

Unicorn Booty

GAY IS GOOD



Partner Kit



- Unicorn Booty connects gays and their allies to the most
- relevant news, culture, and commentary every day.

WHY PARTNER WITH US?

Our *audience* loves us:



1.3 MILLION

VISITORS PER MONTH
(GETCLICKY ANALYTICS - JAN 2012)

96,000

SOCIAL MEDIA FOLLOWERS
(FACEBOOK, TWITTER, YOUTUBE, GOOGLE+)

You've become my go-to source for all things news!

-Maria, on Facebook

Our new favorite website.

-Philadelphia Weekly

I share Unicorn Booty with all my LGBTQ friends!

-Tyler, on Facebook



As the most followed gay blog on social media, our partners get access to a savvy network of trend-setters.

Our *clients* include:



BANYAN Branch

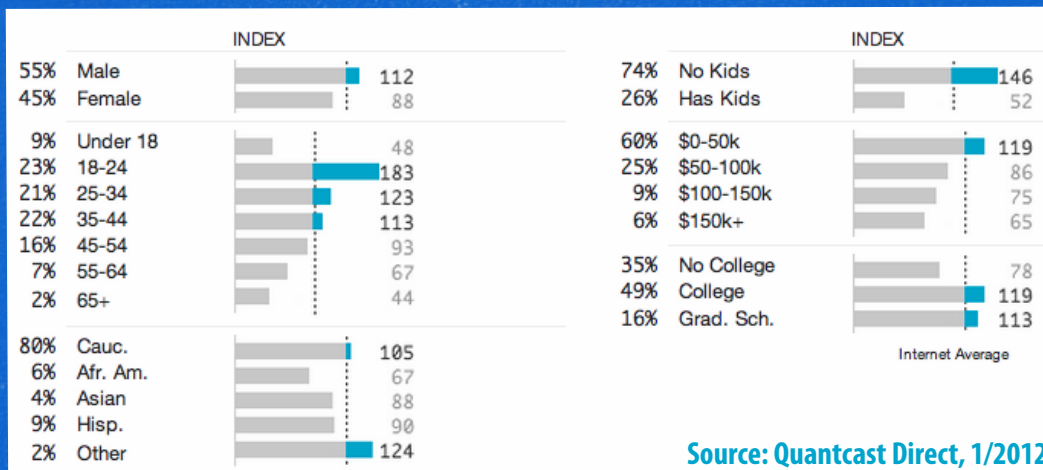


WHY PARTNER WITH US?

We create video, photos and words that **resonate** with our audience. From **sponsored posts** to **exclusive giveaways**, we'll make your brand the star.

THE CONTENT YOU CRAVE THE CROWD YOU SEEK

We *deliver*:



Mixed

Tastemaker

Educated

Savvy

WHY PARTNER WITH US?


Gain valuable **backlinks**, which boost SEO and increase credibility.

Your brand is more **authentic**, **real** and **approachable** to our audience of gays and their allies.

THE **LINKS** YOU **LOVE**
THE **RESPONSE** YOU **WANT**

LGBT COMMUNITY:

Activity in Past Week

		Index
Clicked on a Banner Ad		195
Clicked on Facebook Ad		129
Scanned tag with Phone		200
Clicked on a Mobile Ad		183
Forwarded an Ad		171

Purchased in Past Year

	Index
Smartphone	140
Major Vacation	124
Furniture	121
Tablet Computer	217
Home Theater	200

Source: CMI

We **cut through** the noise.
We deliver 300,000+ social impressions daily
to our loyal fanbase of 96,000+ people.

WHY *PARTNER* WITH US?

\$743 BILLION
LGBT
market

70% say buying decisions are influenced by targeted LGBT marketing

85% say decisions are influenced by a company's diversity program

82% say decisions are influenced by a company's gay sponsorships

Source: OutNow Global LGBT2020

THE *MARKET* YOU NEED THE *OPTIONS* ARE *ENDLESS*

Display Advertising | \$4-7 CPM | 300x250, 728x90, 160x600

The image displays three screenshots of the Unicorn Booty website. The central screenshot shows a large rainbow unicorn logo at the top, a search bar, and a main content area with the title 'Unicorn Booty' and a grid of article thumbnails. To the left, a sidebar features a 'SUBSCRIBE FOR DAILY BOOTY' button. To the right, another sidebar contains social media links for Twitter and AA.com/rainbow. The top and bottom of the page also feature navigation and category links.

- Roadblocks, Site Skinning + More
- Sponsored Posts, Columns + Series
- Giveaway Promotion + Management
- Social Media Marketing + Consulting
- RSS/E-mail Advertising
- Market Research
- Branded Content

PARTNER
-with us-

FOR THE *SUCCESS* YOU **DESERVE**



NICK@UNICORNBOOTY.COM

OR Buy Ads Now:

HTTP://BUYADS.COM

