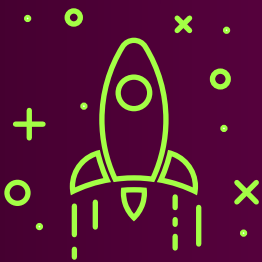




UNLEASH YOUR SUPERPOWERS

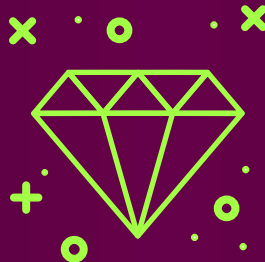
Looking for an open-minded space to promote your brand? Well, your search is over! Since our launch in 2017, our vision is to be the world's most trusted Fetish and BDSM community. As a PlayaMedia brand, we're kinky, fun and inclusive. Our passion is giving kinksters and the kink-curious a home to demystify their alternative lifestyles and a user-friendly dating app. Discover just how loyal our members are.

YOUR KEY BENEFITS



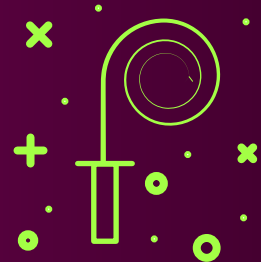
INCREASE YOUR REACH

We're expanding! With almost 1M visits per month worldwide, we're steadily growing our active community of kinksters and the kink-curious.



HONOUR YOUR VALUES

We're genuine and straightforward. Safe, Sane and Consensual are common principles guiding all our relationships and activities.
#SSC



USE YOUR INFLUENCE

We simplify the way you communicate with your target audience and continually innovate our online community based on your feedback.

FETISH AT A GLANCE

MONTHLY



13min

SESSION DURATION



+7.5M

AD IMPRESSIONS



+15K

NEW USERS



+50K

ACTIVE USERS



+1.2M

SESSIONS



+12M

PAGEVIEWS



26

LOGINS PER USER

GET WHAT YOU WANT

Want to reach out to potential customers from a specific age range, gender, country or language? We got 'em all! Select and target based on your preferences. Get high-quality traffic from our +500k registered members - who are a young and established community spreading rapidly from Europe and the US, to the rest of the world.

AGE GROUP

18-24

20%



25-34

30%



35-44

19%



45-54

16%



55-64

10%



+65

5%

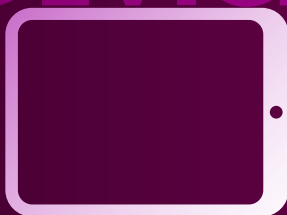
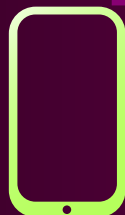


COUNTRY



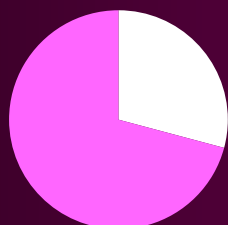
72%

DEVICE



Fully responsive design means members can enjoy using any device - with mobile already being used by 72% of kinksters.

GENDER



Our organic gender split is close to 2.5 males per female user. Impressive, eh?



FETISH.com



FETISCH.de



COMING SOON...



AD ZONES & BANNER SIZES

FETISH.com
YOUR KINKY FAMILY



DESKTOP

HOMEPAGE TOP

leaderboard

728x90

PROFILE PAGE TOP

leaderboard

728x90

HOMEPAGE LEFT

wide skyscraper

160x600

PROFILE PAGE LEFT

square

250x250

MESSAGE INBOX

inline rectangle

300x250

SEARCH RESULTS

large leaderboard

970x90

LOG OUT SUCCESS

leaderboard

728x90

TABLET

PROFILE PAGE TOP

full banner

468x60

HOMEPAGE TOP

full banner

468x60

PROFILE PAGE LEFT

rectangle

180x150

MESSAGE INBOX

rectangle

180x150

SEARCH RESULTS

full banner

468x60



MOBILE

FIXED

mobile leaderboard

320x50

COMING SOON...

FIXED

large mobile banner

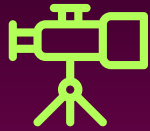
320x100

CHAT

text ads



OUR ADVERTISING BUNDLES



TWO-WEEK SNEAK PEEK

Test the waters by booking ads for two weeks to see what works best for you and your products.

