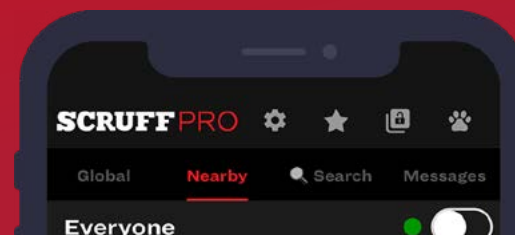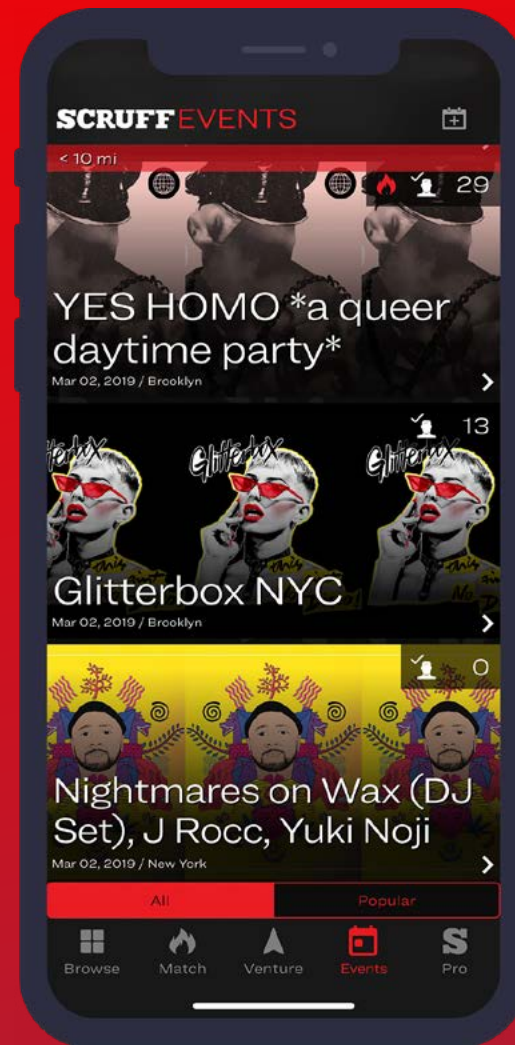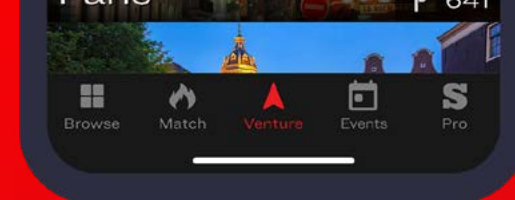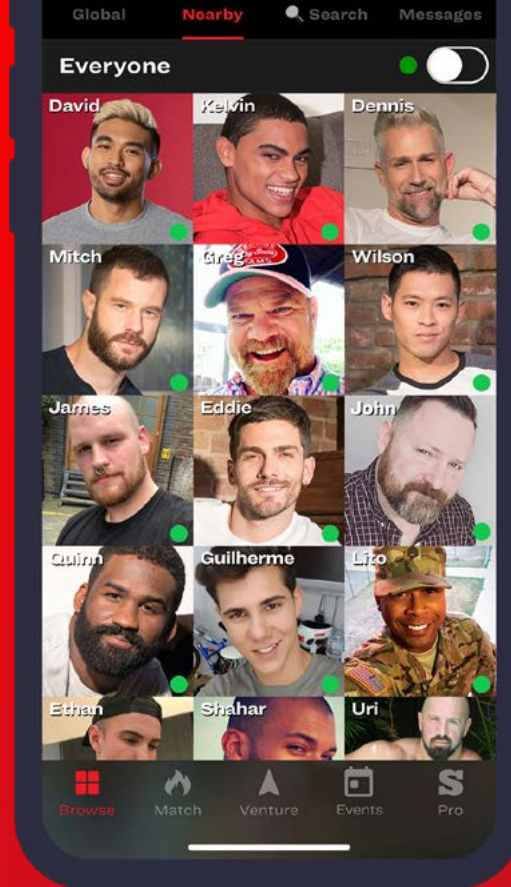# Perry Street Software

2020 Media Kit

SCRUFF

SCRUFF is the top-rated iOS and Android app for GBTQ+ dating, travel, and social networking. Feature-rich profile and matching options connect millions worldwide, creating and fostering a diverse global community.

The SCRUFF community includes millions of users worldwide. Top markets include the USA, United Kingdom, Europe, Australia, Canada, Latin America and the Middle East.

SCRUFF Venture features an interactive travel guide with hundreds of destinations around the world.

SCRUFF Events is a comprehensive listings engine that highlights happenings in every major city.

