

LOGOONLINE IS: FINANCE

There's no better way to reach the affluent and financially conscious gay community than through LOGOonline's Network of leading web properties:

LOGOONLINE MEMBERS shop more and purchase more financial services online than the average web user

- ↑ Nearly 4x as likely to shop for financial services products online (home banking index=371)
- ↑ Frequently provides financial advice to friends / family (index 225)
- ↑ High Market Portfolio Value
- ↑ High disposable income provides our users with the financial resources to support charities: 182 index
- ↑ 3x to 4x as likely to buy insurance online: home 240; health 367; and life insurance 311 Frequent Shopping and buying of online financial service products:

VALUE	WEB INDEX	30 DAYS	6 MONTHS
\$500k+	109	Home Banking 371	267
\$500k-\$1MM	120	Any online investment 197	135
		Stocks 182	131
		Credit Cards 363	262
		Credit Reports 342	221
		Mutual Funds 348	262
		Money Market Funds 278	199

LOGOONLINE IS: AUTOMOTIVE

With more disposable income, and no children – LOGOonline users have more discretionary income for luxury goods such as high-end autos

- LOGOonline users are 2x as likely to buy a car online, when compared to the average web user
- 5x as likely to shop for auto (and auto related) products and services online
- Nearly 50% more likely to provide advice to friends and family on auto purchases (index = 148)

ONLINE ACTIVITY

	LAST 30 DAYS	LAST 6 MONTHS
Purchased Auto Online	210	204
Shopped for Auto Loan	502	399
Purchased Auto loan online	209	227
Auto insurance, purchase	434	329

DEMOGRAPHICS

	365GAY.COM	AFTERELLEN	AFTERELTON
Gender	85%M/15%F	99%F	82%M/18%F
Avg HHI	\$95.2k	\$84.7k	\$86.5k
Age	43	33	36

Are you with us?

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