

MEDIA KIT



HORNET

THE WORLD'S QUEER SOCIAL NETWORK

WELCOME

“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.

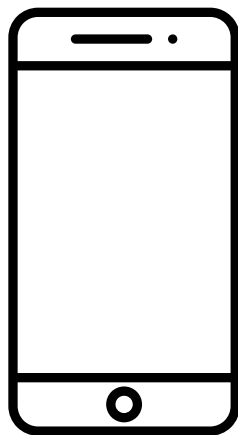


**CHRISTOF WITTIG
FOUNDER & CEO
HORNET NETWORKS, LTD.**

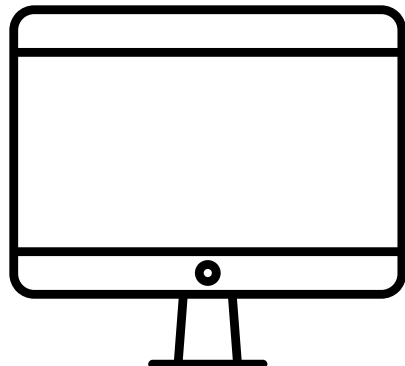
**FOUNDED 2011
HEADQUARTERED IN
LOS ANGELES**

ADVERTISING HIGHLIGHTS

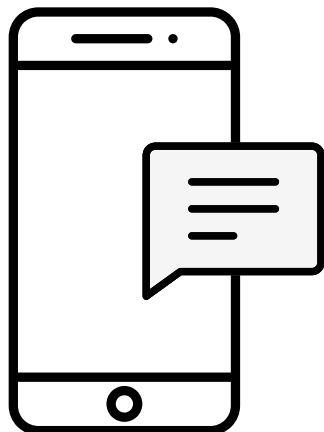
ADVERTISING OFFERINGS FOR BRANDS



MOBILE
DISPLAY ADVERTISING



DESKTOP
DISPLAY ADVERTISING



SPONSORED INBOX
MESSAGES

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**

FUN FACTS

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

REACH

2.5 Million + MONTHLY ACTIVE USERS

21 Million + MESSAGES SENT PER DAY

100 Min. + AVERAGE TIME SPENT IN-APP PER WEEK

450K + SOCIAL MEDIA FOLLOWERS

950 Million + MONTHLY IMPRESSIONS

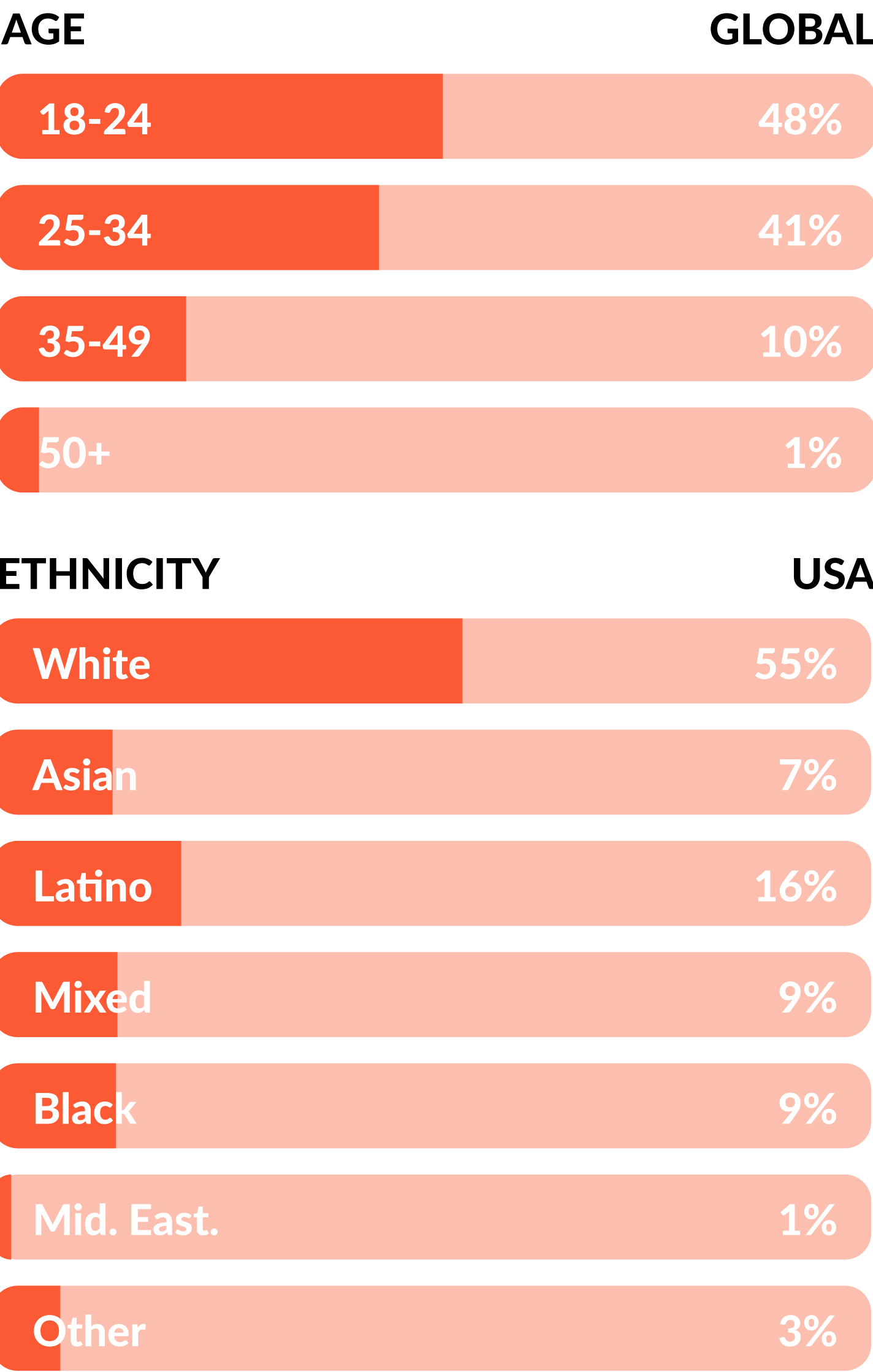
THE HORNET DEMOGRAPHIC

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.

