

Reach Asia's Most Valuable Demographic

Considered by marketers to be the "holy grail" of demographic groups, the GLBT community is both highly sought after, and notoriously difficult to retain. Always on the lookout for what's newer, bigger, better, more fashionable, gays and lesbians are known as **trendsetters** and **opinion leaders**. Not only are they more willing to take risks with edgy new brands, strong word of mouth also helps build these brands into tomorrow's success stories. Smart and savvy, Fridae's highly sought after members are an essential target demographic for any successful marketing campaign.

- **47%** PMEBs
- **42%** earn more than S\$50,000/year
- **48%** University/Post Graduate Degree
- **63%** 25 to 39 years old
- **83%** male; **17%** female

Source: Nielsen//NetRatings Market Intelligence

Empowering Gay Asia

In six short years, Fridae has grown from a neighborhood site into Asia's leading gay and lesbian portal. A hybrid of magazine portal and social networking sites, Fridae combines regular news and editorial features with proprietary community building tools, making it one of the stickiest sites on the market. Global site-ranking service Alexa (www.alexa.com) has ranked Fridae one of the top sites in its class.

- **400,000** unique browsers every month
- **60 million** page impressions
- **22 minutes** average user session duration

Source: Nielsen//NetRatings SiteCensus

Pan-Asian Focus

Fridae is currently available in English, Simplified and Traditional Chinese, making it accessible to over 80% of the GLBT community in Asia. Thai, Japanese and Korean sites are currently in development. The Chinese-speaking markets represent Fridae's fastest growing demographic.

- Singapore 21%
- Hong Kong 15%
- Malaysia 12%
- China 9%
- Thailand 8%

Source: Nielsen//NetRatings SiteCensus

International Recognition

Fridae has been making waves all over the world, resulting in accolades and front page news for being on the forefront of the gay internet revolution.

- Time Magazine
- Far Eastern Economic Review
- Wall Street Journal
- South China Morning Post



To find out more about how Fridae can be your conduit to the valuable Asian gay and lesbian demographic, contact us at getseen@fridae.com or call Tiffany Ong at +65 6297 7853.