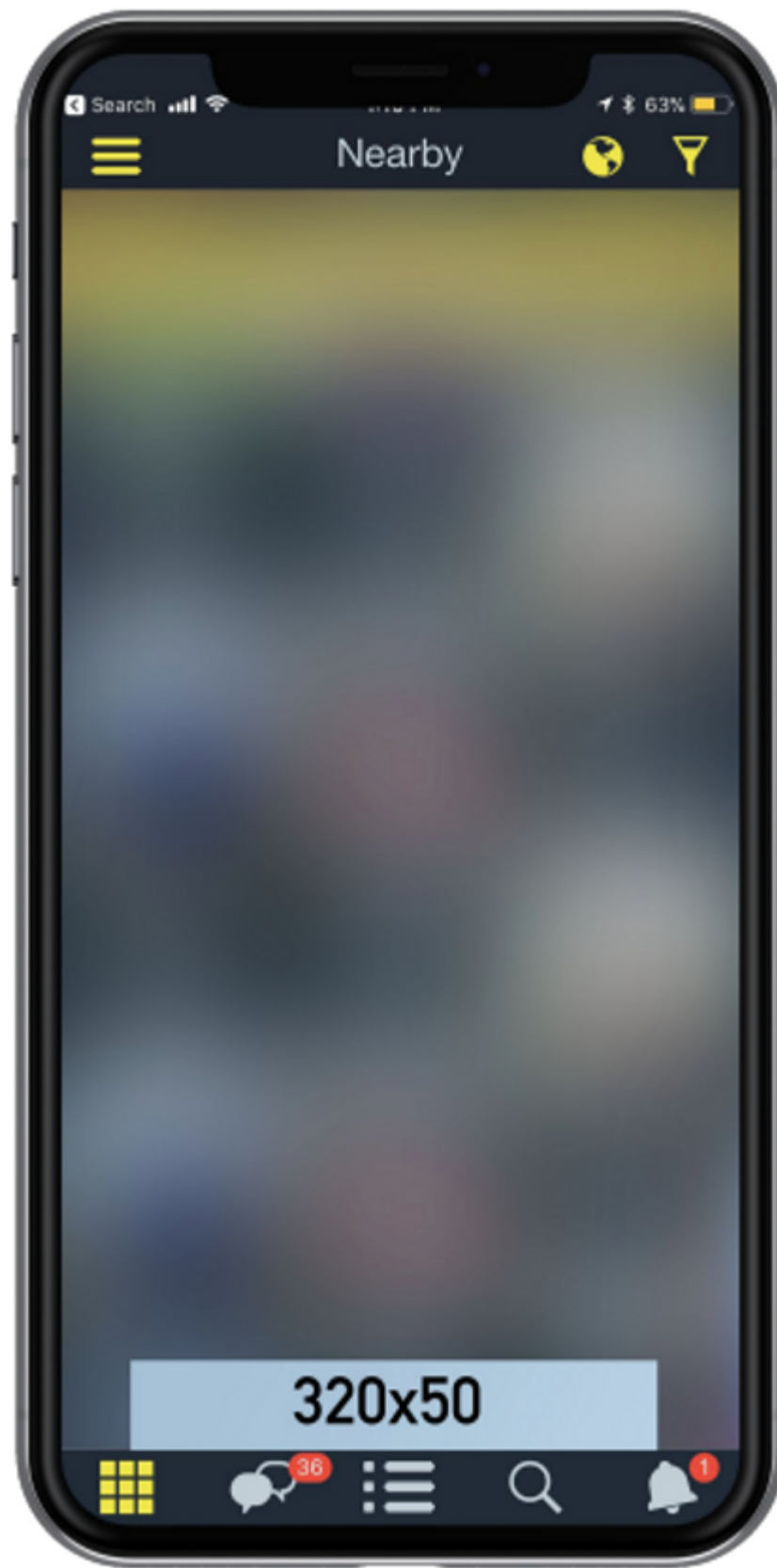
Homepage



IMPRESSION BASED BANNER CAMPAIGNS

Each day Manhunt serves millions of banner impressions in designated banner spots throughout the site. These ad spots appear on the site's homepage with a banner size of 300 x 250, the member's video page with a banner size of 728 x 90, and the logout page with a banner size of 540 x 400 and 540 x 200. You can choose which spots you would like to run your banners in although we recommend ROS (run of site) which means your banners will run in all banner spots. Your ad can be targeted to specific geo locations, age groups, ethnicities, HIV status, or safe sex practices

