



**ADVERTISING RIGHT
AT THE HEART OF
THE GAY
COMMUNITY**

2022





Gay.de, together with our international site **Gays.com** and the **Gaudi app**, sees itself as a social network for the **LGBTIQ*** community with a focus on homosexual men.

Chat, flirt & meet friends – a slogan that our members live by and consciously consume by mutual exchange, the diversity of the queer community and the high-quality content.

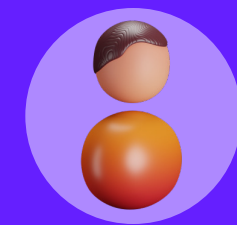
With our experience as a quality product in this unique market, we help you to create individual advertising solutions that meet the needs of your product and address the right target group.

Your Benefits



A unique target group

With us you can address gay men directly and present them with products tailored to their needs.



An international community

Our community is growing and is now not only based in Germany and Austria but also in Spain, the United Kingdom and the USA



Individual advertising solutions

In addition to banner advertising, you have the opportunity to appear with your brand in our magazine, in our photo competitions or treasure hunts.



We are also represented internationally

English, Spanish, Catalan



Gay.de at a glance

Monthly

520_k



Logins

+3.5 Million



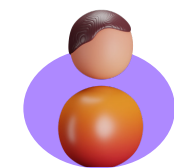
Ad Impressions

+27_k



Active users

31 Logins



Per user

+4_k



New users

13 min

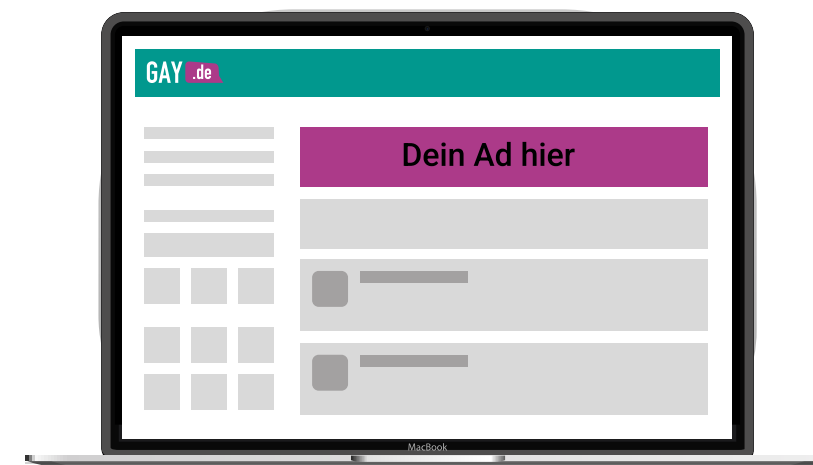


Session duration



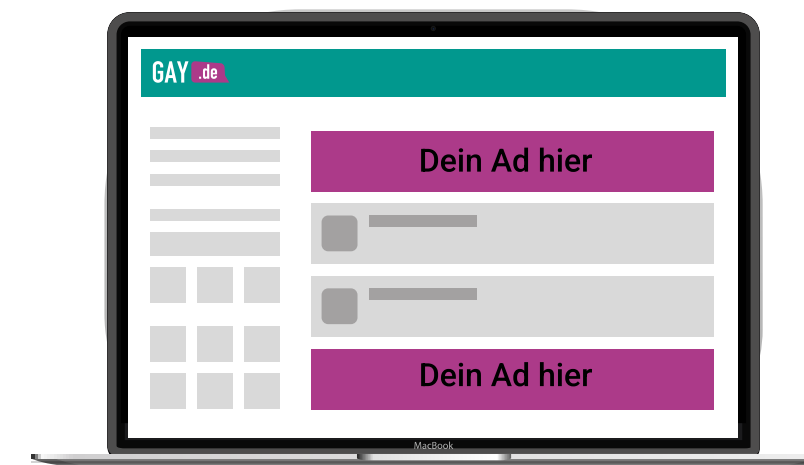
Desktop Advertising Zones

Here you can see all banner zones we offer for desktop.