“More retailers are courting gay customers.”
— THE WALL STREET JOURNAL



LGBTQ AMERICANS

18
MILLION+

Queer American Users

Source: <https://news.gallup.com/poll/329708/lgbt-identification-rises-latest-estimate.aspx>

82%

Prefer Brands that Support
and/or Target LGBTQ

75%

Prefer Brands that Support
and/or Target LGBTQ

12%

Prefer Brands that Support
and/or Target LGBTQ

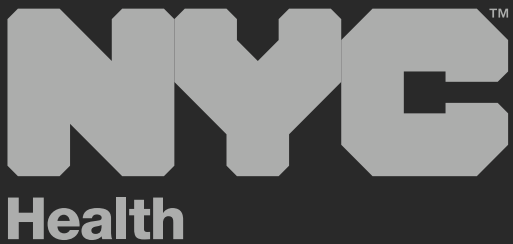
\$1 TRILLION+

in Projected Buying Power

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

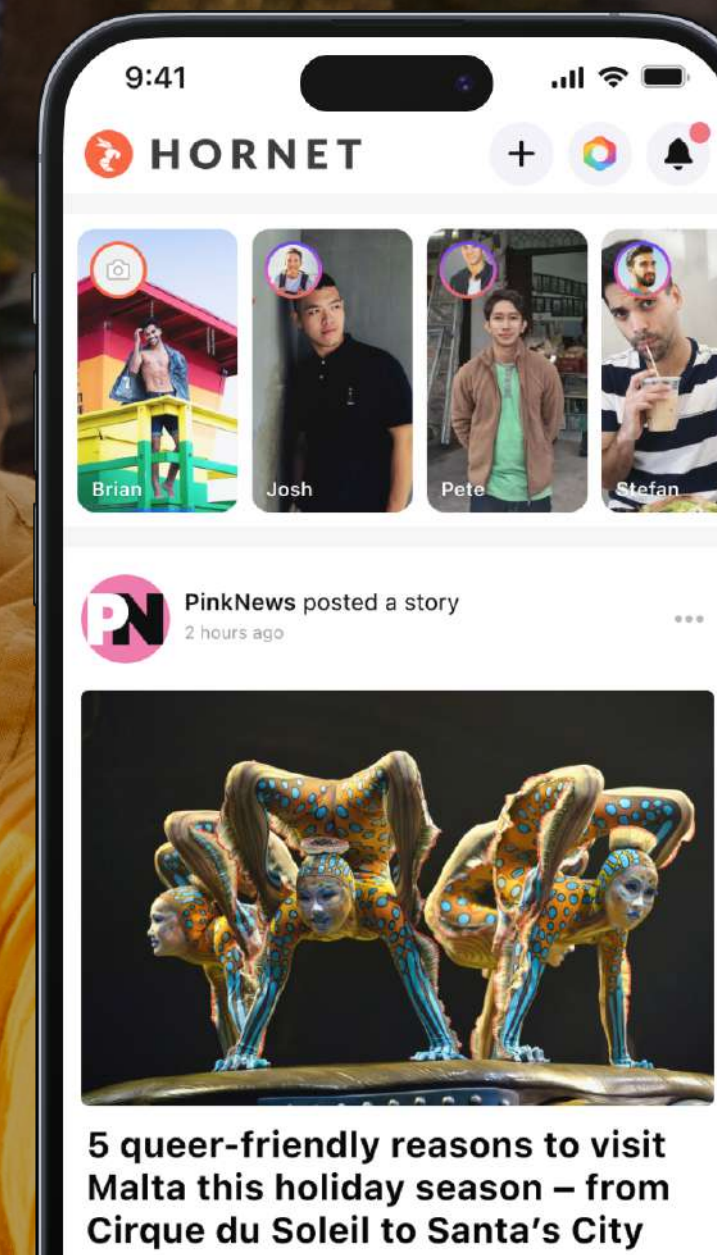
Source: <https://www.census.gov/library/stories/2020/09/same-sex-married-couples-have-higher-income-than-opposite-sex-married-couples.html>

HORNET PARTNERS



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 original Stories.



25+

NEWS STORIES POSTED DAILY

8+

LANGUAGES

500K+

PAGEVIEWS FOR STORIES (IN APP + WEB)

