

## LOGO IS: TRAVEL

### LOGOonline IS A LEADING NETWORK OF WEBSITES THAT REACH THE WEALTHY LGBT TRAVEL MARKET.

LOGOonline offers our marketing partners an unequalled collection of brands to target the LGBT market. LOGOonline delivers mass reach, multi-platform options, targeting, campaign measurement and analysis, integration into the highest quality content and great results.

### LOGOonline is the leading media company serving the LGBT market

**CAPTIVE AUDIENCE:** #1 for time spent online for LGBT content sites: 48 minutes  
**MASSIVE REACH:** #1 wholly-owned federation of sites for LGBT market (Omniture, May 09; comScore; Network)  
 #1 for LGBT youth (Downlink: 850,000 + uniques/mo)  
 #1 in women's market (AfterEllen: 800,000 + uniques/mo)  
 3 million (+) unique visitors /month  
 102 million page views /month  
 3,700,000 streams/month  
 (Sources for Online data: comScore, Omniture)  
 Logo TV is in over 43 million US households

**MARKETING FRIENDLY:** All pages across our network are fully monitored to protect your brand; no other gay sites offer this quality environment

**UPSCALE DEMOGRAPHICS:** Logoonline users are younger and more affluent than users found on competitive sites  
 Median Age: 31.6 (Omniture, May 09)  
 Gender: 55% male/45% female  
 Income: \$101,000/year  
 Dual income Household: 408 index

### LOGOonline members are travel influencers:

Nearly 3x as likely to provide frequent travel advice and influence their friends and family on travel buying decisions: (Index=275). They shop more and purchase more travel than the average online individual, for both leisure and business travel and have a wide range of vacation activity interests.

#### ONLINE TRAVEL PURCHASES LAST 30 DAYS; VACATION

Air Travel International	185
Air Travel Domestic	180
Car Rental	194
Hotel/Motel	177
Vacation Packages	180

#### LAST 60 DAYS; VACATION

Air Travel	152
Car Rental	154
Hotel/Motel	147
Vacation Packages	160
Any online travel purchase	141

#### BUSINESS TRAVEL

Any Airline	165
Hotel	130
Car Rental	127

#### KEY INDICATORS

Senior Management Level	124
C-Level	115
Corporate Card, ANY	156
Visa	162
Amex	159
MasterCard	144

#### VACATION ACTIVITIES HIGH INTEREST IN CULTURE & ADVENTURE

Outfitter Vacation	302
Educational Retreat	276
Museums	230
Cultural/Historic	207
Resort/Spa	182
Water/Sport	154

#### LOGOonline Network

LOGOonline.com + TripOutGayTravel.com + 365Gay.com + AfterElton.com + DowneLink.com + AfterEllen.com+ NewNowNext.com

Proud member of



**MTV NETWORKS**  
DIGITAL



**Are you with us?**

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LOGOonline provides travel advertisers with direct access to wealthy travel enthusiasts in the travel planning process. Marketers gain access to our users in a variety of high-impact and cost-effective ways online:

**TARGETING:**

Target by geography, demographic profile, contextual placement (destination) and more across our network to get your message in front of the right traveler

**LOGO 360:**

Only LOGO can offer 360 access to the LGBT market: Online, on-air, mobile and on-the ground

**VIDEO:**

As the leader in LGBT broadband LOGOonline provides branding unavailable elsewhere



**HOME PAGE:**

Promote sponsored content through our video marquee; sponsor our travel section with an integrated home page placement; and roadblock this page for maximum effect

**NEWSLETTERS:**

Our travel newsletters provide your brand with exclusive access to our opt-in travel buyers each month. (Entertainment, News, and Social Networking newsletters also available)

**TRAVEL:**

Network wide exposure will target active travelers in the planning process as they research their next vacation. (TripOut on Logo, and 365Gay.com/travel)

**LESBIANS:**

The women's market is easy to reach on LOGO's #1 site for gay women: AfterEllen.com

**CUSTOMIZED:**

LOGOonline will help create a custom program tailored to meet your brand and campaign objectives



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