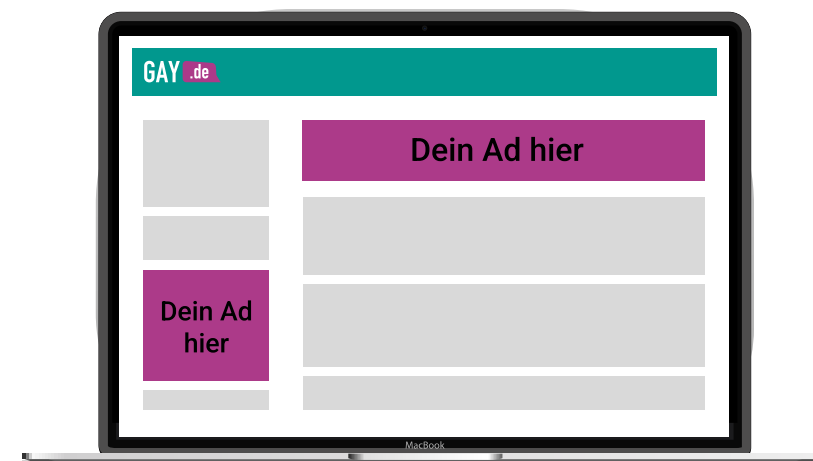
Homepage Top

Leaderboard
728 x 90



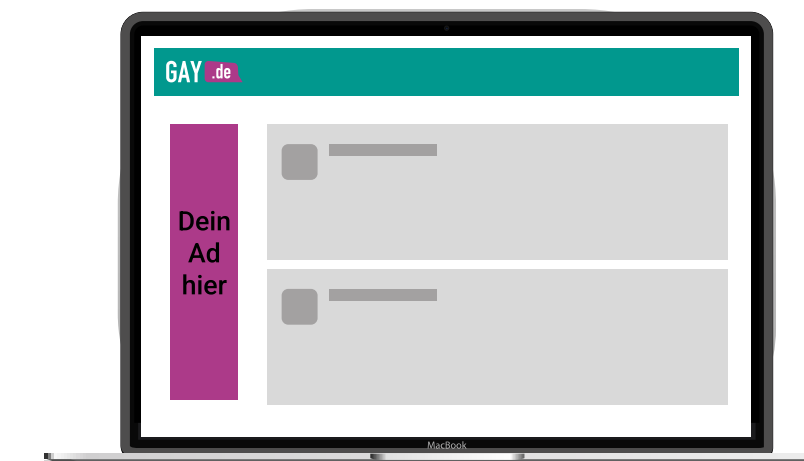
NewsFeed

Leaderboard
728 x 90



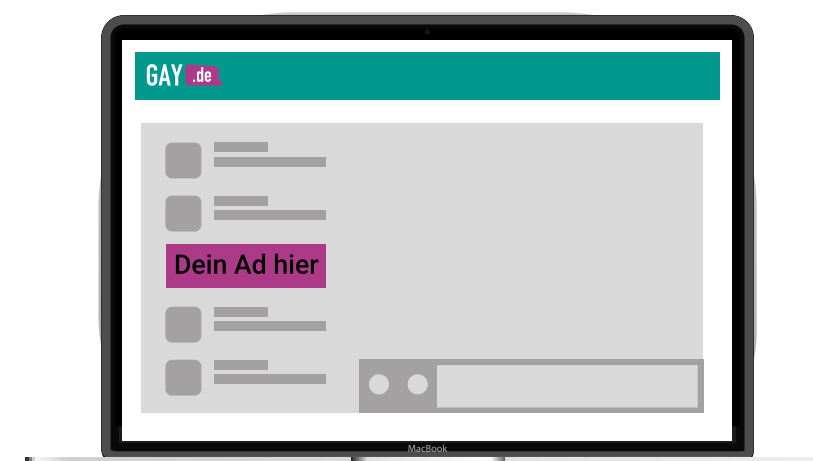
Profile page Top

Leaderboard / square
728 x 90 / 250 x 250