2:21

AVG TIME ON PAGE

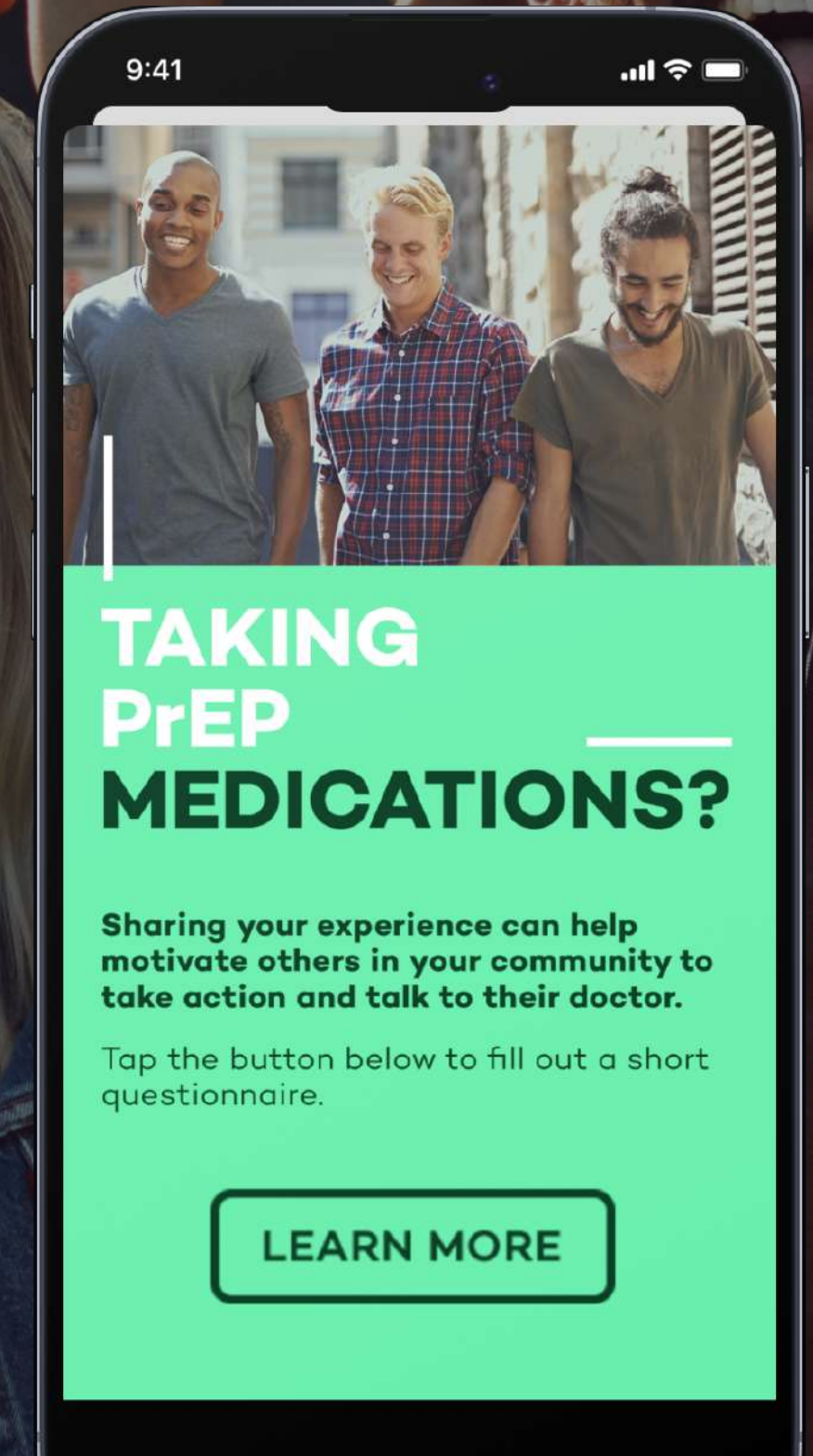
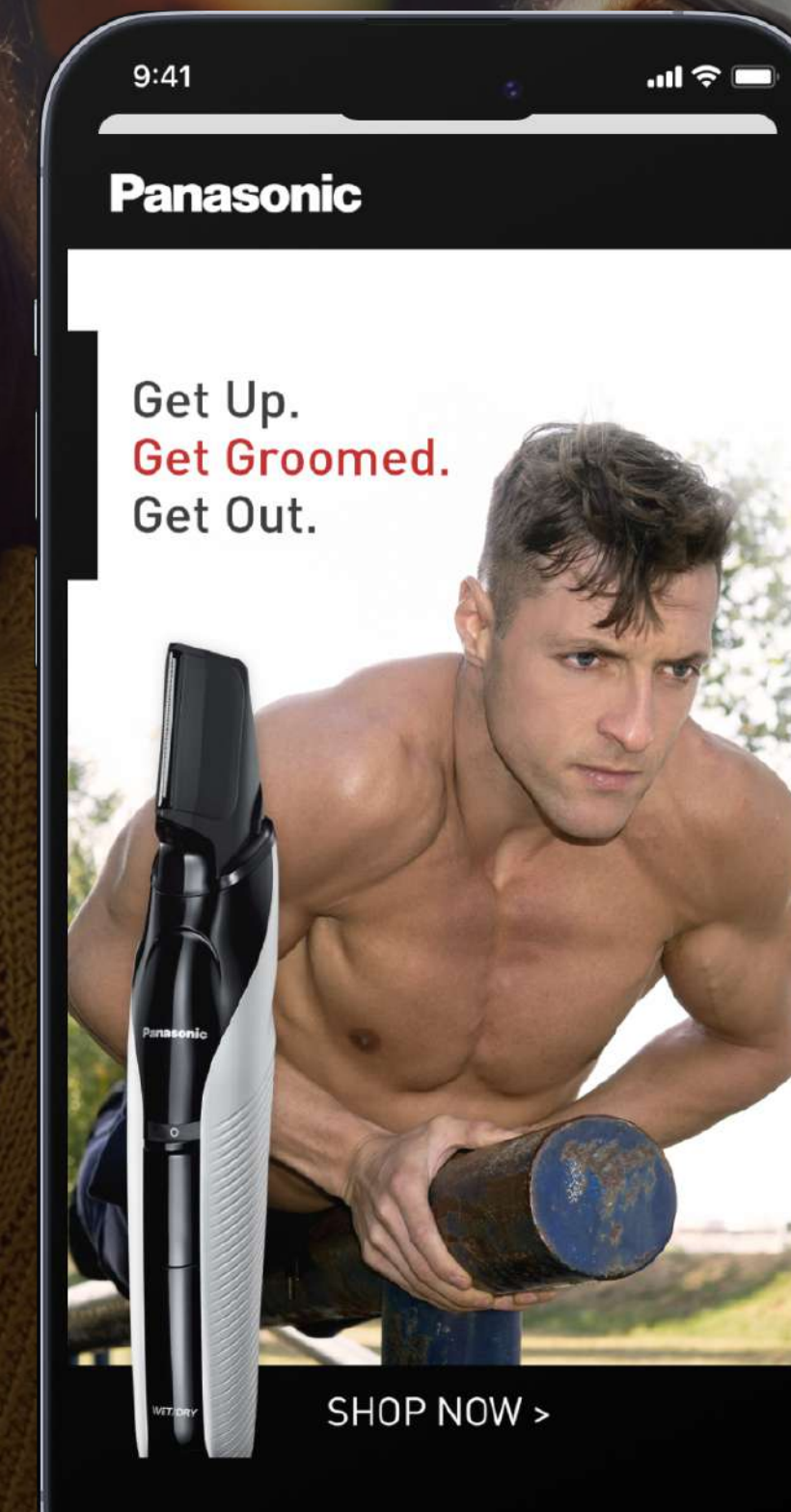
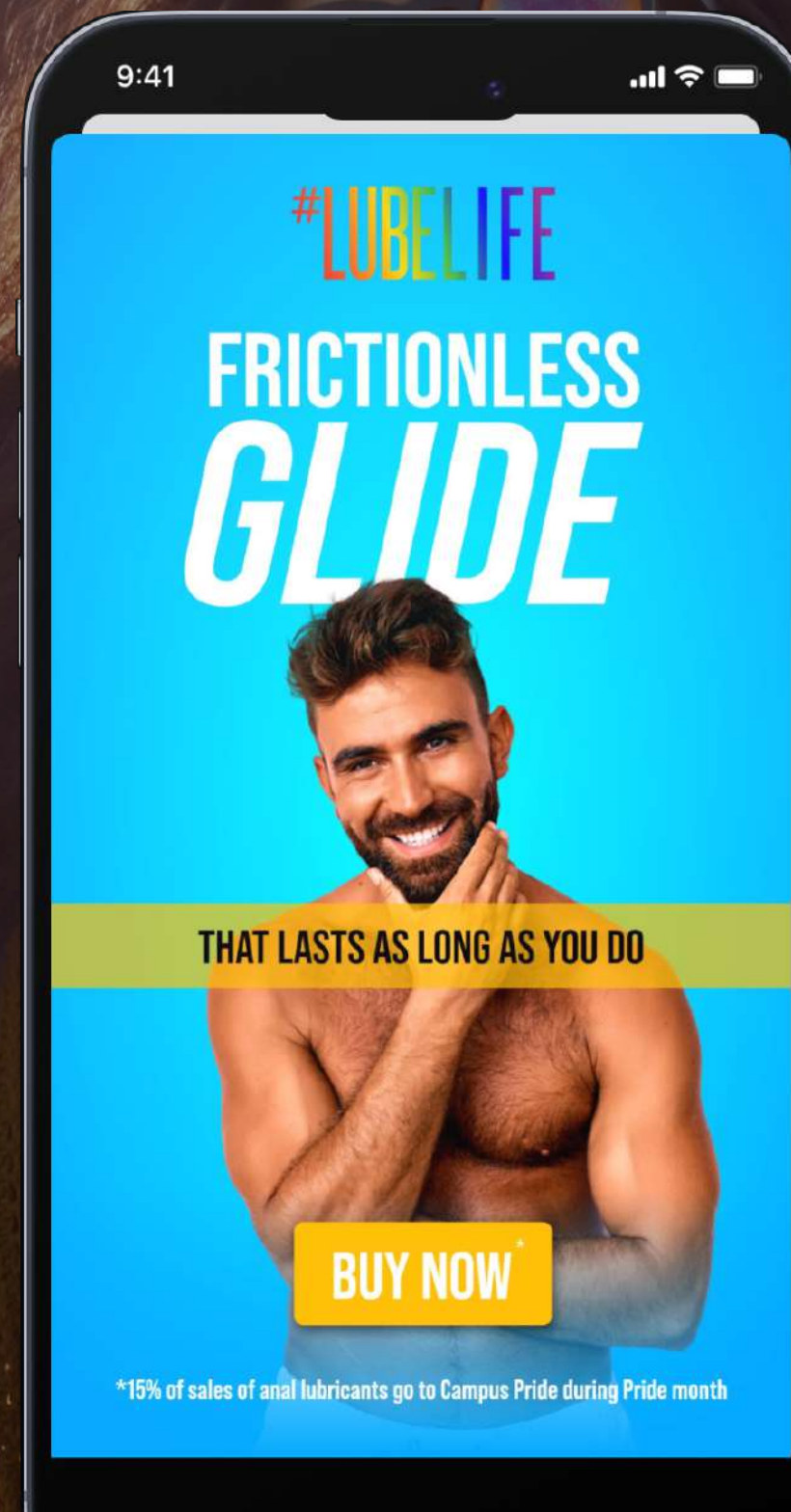
PREMIUM TAKEOVER

