MEDIA KIT



THE WORLD'S QUEER SOCIAL NETWORK



"We create a world where queer people can find a space to be their authentic selves. With trust eroding and online harassment rife in the digital mainstream, Hornet users can connect to their community, anytime and anywhere, while being kept safe."

Christof Wittig, Chief Hornet

Hornet is the world's queer social network with over 35 million diverse users, providing a community home base that is available anytime, anywhere. Amplifying the radical, affirmative power of the queer community with cutting-edge technology, users feel comfortable sharing their experiences with friends who understand and validate their life. Founded in 2011, Hornet has disrupted dozens of markets such as France, Russia, Brazil, Turkey, and Taiwan, to become the number one queer app, and is rapidly expanding its sizable user base across Europe and in the United States.



CHRISTOF WITTIG FOUNDER & CEO HORNET NETWORKS, LTD. LOS ANGELES

FOUNDED 2011 HEADQUARTERED IN





ADVERTISING HIGHLIGHTS

ADVERTISING OFFERINGS FOR BRANDS





MOBILE **DISPLAY ADVERTISING**

DESKTOP **DISPLAY ADVERTISING**

SPONSORED INBOX **MESSAGES**



2.5 Million + MONTHLY ACTIVE USERS

21 Million + MESSAGES SENT PER DAY

YOU ARE HERE - ADVERTISING HIGHLIGHTS - P. 03 HORNET NETWORKS, LTD

CORE SOLUTIONS FOR BRANDS

HORNET - Geofence

Reach mobile users based on where they are in real time using the best location data available in mobile marketing.

SERVICE LEVEL

100% MANAGED SERVICE

100 Min. + **AVERAGE TIME SPENT IN-APP PER WEEK** 450K + SOCIAL MEDIA FOLLOWERS 950 Million + MONTHLY IMPRESSIONS



Some 400 million humans identify as LGBTQ today. By 2050, this number is expected to rise to up to 2.5 billion.



THE HORNET DEMOGRAPHIC

Young and Diverse. Nearly half of our users are QPOC (Queer People of Color) with a large majority under the age of 30.

FACTS

Hornet is the number one queer app in France, Russia, Brazil, Turkey, and Taiwan.

YOU ARE HERE – DEMOGRAPHICS – P. 04 HORNET NETWORKS, LTD

"More retailers are courting gay customers."

- THE WALL STREET JOURNAL

AGE	GLOBAL
18-24	48%
25-34	41%
35-49	10%
50+	1%
ETHNICITY	USA
White	55%
Asia n	7%
Latino	16%
Mixed	9%
Blac k	9%
Mid. East.	1%
Other	3%





LGBTQ AMERICANS

Queer American Users

Source: https://news.gallup.com/poll/329708/lgbtidentification-rises-latest-estimate.aspx

82%

18

MILLION+

Prefer Brands that Support and/or Target LGBTQ

Prefer Brands that Support and/or Target LGBTQ

12%

Prefer Brands that Support and/or Target LGBTQ

\$1 TRILLION+

in Projected Buying Power

YOU ARE HERE – LGBTQ AMERICAN – P. 05 HORNET NETWORKS, LTD

Same-sex married couples had a higher median household income than oppositesex married couples \$107,200 and \$96,930, respectively.

Source: https://www.census.gov/library/stories/2020/09/same-sex-marriedcouples-have-higher-income-than-opposite-sex-married-couples.html





GILEAD Panasonic



LYVE NATION

YOU ARE HERE – OUR PARTNERS – P. 06 HORNET NETWORKS, LTD





GAY GAMES 11 HONG KONG 2023







HORNET CONTENT

Hornet is the place to have engaging conversations. Hornet curates content from acclaimed editors, thousands of community leaders and influencers to spark meaningful connections. We thousands of community leaders aggregate news stories and video content from select media partners including the Advocate, OUT, Q Digital, *PinkNews, Gay Star News, Tetu, HuffPost* and Hornet's own orignal Stories.





5 queer-friendly reasons to visit Malta this holiday season – from Cirque du Soleil to Santa's City

170	
2:21	AVG TIME ON PAGE
500K+	PAGEVIEWS FOR STOR (IN APP + WEB)
8+	LANGUAGES
25+	NEWS STORIES POSTEI DAILY





PREMIUM TAKEOVER

It's the first and ONLY thing our users will see when they open Hornet each day - we're offering advertisers 100% of the SOV prior to app engagement.