Homepage Left

Wide skyscraper
160 x 600



Message Inbox

Large mobile
320 x 100



Message Inbox

Inline rectangle
300 x 250

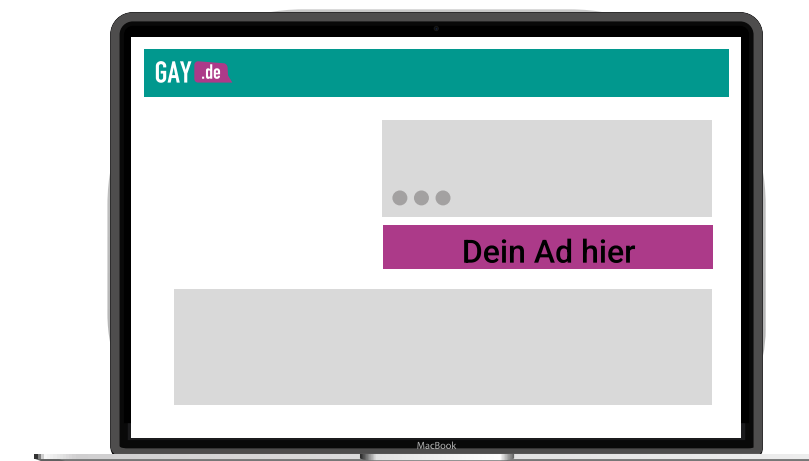
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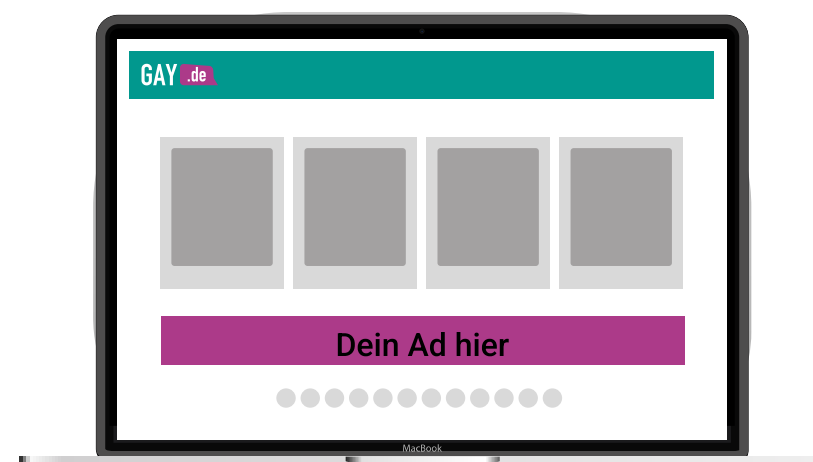
Chat