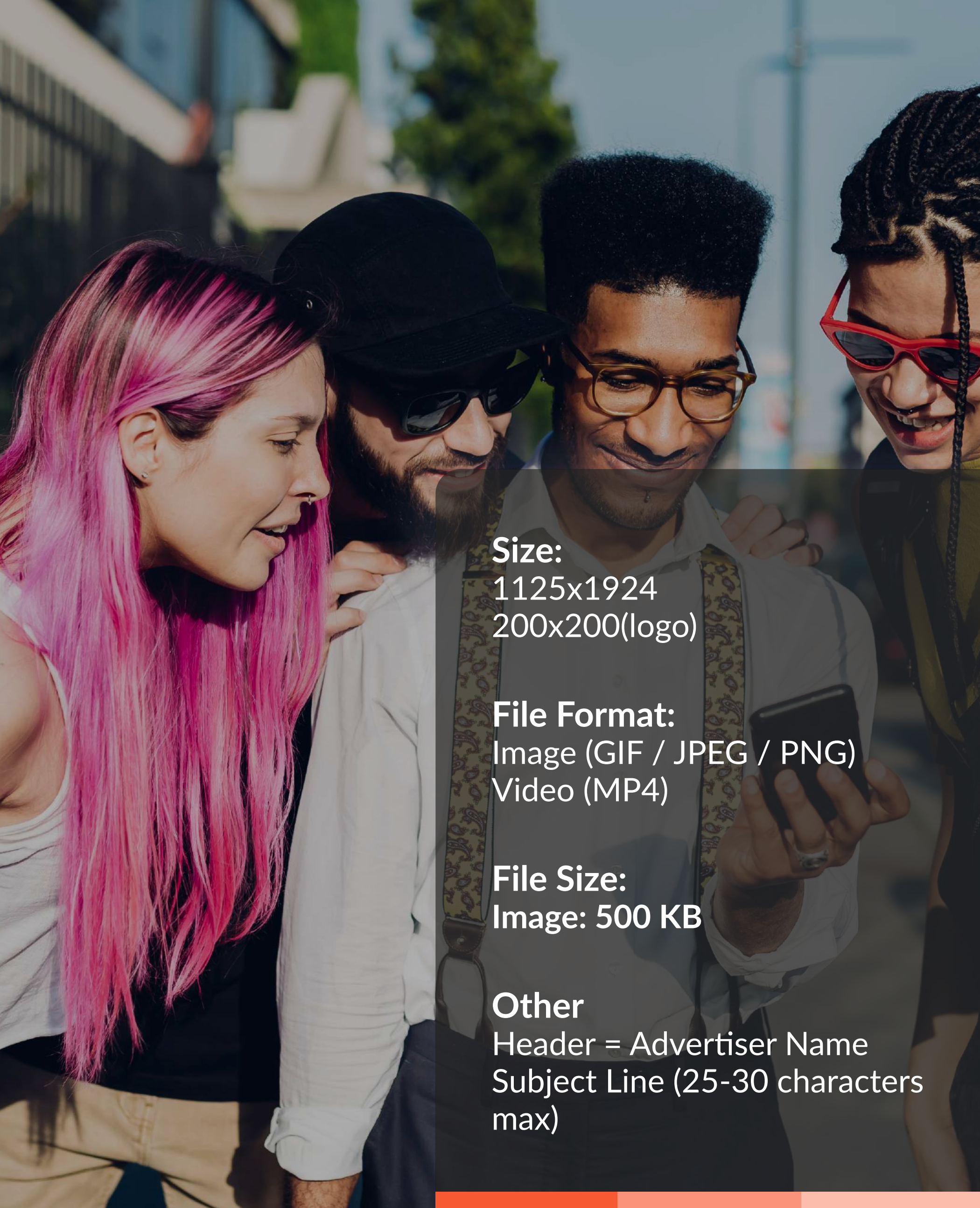
It's the first and ONLY thing our users will see when they open Hornet each day - we're offering advertisers 100% of the SOV prior to app engagement.

