



Advertise with us!

Gay men are one of the most sought-after audiences in marketing. At Gay.de we can deliver advertising solutions to over 26k monthly active users in the German-speaking market.

With Gays.com, we reach over 5k monthly active users in the steadily growing English-speaking market.

We are a diverse group that understands that the key to good communication with our audience is trust and respect. With our experience of providing a quality product to this unique market, we can help you put together advertising solutions to suit your needs and attract the right people to your products or services.

Basic use of the site is completely free, but with a great value membership, extra features are available such as age verification to access to adult content, video chat and private galleries.

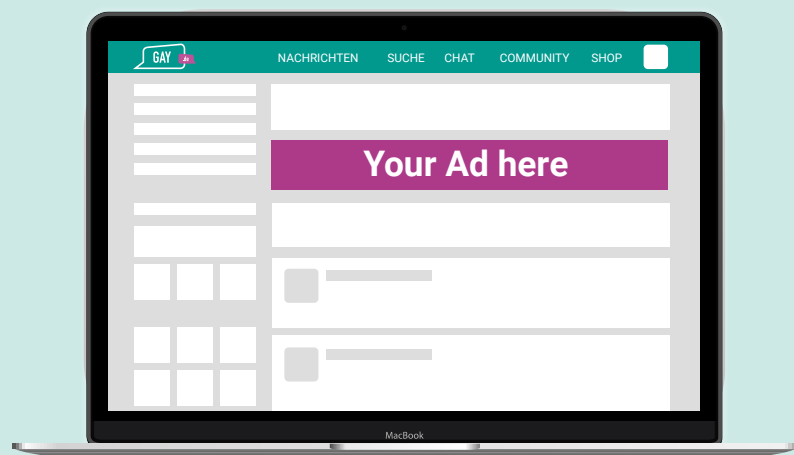
Gay.de Offers Users:

- Fast & free sign-up
- A free and customisable profile with video & picture gallery
- Membership upgrade options - Premium & VIP
- Free profile verification check to guarantee authenticity of users
- Free messaging, access to chat rooms and free discussion forums
- Fully responsive mobile and tablet versions
- Access to adult content (with upgrade membership and verified age check)
- Free personal ads and in-site promotion
- Ability to create events and places
- Free online Gay magazine

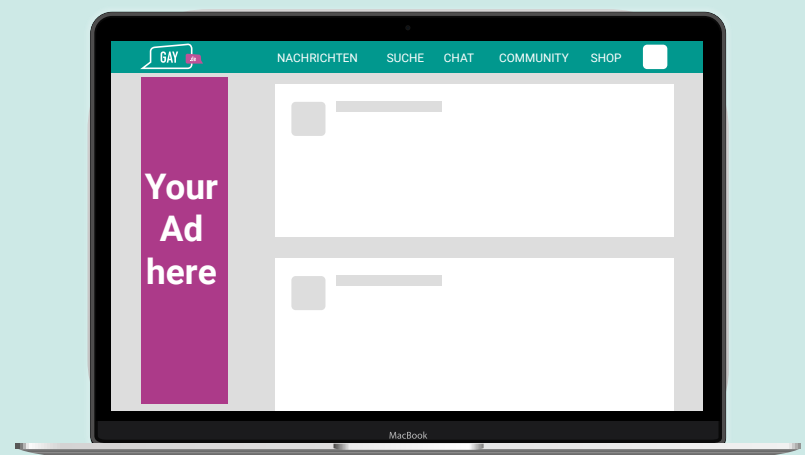
Whether you're looking for long-term exposure at reasonable rates or heavy exposure in a short burst, reaching gay consumers in authentic gay communities such as ours is a great way to get the results you want - as well as building and retaining a loyal brand affinity.