Standard
468 x 60



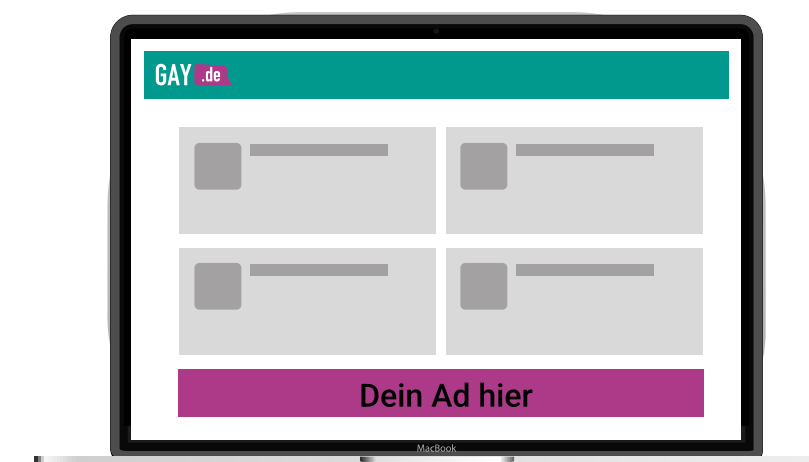
Logout Success

Leaderboard
728 x 90



Search Results

Large leaderboard
970 x 90

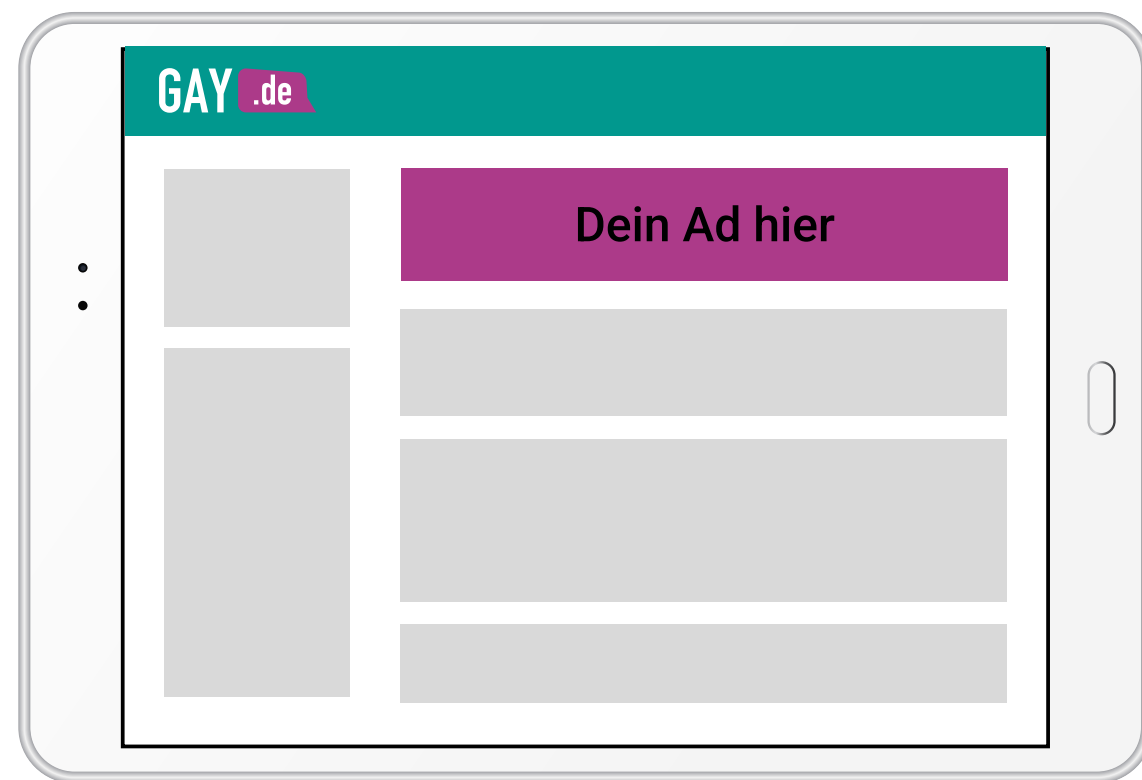