SCRUFF MONTHLY ACTIVE USERS:

Worldwide	**France**
2 Million	**50,000**
USA	**Germany**
800,000	**35,000**
United Kingdom	**Brazil**
110,000	**250,000**
Australia	**Saudi Arabia**
60,000	**75,000**

(average, from 12/2019)

SCRUFF IS SOCIAL:

Instagram
185K+ followers

Twitter
96K+ followers
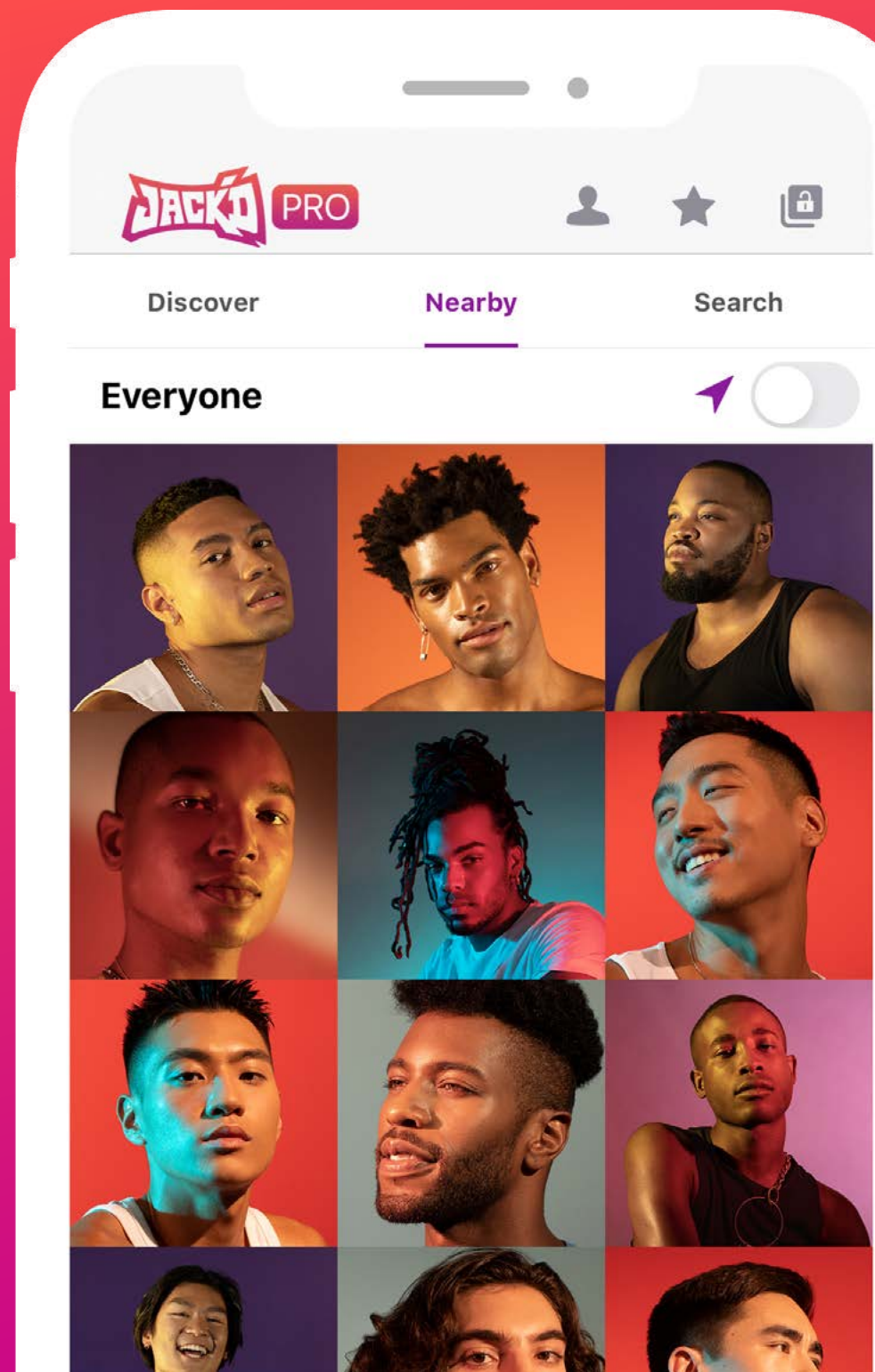
Facebook
362K+ followers

Jack'd for iOS and Android represents the most diverse community for gay, bi, trans, and queer guys worldwide.

In the USA, Jack'd is the 'go to app' for queer people of color (70%+ African-American member base in the USA). In Asia, Jack'd has been one of the top social dating apps for years.

Inclusivity is at the core of Jack'd, and we believe that everyone should be proud of who they are and where they come from. We all have different backgrounds, body types, experiences, and preferences, and on Jack'd, those differences make us stronger.

JACK'D MONTHLY ACTIVE USERS:

Worldwide	**South Korea**
1,100,000	**60,000**
USA	**Hong Kong**
325,000	**30,000**
Japan	**Philippines**
50,000	**6,000**
Taiwan	
32,000	

(average, from 12/2019)

JACK'D IS SOCIAL:

Instagram
18K+ followers

Twitter
14K+ followers

Facebook
83K+ followers

Perry Street Software is the world's largest LGBTQ+ owned-and-operated software company.

Our acquisition of Jack'd, our commitment to user privacy, our elimination of programmatic advertising, our continued membership growth, and our consistently high user ratings are among the reasons why.

OUR COMPANY'S PRESS COVERAGE TELLS THE STORY!