ADVERTISING AREAS DESKTOP

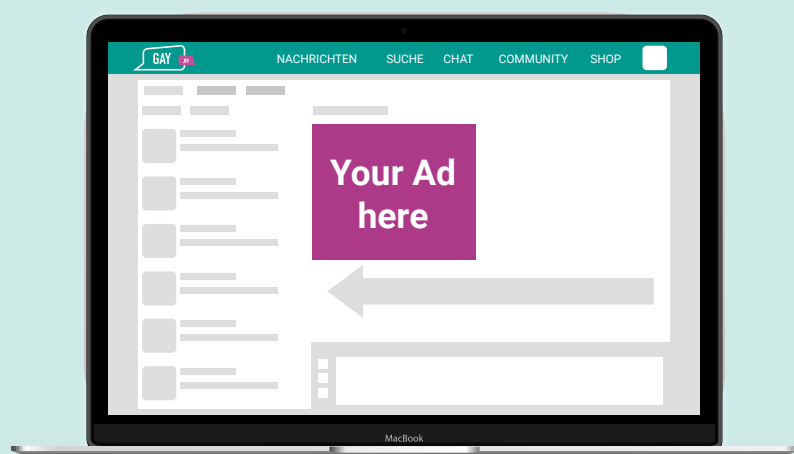
HOMEPAGE TOP 728x90



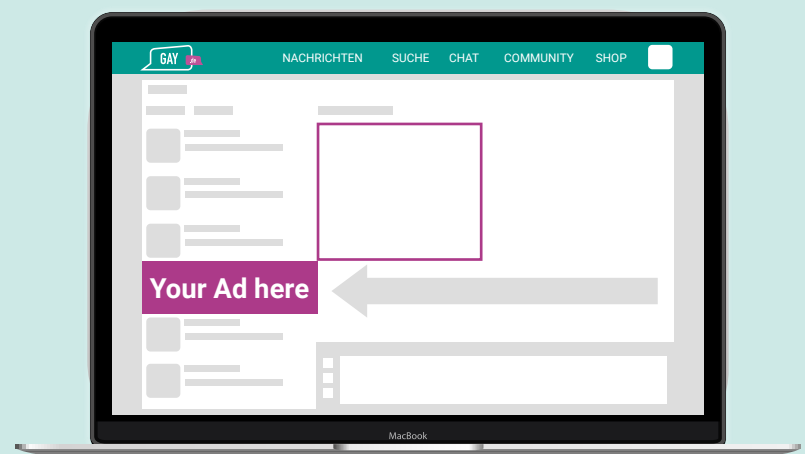
HOMEPAGE LEFT 160x600



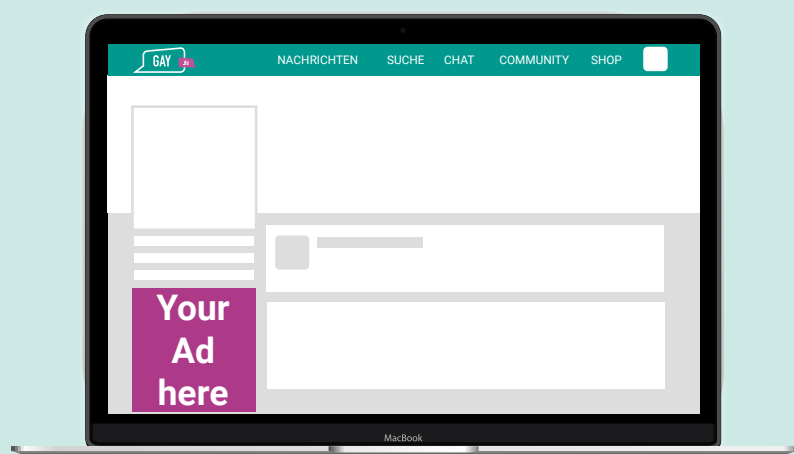
MESSAGE INBOX 300x250



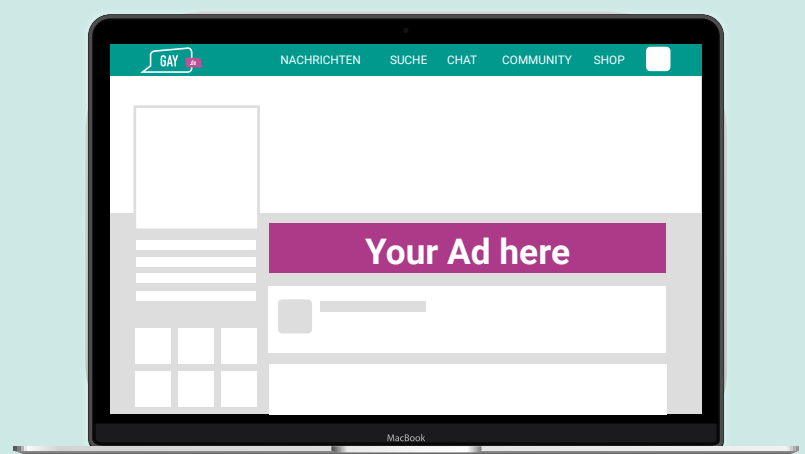
INBOX THREADS 320X100



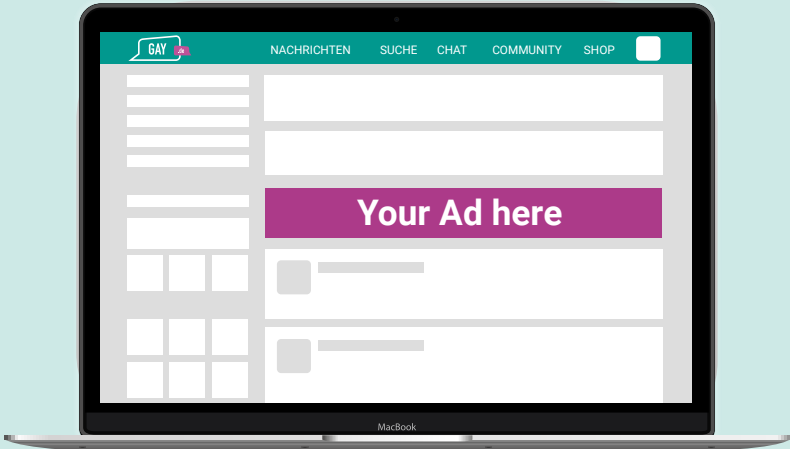
PROFILE PAGE LEFT 250x250