Personal Ads List

Large leaderboard
970 x 90

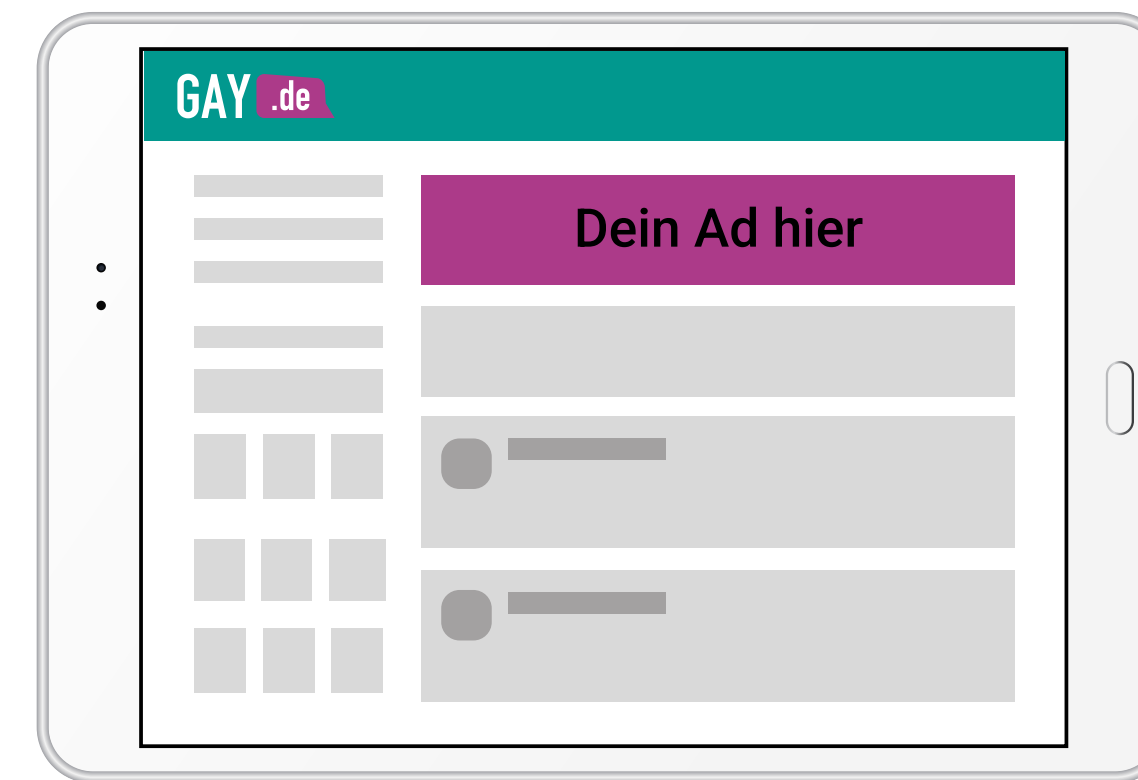
Tablet Advertising Zones

Here you can see all banner zones we offer for tablet.



