



media pack 2005

OutUK ::

OutUK has been online since 1999 and continues to provide the UK gay community with a lively mix of news, information and entertainment. With a passion to encourage quality writing, our aim is to provide stimulating coverage of the issues that affect gay men in the UK and Europe, together with entertainment and advice from a uniquely gay perspective.



OutUK sponsored the international gay rugby tournament The Bingham Cup held in London in 2004

THE AUDIENCE ::

Estimates suggest that 1 in 10 of the UK population identify themselves as gay or lesbian, and with an annual average wage of £17,000 pa, it makes the so-called pink pound worth £95 billion a year in income terms. As acceptability in the UK increases and there are changes in legislation giving same sex partners equal rights, there is evidence that the numbers of people identifying themselves as gay or lesbian is increasing.

OutUK CLIENTS ::

OutUK attracts a wide range of clients who use us to reach our large gay audience in a uniquely personal advertising environment.



OutUK USERS ::

Since OutUK came online its user numbers continue to increase. In January 2005 the site attracted up to 7500 unique users every day generating around 2 million page views every month. 72% of our users are in the UK. 61% of our UK users are aged 25-44.



OutUK ADVERTISING ::

We can offer advertisers banner campaigns across the whole site or classified according to subject channels including News & Features, Travel, Arts and Adult Entertainment. We are also construct bespoke promotions and sponsorships which can include advertorials, channel sponsorship and email campaigns. 468x60 Banner campaigns rates start at a cpm of €4.

Our shopping site ShopGay can also provide clients with an opportunity to offer special promotions to accompany an OutUK advertising campaign.



OutUK CONTACTS ::

OutUK is published by Out Europe BV a leading new media publisher based in Amsterdam in the Netherlands.

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