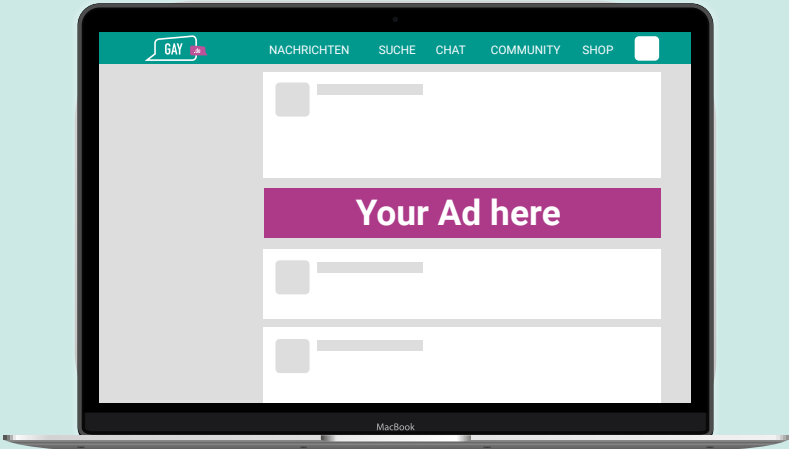
PROFILE PAGE TOP 728x90



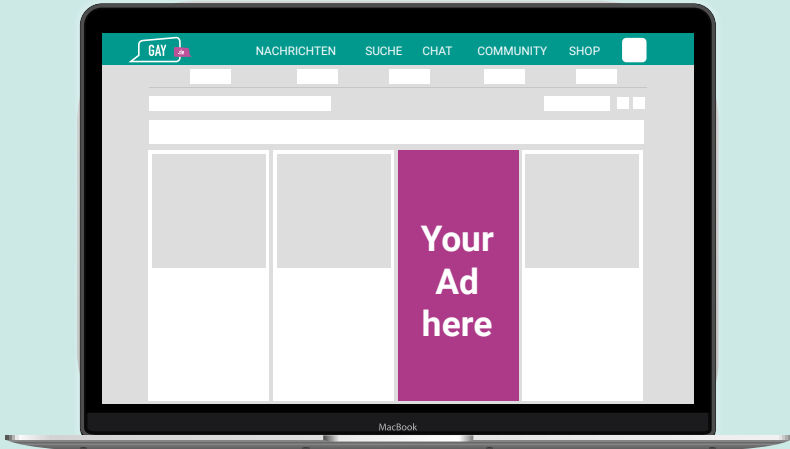
NEWSFEED STICKY 728x90



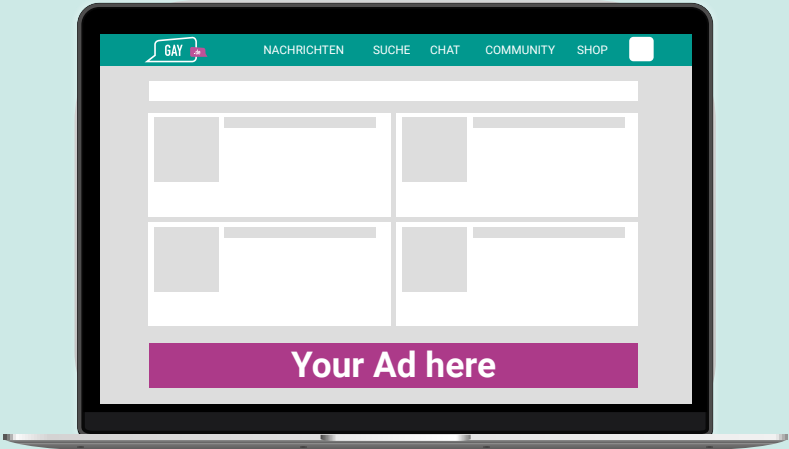
NEWSFEED 2ND PAGE 728x90



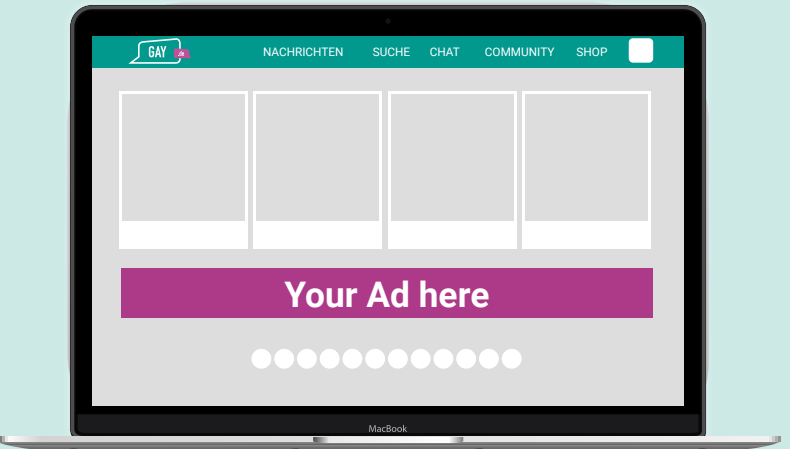
DATEMANGER WATER 240x400



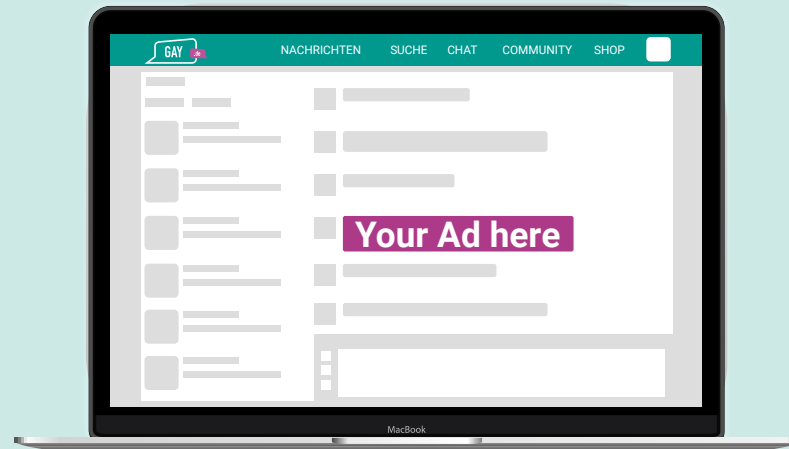
DATEMANGER LIST 970X90



SEARCH RESULTS 970x90



CHAT 468X60