1125x2001

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

File Size:
Image: 500 KB
HTML: 500 KB





Size:
1125x1924
200x200(logo)

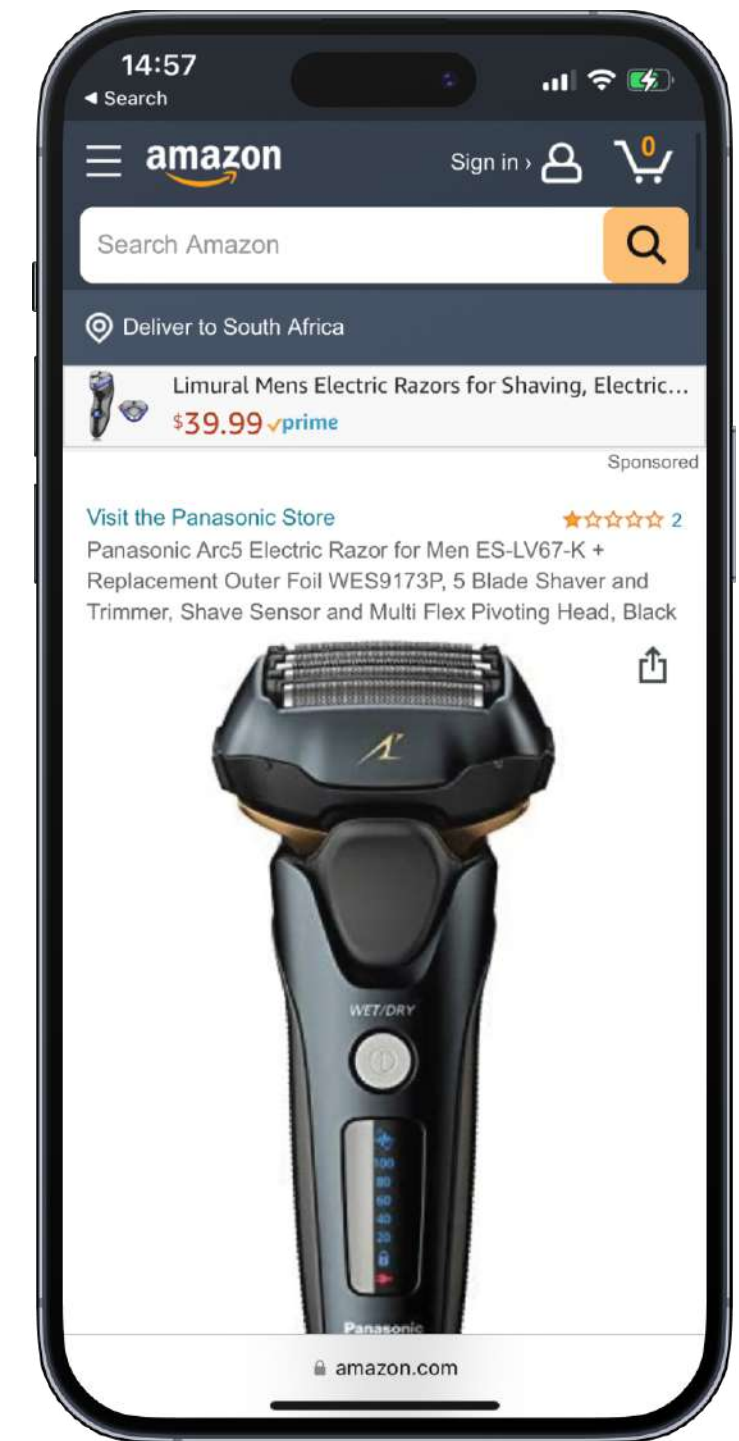
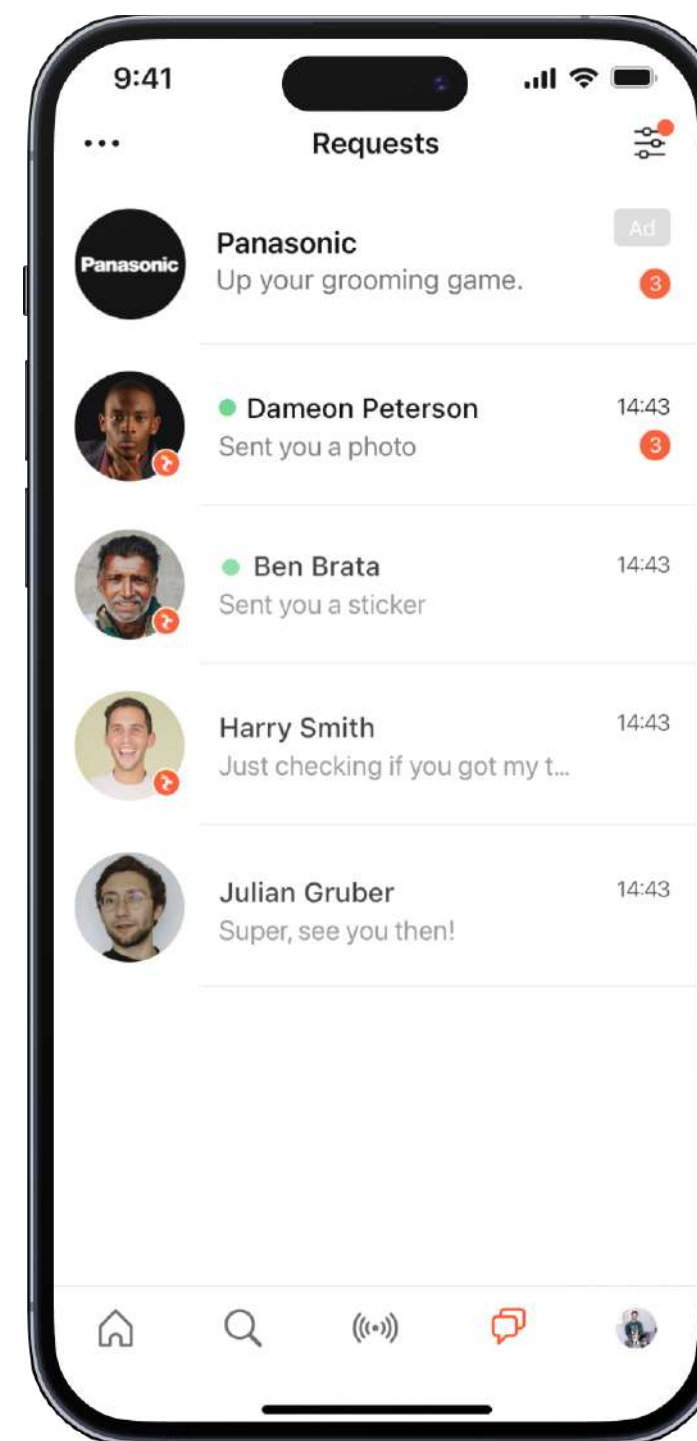
File Format:
Image (GIF / JPEG / PNG)
Video (MP4)