Desktop/Mobile



IMPRESSION BASED BANNER CAMPAIGNS

--- Manhunt App

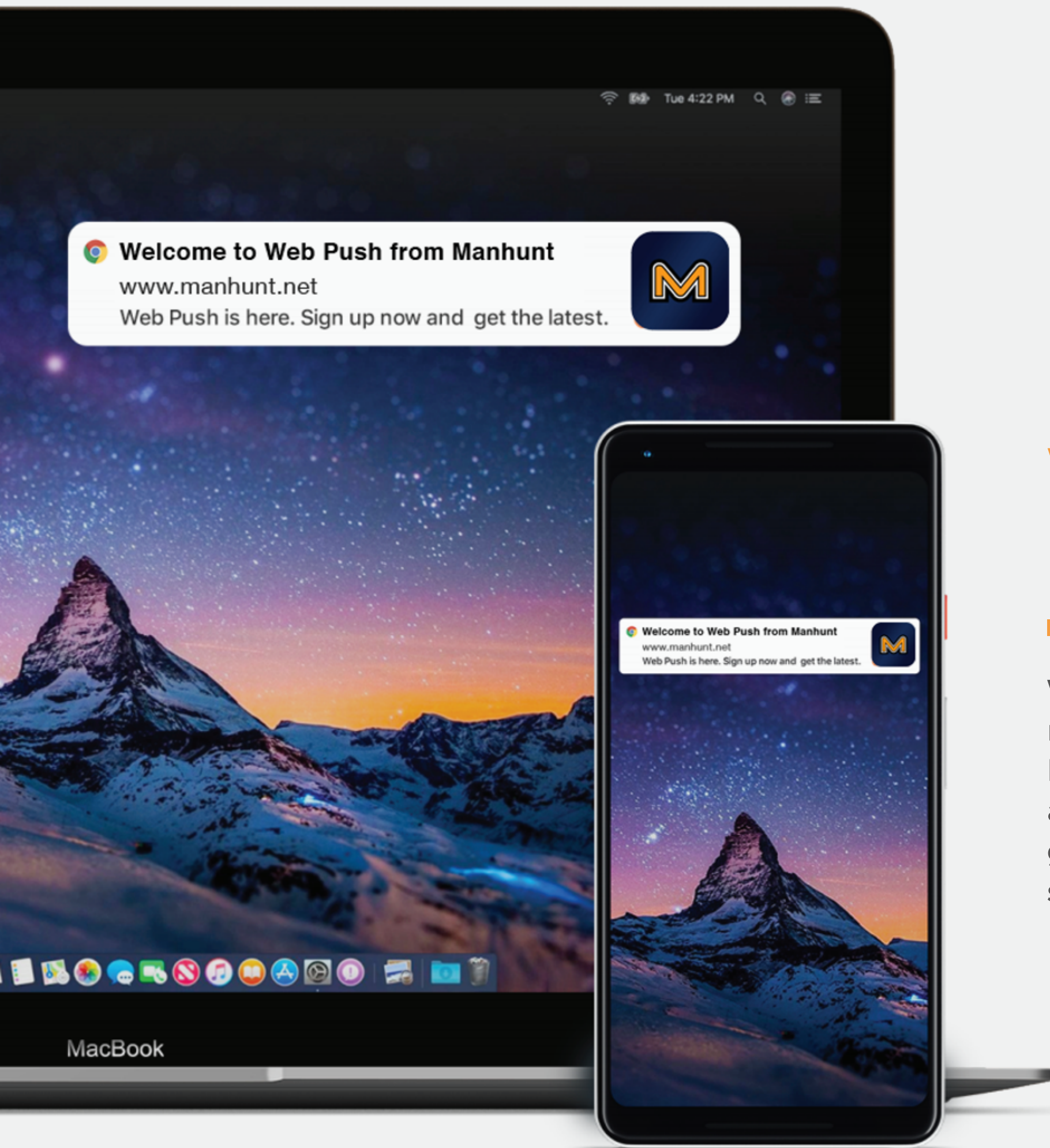
Each day the Manhunt App serves thousands of banner impressions in designated banner spots throughout the Manhunt App. The banner size for these spots is 320 x 50 and your ad can be targeted to specific geo locations, age groups, ethnicities, HIV status, or safe sex practices

IN APP DIRECT MESSAGE POP UP

Manhunt App

In App Direct Message Pop Ups are full screen messages that pop up each time a user opens the Manhunt App. Users either need to click on the graphic or click the "x" in the top right corner before they can proceed to the App. Users are shown this message once per day for the length of your campaign. Your message can be targeted to specific geo locations, age groups, ethnicities, HIV status, or safe sex practices