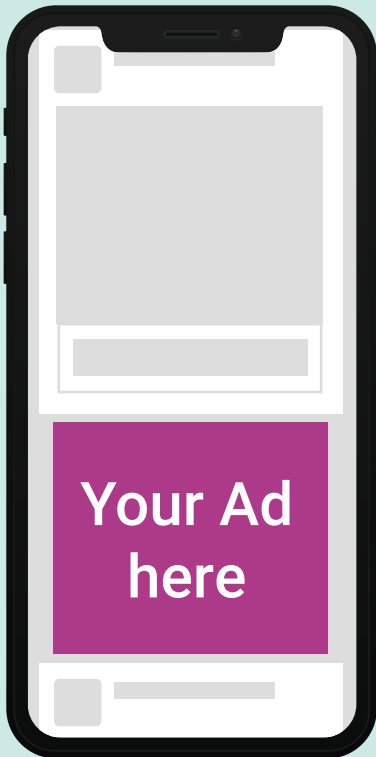


MOBILE

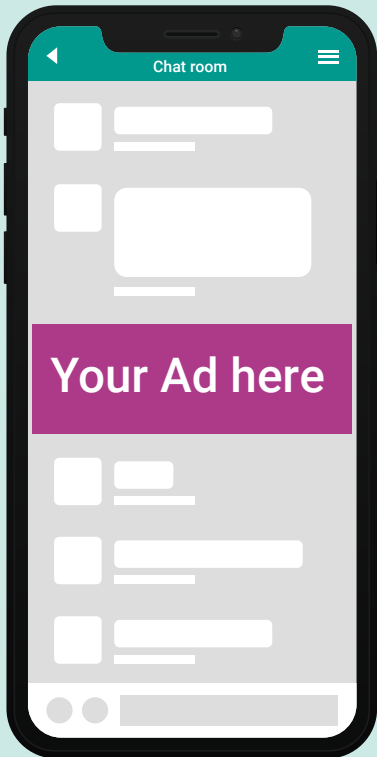
NEWSFEED 300X250



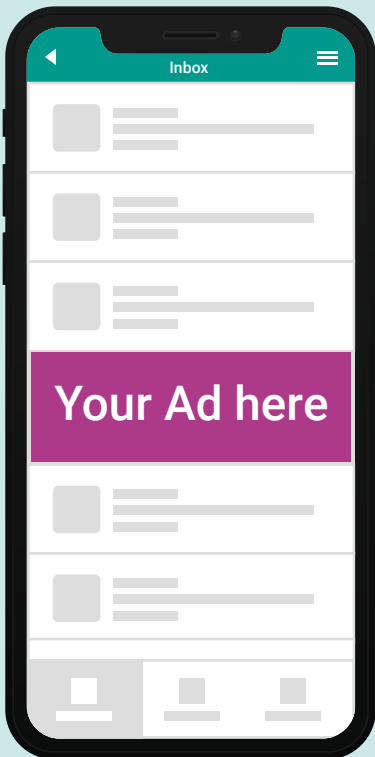
NEWSFEED 2ND
PAGE 300X250



CHAT 320X100



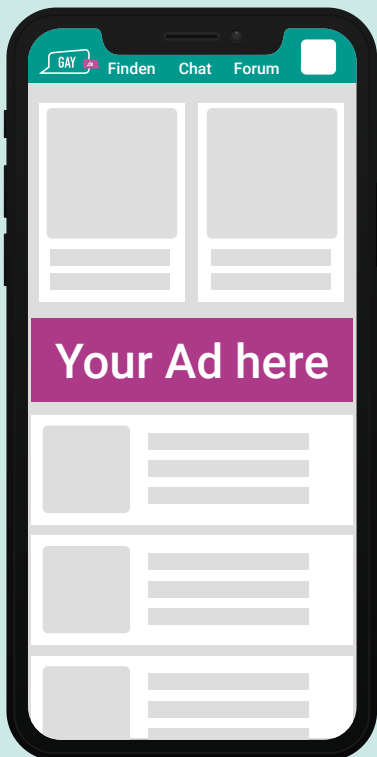
INBOX 320X100



FIXED 320X50



DATEMANGER
LIST/WATER 320X50



TABLET

PROFILE PAGE TOP
full banner
468x60

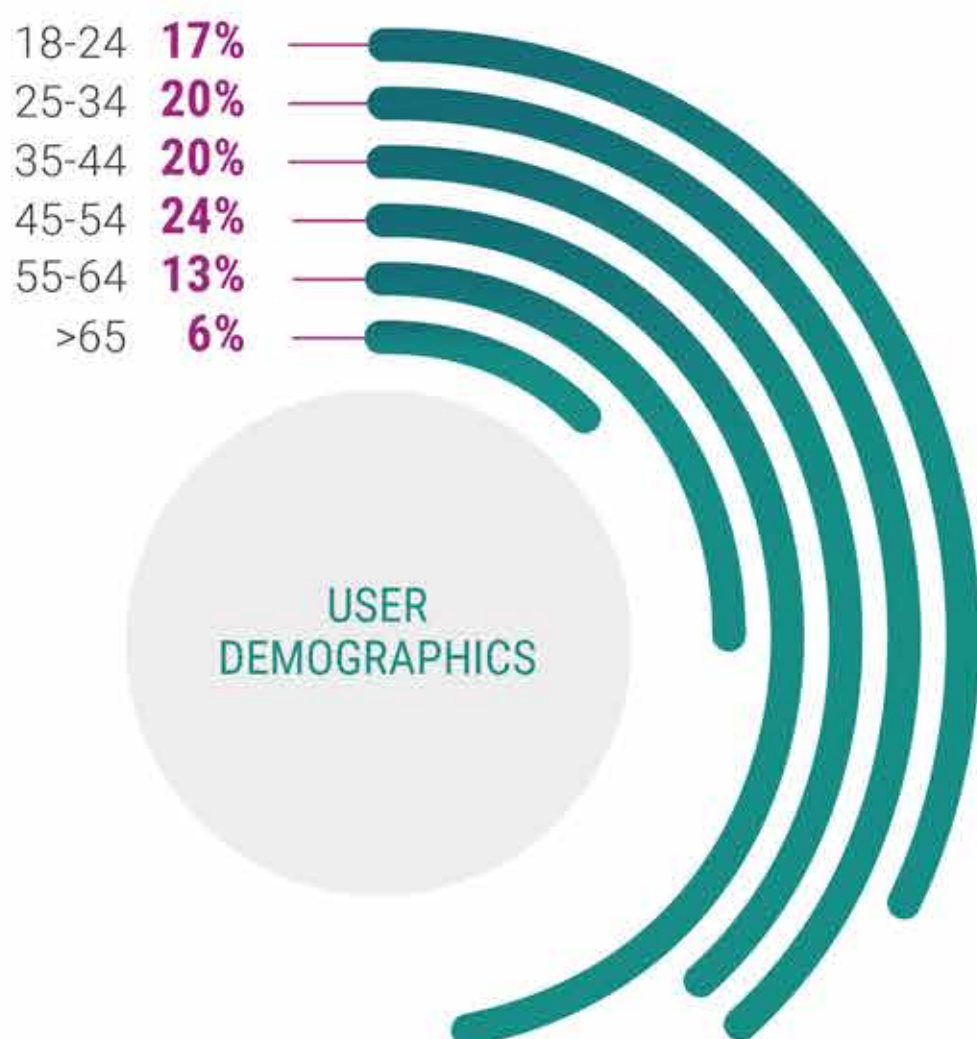
HOMEPAGE TOP
full banner
468x60

SEARCH RESULTS
full banner
468x60

PROFILE PAGE LEFT
rectangle
180x50

MESSAGE INBOX
rectangle
180x150

ABOUT OUR MEMBERS



RETENTION TIME

11 min

USERS PER MONTH

<26K/month

PAGE IMPRESSIONS

>3,5m/month

LOGINS PER MONTH

>520K/month

GET IN TOUCH

sales@playamedia.com

Banner formats: jpg, png, gif, iframe

Banner sizes: 30-50kb max.

If you're interested in advertising on Gay.de, please add 'Gay.de' in the subject line of your email. In the case of advertising on Gays.com, add 'Gays.com' in the subject title.

All advertisers on Gay.de must meet the general regulations of Germany's youth protection code.

In the interests of our users (and in certain circumstances) we reserve the right to refuse certain advertisers.