File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags HTML5

File Size: Image: 500 KB HTML: 500 KB

9:41

YOU ARE HERE – PREMIUM TAKEOVER – P. 08 HORNET NETWORKS, LTD





...| 🗢 🗖



*15% of sales of anal lubricants go to Campus Pride during Pride month







TAKING PrEP MEDICATIONS?

Sharing your experience can help motivate others in your community to take action and talk to their doctor.

Tap the button below to fill out a short auestionnaire.









Size: 1125x1924 200x200(logo)

File Format: Image (GIF / JPEG / PNG) Video (MP4)

File Size: Image: 500 KB

Other Header = Advertiser Name Subject Line (25-30 characters max)

YOU ARE HERE – SPONSORED INBOX MESSAGE – P. 09 HORNET NETWORKS, LTD

SPONSORED INBOX MESSAGE

The sponsored inbox message is found inside the user's inbox, ensuring high visibility. Once delivered, a click from the user opens a full-screen ad, and the user is able to click through to the advertiser's landing page.









NATIVE GRID AND FEED

Say more with our native grid and feed ad unit, placed within our most popular pages content attracting the most attention.



File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags HTML5

File Size: Image: 1 MB

YOU ARE HERE - PREMIUM NATIVE GRID AND FEED - P. 10 HORNET NETWORKS, LTD







FULL SCREEN NATIVE

Prime positioning with full screen native ads. Places between profile and story swipes.



File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags

File Size: Image: 500 KB

YOU ARE HERE – FULL SCREEN NATIVE – P. 11 HORNET NETWORKS, LTD



A

Keep you and your partner(s) safe. First and second monkeypox vaccines are available at no-cost.

Install









PREMIUM ADHESION BANNER AD

The mobile adhesion banner is positioned to the bottom of the device display and is highly viewable.

320 x 50

File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags HTML5

File Size: Image: 500 KB HTML: 500 KB













MREC AD UNIT

The mobile native medium rectangle is placed within the page content and thus attracts a lot of attention.

300x250

File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags HTML5

File Size: Image: 500 KB HTML: 500 KB











PREMIUM INTERSTITIAL

The mobile interstitial is only visible after scrolling, covers the entire surface of the page content, and can be actively closed.



File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags HTML5

File Size: Image: 500 KB HTML: 500 KB

YOU ARE HERE – PREMIUM INTERSTITIAL – P. 14 HORNET NETWORKS, LTD







SONO OCINICATION SONO CONTRACTOR SONO CONTRACT

TriSculpt® Micro-Laser Liposuction Get Summer Body Ready!

SCHEDULE A FREE CONSULT





PREMIUM WEB BANNERS

The web banner ads display on the Hornet website and are great for brand awareness.



YOU ARE HERE – PREMIUM WEB BANNERS – P. 15 HORNET NETWORKS, LTD



hornet.com HORNET A Feed Share a moment FOLX Q Discover Chat Queer & Trans **Health**, Delivered Stories On Our Terms 🕁 Shop GET STARTED Contribute C Remove Ads About HORNET Featured user Hornet Live has shared a moment. 2 hours ago Support Tip of the week! **OLX** The following are some options for promoting your live stream to draw more viewers: 1. Sharing a hornet moment with your followers to let them know Queer & Trans what time and the content of your streams. lealth, Delivered Download The Hornet App On Our Terms 2. Share a Hornet video story of all the fun you are having on Get more free features in the free Hornet Live with screen recordings. GET STARTED Hornet mobile app, such as unlimited chats 3. Promote Hornet Live on your other social media platforms to attract more users and boost your rewards. 🔮 Remove Ads 4. Seek the cooperation of other streamers so that you can use their livestreams to promote yourself and your shows, do not forget to do that for them as well. Follow Hornet 5. Use the hashtag #hornetlive so that we can discover you and republish your content.



TABLETADS

Banner + interstitial, just like the mobile version but on the bigger tablet device.

728 x 90

768 x 1024

File Format: Image (GIF / JPEG / PNG) Javascript or iFrame tags HTML5

Alterestin (

File Size: Image: 500 KB HTML: 500 KB

YOU ARE HERE – TABLET ADS – P. 16 HORNET NETWORKS, LTD

MARAN









WANT HIGHER ROI? CONTACT US

We want to help your brand develop a meaningful campaign that achieves your marketing and sales goals. This means taking the time to create awareness and drive lead generation.

Our Hornet account executives are experts at helping you expand your audience reach, build your brand, and increase your ROI.

advertising@hornet.com Hornet.com

YOU ARE HERE – CONTACT US – P. 17 HORNET NETWORKS, LTD