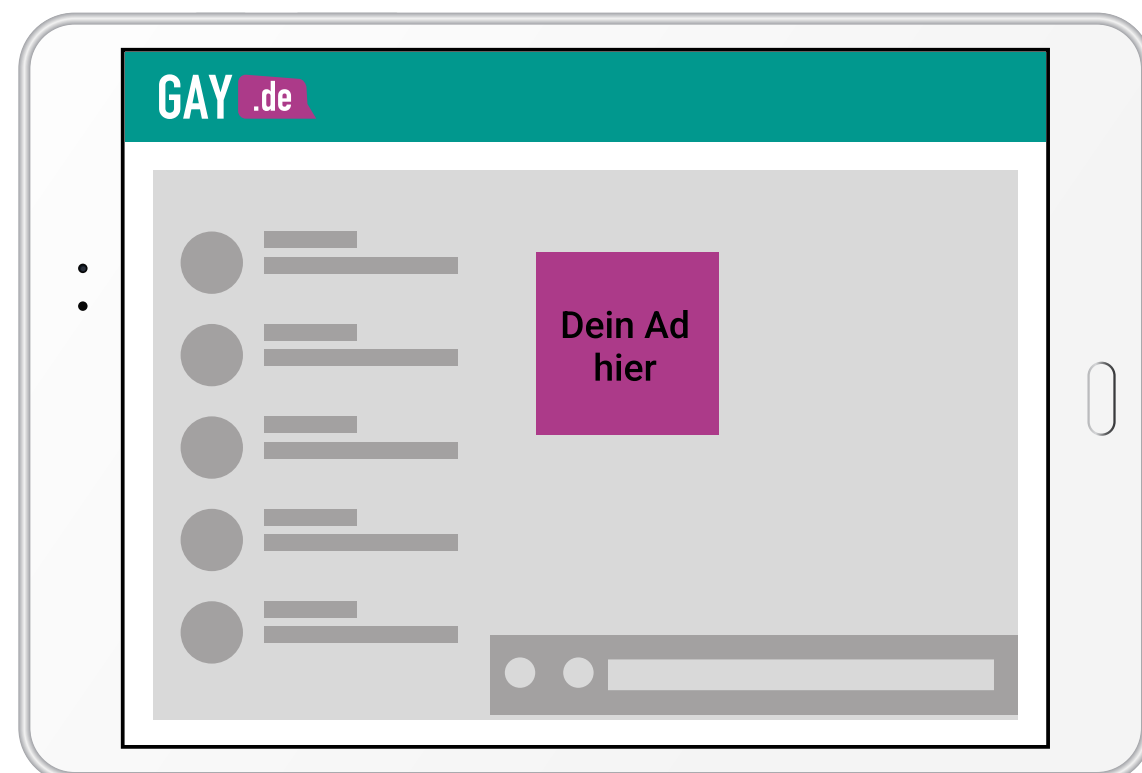
Profile Page Top

Leaderboard
468 x 60



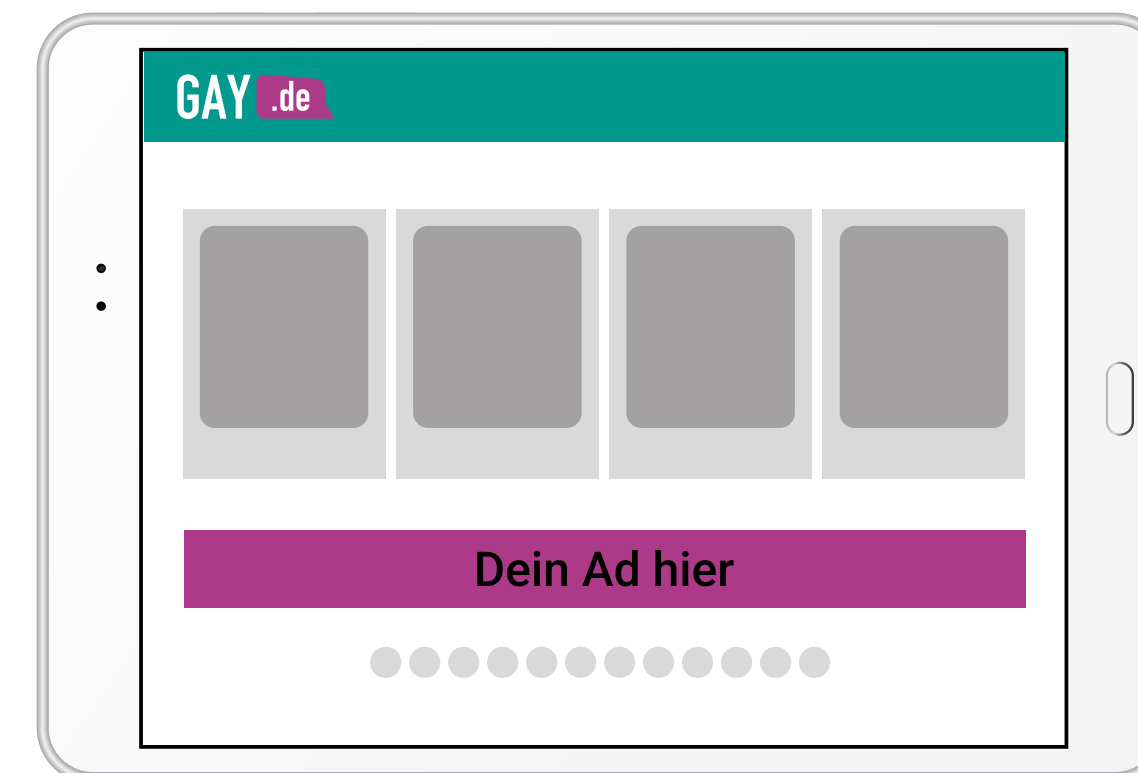
Home Page Top

Leaderboard
468 x 60



Message Inbox

Inline rectangle
160 x 150



Search Results

Large Leaderboard
468 x 60

Mobile Advertising Zones

Here you can see all banner zones we offer for mobile.



NewsFeed sticky

Medium rectangle
300 x 250



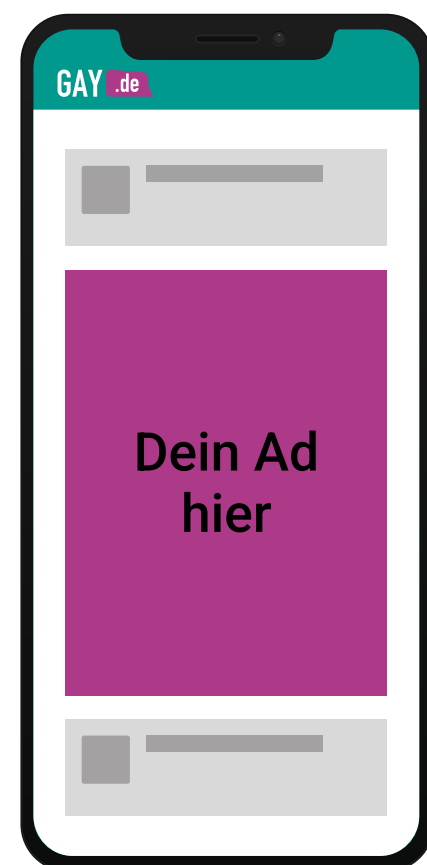
NewsFeed 2nd Page

Medium rectangle
300 x 250



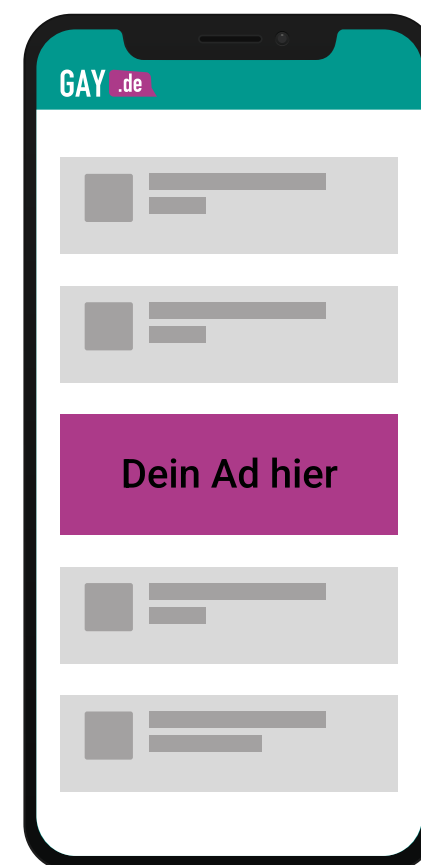
Chat

Large mobile
320 x 100



NewsFeed

Mobile
320 x 480



Message Inbox

Large mobile
320 x 100



Personal Ads

Mobile
320 x 50

Sponsored Content

We present your company or your products in our magazine! Whether it's a review, an interview or a top 10 list that your brand can appear in, we'll give you the brilliant opportunity to make a name for yourself in our community.

- **SEO optimized** article with approx. 850 words
- In **German** or **English**
- **Organic backlinking** to your website + free business profile on **Gay.de**



We deliver top-quality traffic
to serve our brands and
advertisers





Interested?

Send us a mail at

sales@playamedia.com

Ask about our packages or let us
craft a very individual offer for you.