May 2019

"We've revisited our entire advertising approach to ensure that **we only work with advertisers who understand our community** and want to reach our members in ways that are helpful and relevant to their lives."

—**Eric Silverberg, Perry Street CEO**

November 2019

"Say hello to SCRUFF. The app functions similar to Grindr, but some guys report liking it more because **they find the men on SCRUFF kinder and less judgmental** than the men on Grindr."
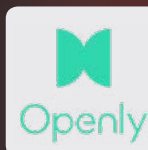
July 2019

"With Jack'd under its wing...**Perry Street has an opportunity to take the lead** in an ever-growing, and crowded, market by doing well by Jack'd and its community of users."

October 2019

"The lived experiences of the LGBT+ community often translate into product needs that differ from those of straight consumers. For example, **privacy and security features on a dating app hold different importance for LGBT+ customers** who might be at risk of losing their jobs or facing discrimination if outed."
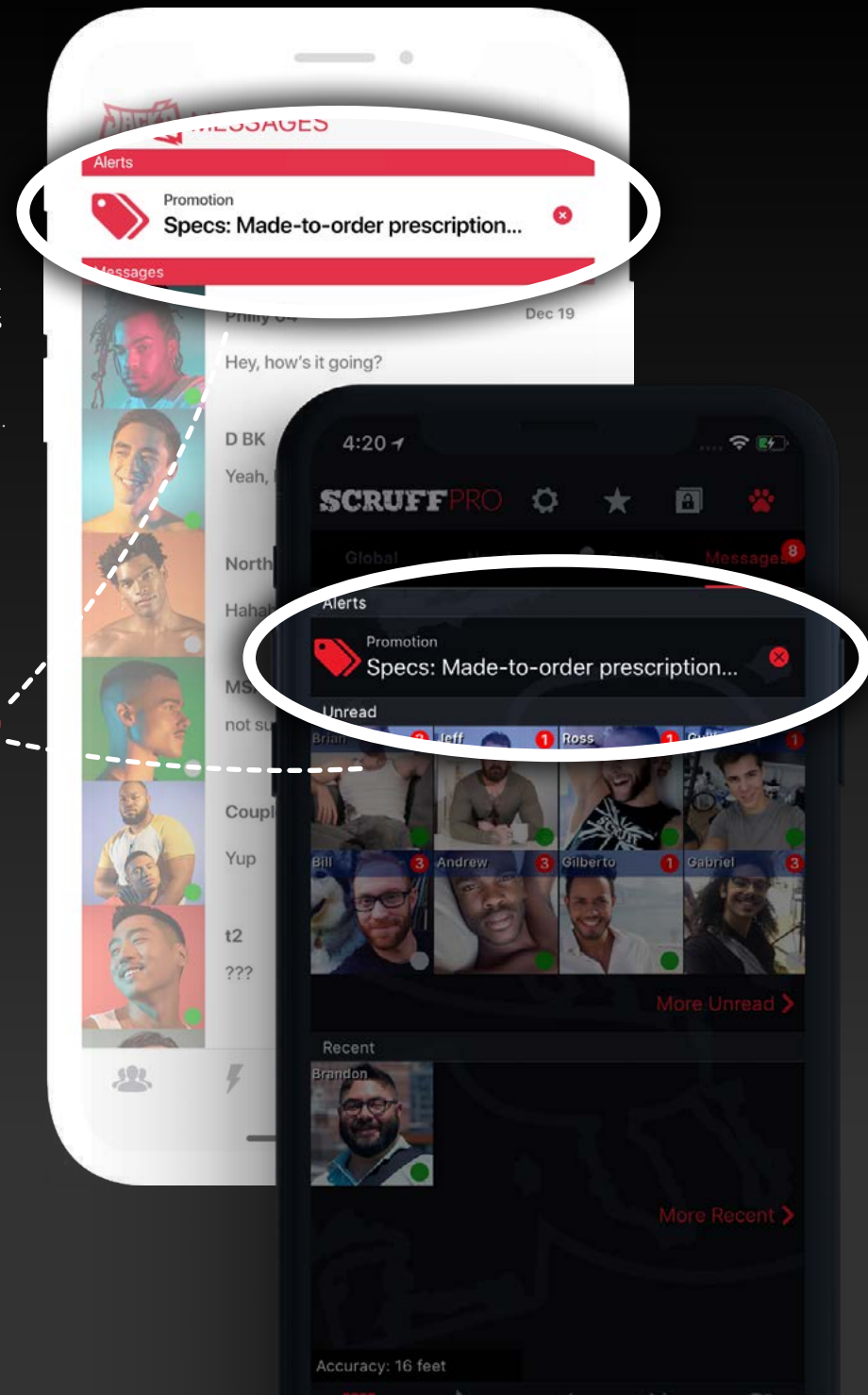
July 2019

AD UNIT: Edge-to-Edge

Click here to see how the high-impact **Edge-to-Edge** ad works in-app. The Edge-to-Edge can also be custom-built to incorporate your video content. Ask for details and examples from past campaigns.

Once dismissed, the ad stays in the member's inbox tray.

CONTACT US

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