

LOGOONLINE TODAY

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LOGOonline is THE leading collection of sites for the LGBT community, providing quality travel, entertainment and news content, social networking, extensive blogs and video in a fully advertiser-friendly environment across the entire network.

#1 IN LGBT ONLINE

Unique Users	2.8 MM (Omniture, May 09) Leads category among wholly owned federation of sites (Source: ComScore; Network)
Page Views	102 MM (Omniture, May 09)
Time Spent Online	48 minutes (Omniture, May 09)
Median Age	31.6 (Omniture, May 09)
#1 in Video Broadband Content	3,700,000 streams/mo (Omniture, March 09)
#1 LGBT Women	AfterEllen
#1 LGBT 18-34 demo	Downlink
#1 LGBT News	365Gay.com
#1 in LGBT Mobile	5 WAP sites

LOGOONLINE DIFFERENCE

Highest content standards in gay market: LOGOonline delivers mass reach, multi-platform options, targeting, campaign measurement and analysis, integration into the highest quality content and great results. As part of MTV Networks, you can count on LOGOonline to deliver outstanding marketing solutions for our advertisers, and best-of-breed content for our users and viewers.

- LOGO TV Network in over 41 million homes
- 100% Advertiser friendly environment
- MTV Networks backing and reputation as a trusted partner
- All site content is monitored to protect our brand and yours
- LOGOonline is the only LGBT network of sites that does not allow sexually explicit content

UNIQUE AUDIENCE

Low Duplication means LOGOonline delivers a unique audience of affluent influencers unavailable anywhere else online:

Gay Ad Network
PlanetOut
Gay.com
Facebook
MySpace

3.8% duplicated audience
3.2% duplicated audience
1.6% duplicated audience
0.6% duplicated audience
0.5% duplicated audience

Source: Comscore Media Metrix

Are you with us?

LOGOonline contact information

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LOGOONLINE CONSTELLATION OF SITES



www.LOGOonline.com

LOGOonline is a leader in the lesbian, gay, bisexual, and transgender digital space. Get the scoop on over 100 travel destinations, vote on the hottest music videos, and watch hundreds of full length original shows, movies, documentaries and short films in our library of 7,000 videos, the most of any LGBT site.

Audience Information

May '09 Reach: (Omniture)

- 431,210 monthly unique users
- 497,911 monthly visits
- 3.2 MM page views



www.365gay.com

www.365gay.com: 365gay.com is the leading source of LGBT news online. Watch hard news from across the nation and around the world on 365gay News (Powered by CBS) and read gay and lesbian breaking news articles updated daily on a range of headlines that include politics, health, business, travel, autos, culture and entertainment.

Audience Information

May '09 metrics:

- 238,807 monthly uniques
- 426,658 monthly visits.
- 1.6 MM page views

Demographics and Brand Loyalty: (Questus study)

- 92% of users are satisfied with site, 87% likely to recommend it.
- 99% of users visit site once per week, 69% visit at least once per day.
- 85% of audience is male.
- 53% of audience is 18-44 (9% is 18-24, 17% is 25-34); mean age is 42.9 years old.

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www.afterellen.com

AfterEllen.com is the leading entertainment site for and about lesbian and bisexual women, with entertainment news, reviews, interviews, gossip, and commentary on queer and straight women in TV, movies and music.

Audience Information

- May '09 Reach: (Omnicore)
- 763,614 monthly unique users
 - 1.7 MM monthly visits
 - 11 MM monthly page views

Demographics and Brand Loyalty: (Questus study)

- 100% of users are satisfied with site, 92% likely to recommend it.
- 99% of users visit site once per week, 72% visit at least once per day.
- 99% of audience is female.
- 88% of audience is 18-44 (35% is 18-24, 31% is 25-34); mean age is 30.8 years old.



www.afterelton.com

AfterElton.com examines all aspects of popular culture of interest to gay and bisexual men with news, reviews, interviews, gossip and commentary on gay and bisexual men in TV, movies, music and more.

Audience Information

- May '09 Reach: (Omnicore)
- 429,984 unique users
 - 623,669 monthly visits
 - 3.7 MM monthly page views

Demographics and Brand Loyalty: (Questus study)

- Over 50% of users visit site once per week or more.
- 73% of users are satisfied with site, 66% likely to recommend it.
- 82% of audience is male.
- 60% of audience is 18-44.
- 32% of users over-index on household income of \$100K+.
- 64% of users over-index as college graduates.

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www.downelink.com

DowneLink is an online community that allows users to interact and meet with one another through social networks and resources. DowneLink offers an array of features, such as social networking, blogs, internal emails, bulletins, forums, video/audio chat and instant messaging, and video profile.

Audience Information

- May '09 Reach: (Omniure)
 - 700,000 + subscribers
 - 863,610 monthly unique users
 - 3.2 MM monthly visits
 - 79 MM monthly page views

Demographics and Brand Loyalty: (Questus study)

- Over 85% of users are 18-25.
- Over 75% of users identify as people of color.
- 60% of audience is female / 38% is male



www.newnownext.com

NewNowNext.com is the gayest buzz-worthy blog hurtling your way, aching to fill you up with mad amounts of info, news and clues about what's coming down the cultural turnpike to rock your gay world. The "NewNowNext" tagline comes from NewNowNext Music which serves up the hottest new music videos from emerging artists and gay faves weekly on Logo.

NewNowNext Awards:

The NewNowNext Awards is about discovering pop culture stuff so hot you've never heard of it before. Discover who's fresh, interesting, and up and coming in this event taped in front of a live audience. NewNowNext nominees in film, TV, music, the internet, and personalities will be honored with awards like Best Show You're Not Watching, Most Guiltiest Pleasure Award, Most Addictive Reality Star, and the coveted Always Next, Forever Now Award.



www.tripoutgaytravel.com

This extensive new site includes: Destination Guides, Video, Google Maps, Member Comments, User Ratings, Top 5 by market, Photo Flip-books, Travel-tips, Nightlife & Dining Guides, Hotel Recommendations, Editorial Features and more.

Tripoutgaytravel Awards:

What are today's hottest destinations? And what are the wildest, the most stylish, the most exciting, the most relaxing, and the all around best places to visit? Who were our friendliest and favorite airlines, hotels, and restaurants? A panel of gay travel experts have nominated the best of the best and TripOutGayTravel.com asks its readers to make the final call in this, the TripOutGayTravel .com Awards! Sponsor our hottest programming initiative for 2010!

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