File Size:
Image: 500 KB

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

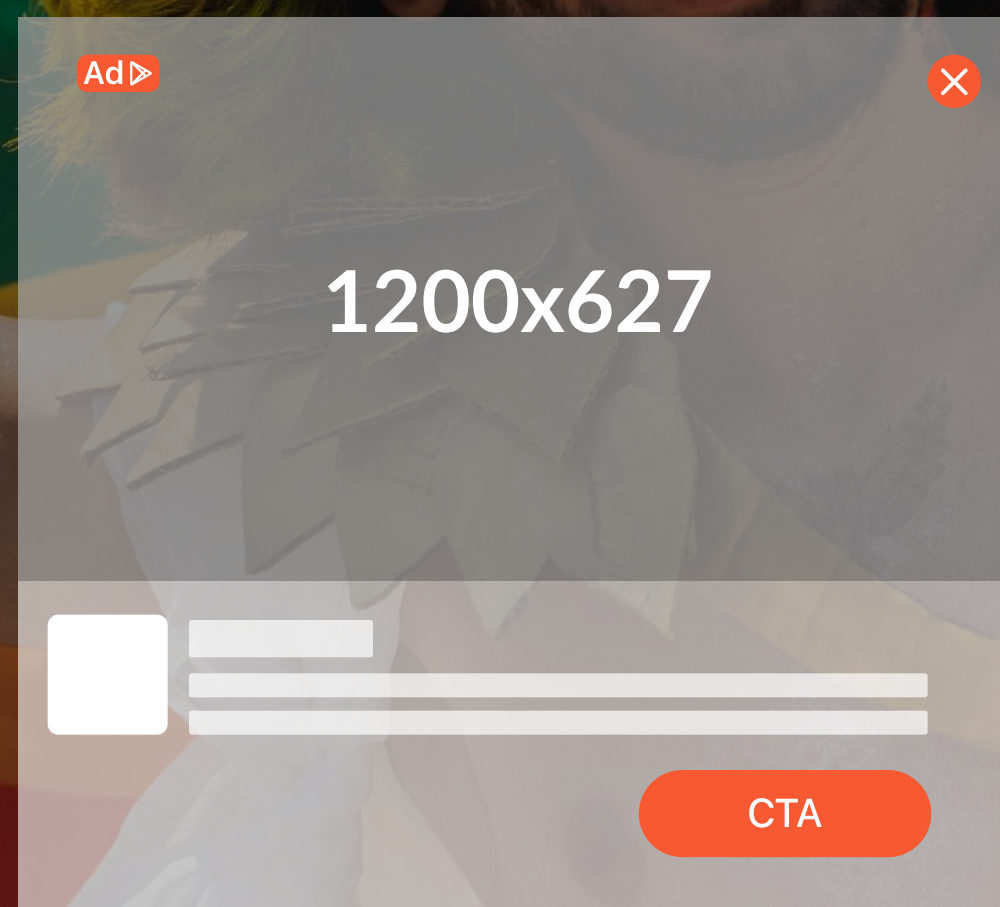
SPONSORED INBOX MESSAGE

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.