650k - 850k

Ad impressions

Non-exclusive
Campaign type

2 weeks
Duration

600
EUR

0.71 - 0.92 EUR
Avg CPM



HIGH-IMPACT CAMPAIGN

Get at least three times as many ad impressions in twice as much time as with the two-week trial.

2m - 2.5m

Ad impressions

Non-exclusive
Campaign type

4 weeks
Duration

1500
EUR

0.60 - 0.75 EUR
Avg CPM



EXCLUSIVE EXPOSURE

Maximize your visibility and brand awareness for at least one full month: Be one of up to three exclusive advertisers.

4.5m - 5m

Ad impressions

Exclusive
Campaign type

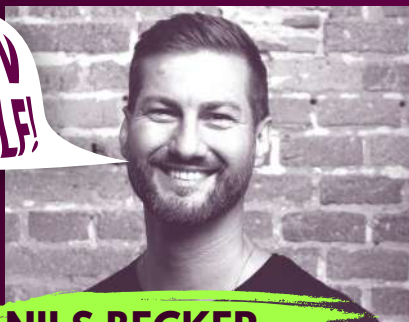
4 - 6 weeks
Duration

2500
EUR

0.55 - 0.60 EUR
Avg CPM

WE'D LOVE TO FEATURE YOU

SHOW
YOURSELF!



NILS BECKER

sales@playamedia.com

DISPLAY ADVERTISING

Banner Ads + Targeting Options

- Promote your offers on our site at the sexiest CPM rates in the market segment
- Get advice on best practices and improve the performance of your ads
- Reach out to over +50k kinky members with your ads across our community

MAG PROMOTION

Sponsored Magazine Article + Social Media Promo

- Create valuable SEO content for our kinky community of +500k members (600-900 words)
- Use the chance to talk about your business and spread your values
- Reach out to almost 5K social media followers on facebook, twitter, etc.

LET ME
TELL YOU
A STORY...



ANNA FREEMAN

fetish@playamedia.com

LIGHTS
CAMERA
ACTION



MIGUEL LEO. GARCÍA

video@playamedia.com

VIDEO EXPERIENCE

Branded Video + Social Media + Newsletter Promo

- Grow your brand awareness through our unique video content (60-90 secs.)
- Impress over +430k kinky members with your vid through our Newsletter
- Get up to 20k views on our YouTube channel in less than a month

WANT MORE?

 **PlayaMedia**
BRANDS



GAYS.com

happiness.com

MEMORABLE CONTENT

PROMOTED ADVERTORIAL

Be featured in our online magazine! We provide all kinds of articles such as product reviews, special interviews, and listicles shortlisting your business - all pushed to our community.



500 EUR

- ☒ SEO optimised text with approx. **850 words**
- ☒ Published in English and German
- ☒ Organic backlink to your website from your free business profile on Fetish.com

50k
Mo. Active Users

52k
Mag Pageviews

SPONSORED PHOTO CHALLENGE

See and be seen! Every two weeks we launch a new challenge for members to express themselves. Together, we'll choose the best theme to connect your brand to our users' interests.

- ☒ **14-day** photo challenge named after your brand
- ☒ Newsfeed spread reaching out to +50k monthly active users and +430k newsletter subscribers
- ☒ Free business profile on Fetish.com, incl. organic backlink



1000 EUR

250 Participants
350 Submitted pics
70k User votes

ONLINE GAMIFICATION

Games bring fun and engagement! Grow your brand awareness by sponsoring an online Treasure Hunt: Players seek and find your icons, help each other out and win 'prizes'.



2000 EUR

- ☒ **4-week** treasure hunt and a forum thread named after your brand
- ☒ Newsfeed spread reaching out to +50k monthly active users and +430k newsletter subscribers
- ☒ Free business profile on Fetish.com, incl. organic backlink

2000
User-generated
forum posts

85000
Forum views

DOES MONEY TURN YOU ON?

FETISH.com
YOUR KINKY FAMILY

**THE
MONEY
MAKER**



DIEGO MERCADAL

affiliates@playamedia.com

ONLINE MONETISATION

Affiliate Program + Free Tracking Tools

- Get paid for every Fetish.com signup that comes through you
- Spice up your site with our creative banners and viral content
- Get expert advice and link tracking tools from **YOUR** account manager

A SUCCESSFUL SAMPLE



* Adaptable to any format

FEATURED ON:

COSMOPOLITAN

Esquire



HUSTLER
HOLLYWOOD

healthline