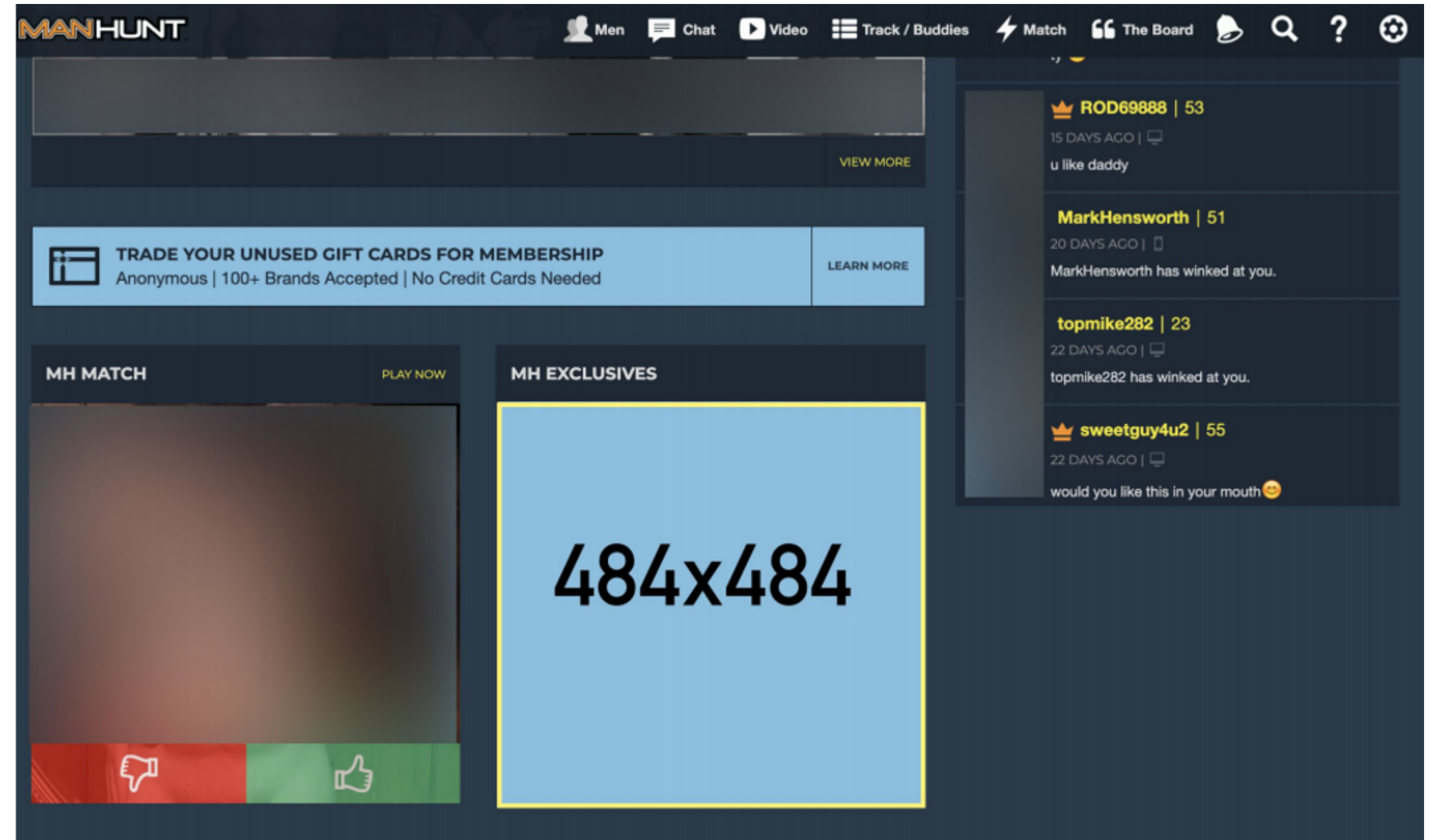
WEB PUSH

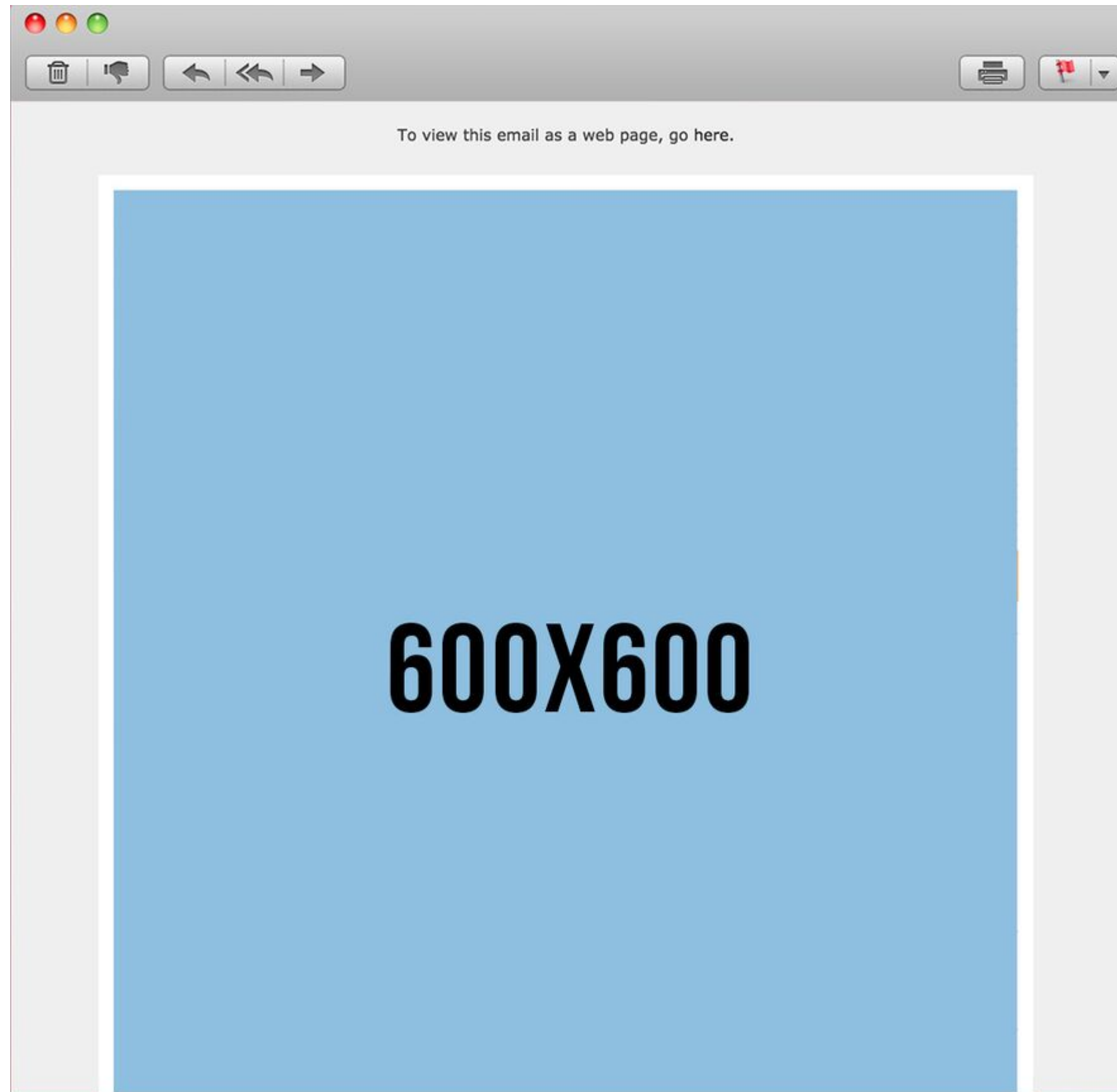
Web Push is a new channel that enables us to send push notifications to web users and reach them through a laptop, desktop, tablet or mobile phone. These messages are text only (no graphics) and can be targeted to specific geo locations, age groups, ethnicities, HIV status, or safe sex practices.

EXCLUSIVE HOMEPAGE PLACEMENT

Desktop/Mobile

The Manhunt exclusive homepage placement is a spot on the very first page users see once they log into Manhunt. The ad unit itself is 484 x 484 and only one ad can be run in this spot per month. This extremely high trafficked spot will give your ad maximum exposure to the entire site membership but availability is extremely limited.





EXTERNAL TARGETED E-MAIL

Manhunt maintains large lists of millions of opt-in email addresses of our current and past members and we are able to email them promotional offers as well as awareness campaign messaging. Targeting is available based on specific geo locations, age groups, ethnicities, HIV status, or safe sex practices.

MANHUNT

MAILING ADDRESS

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