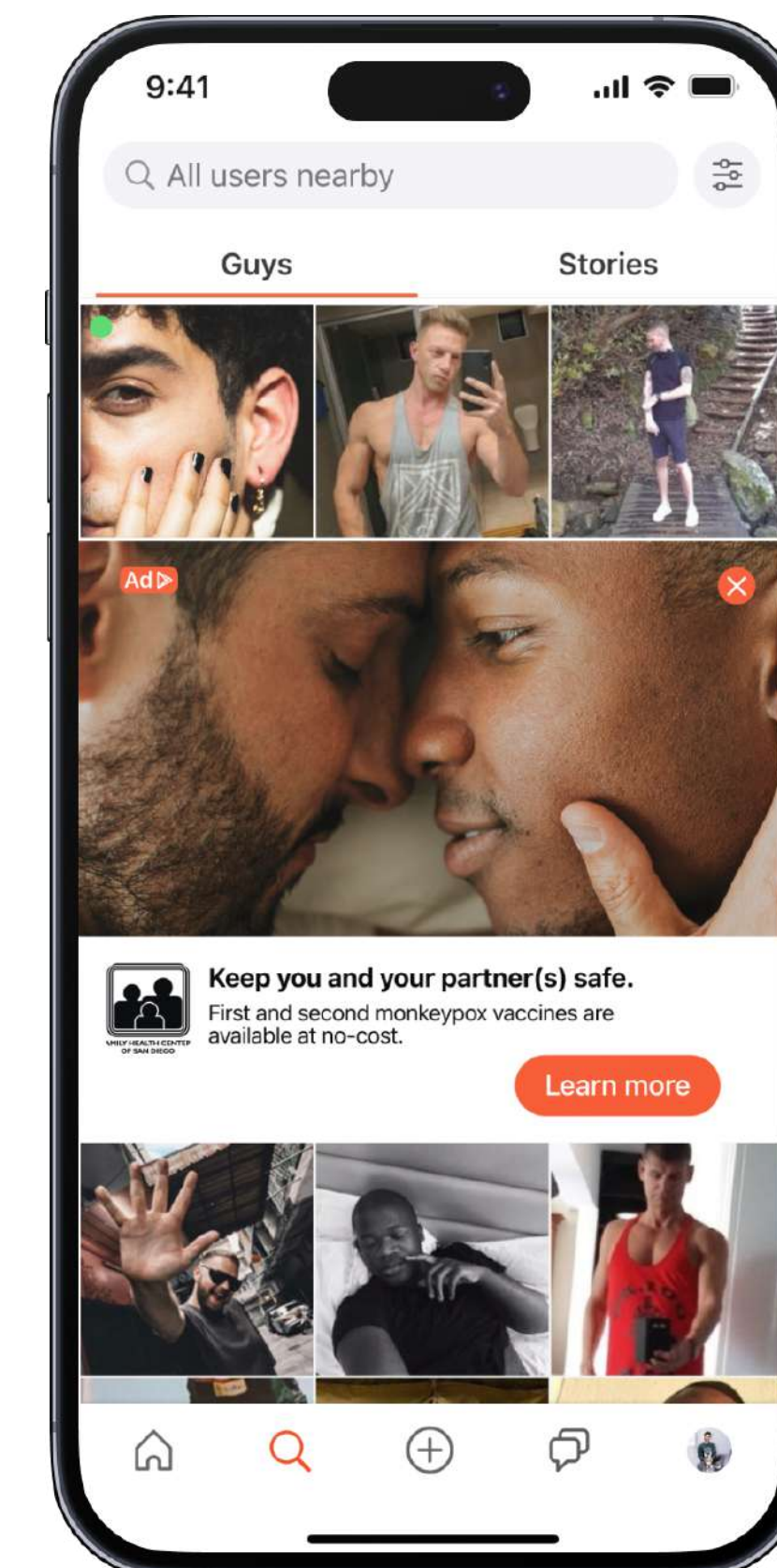
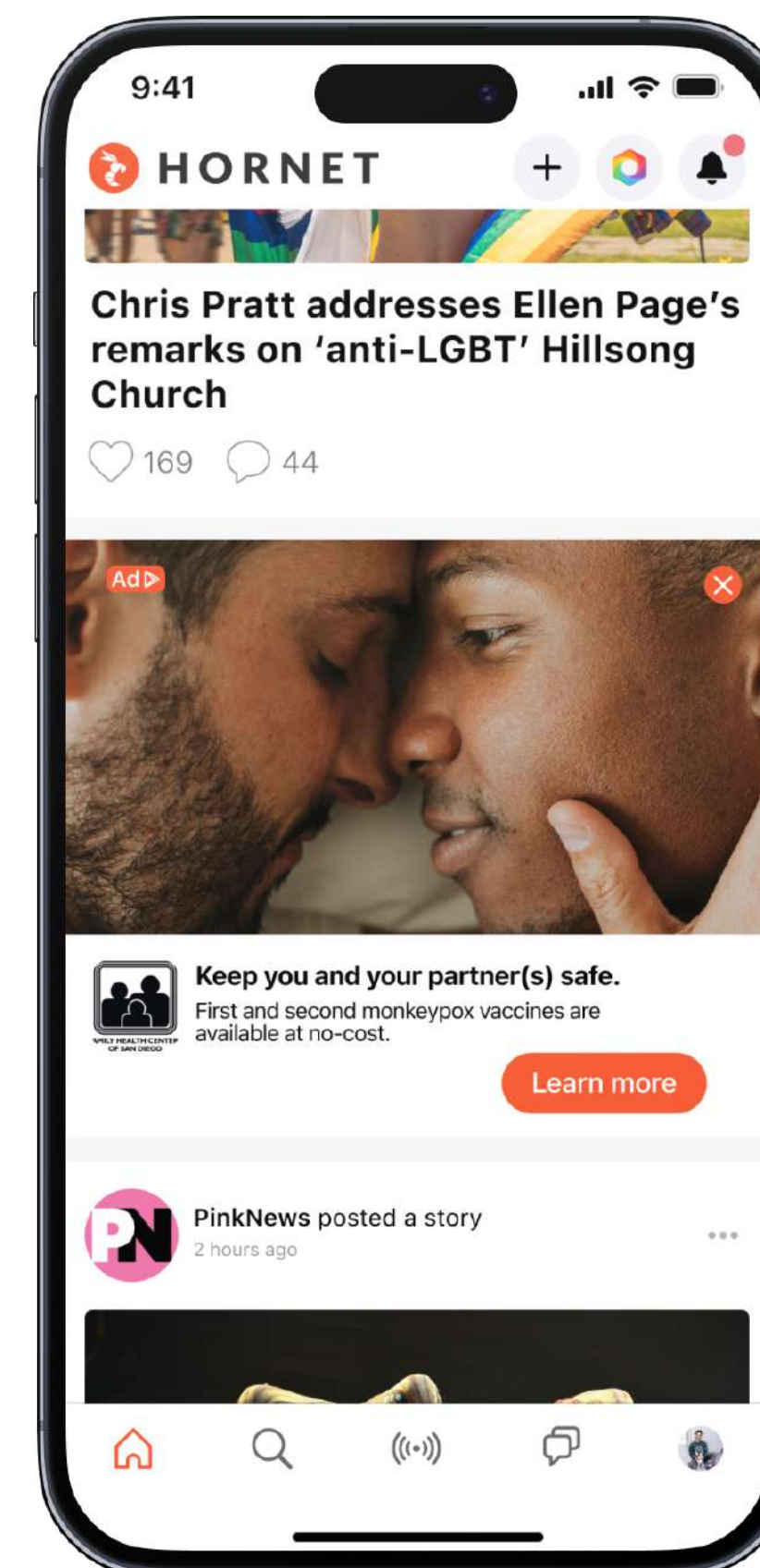
NATIVE GRID AND FEED

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



FULL SCREEN NATIVE

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

File Format:

Image

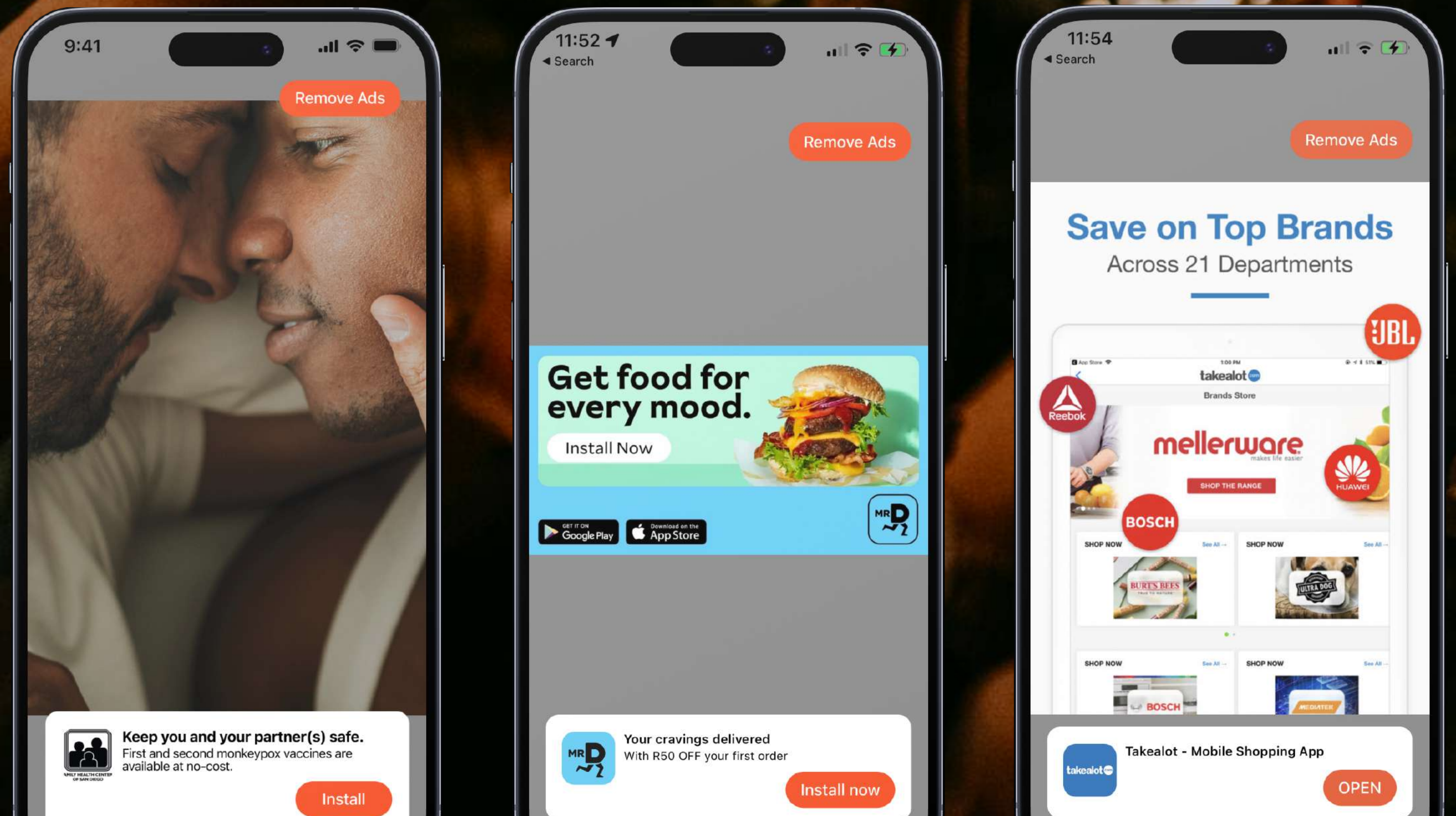
(GIF / JPEG / PNG)

Javascript or iFrame

tags

File Size:

Image: 500 KB



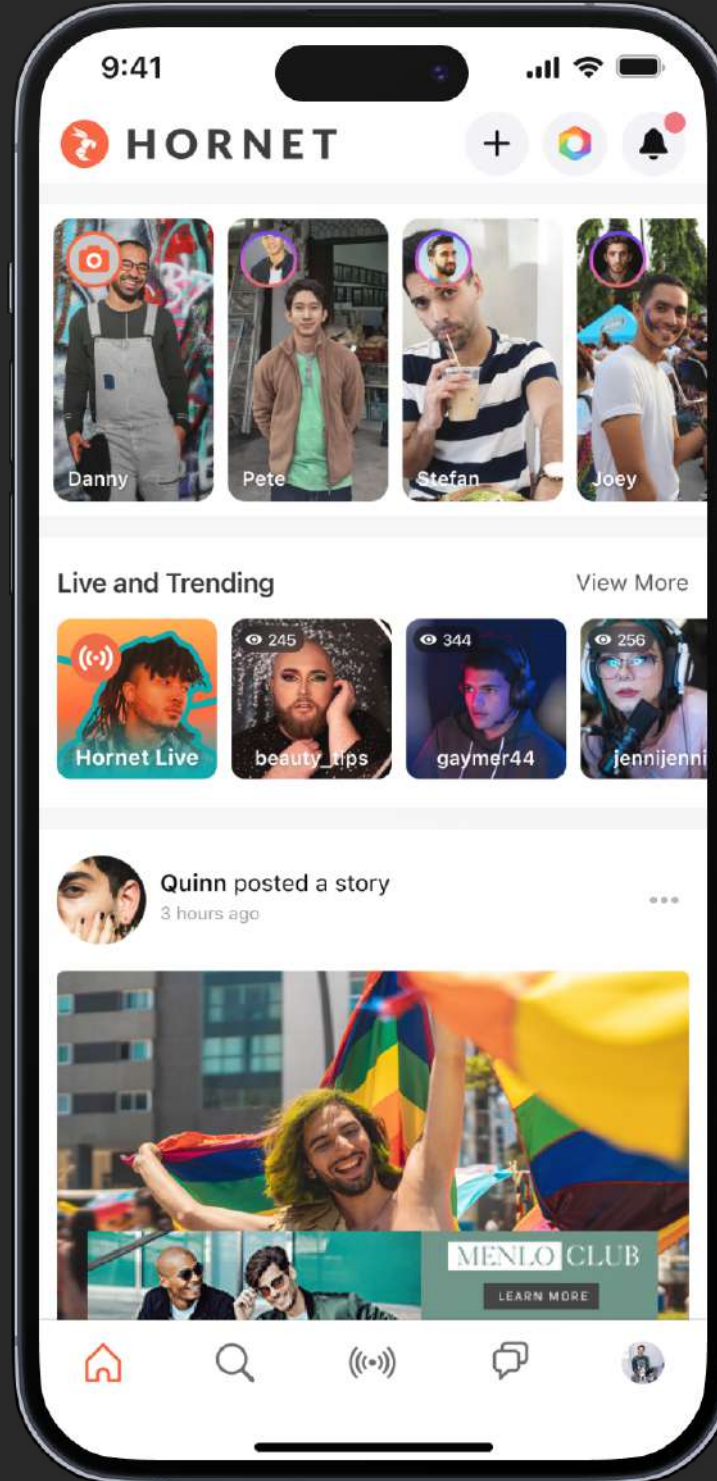
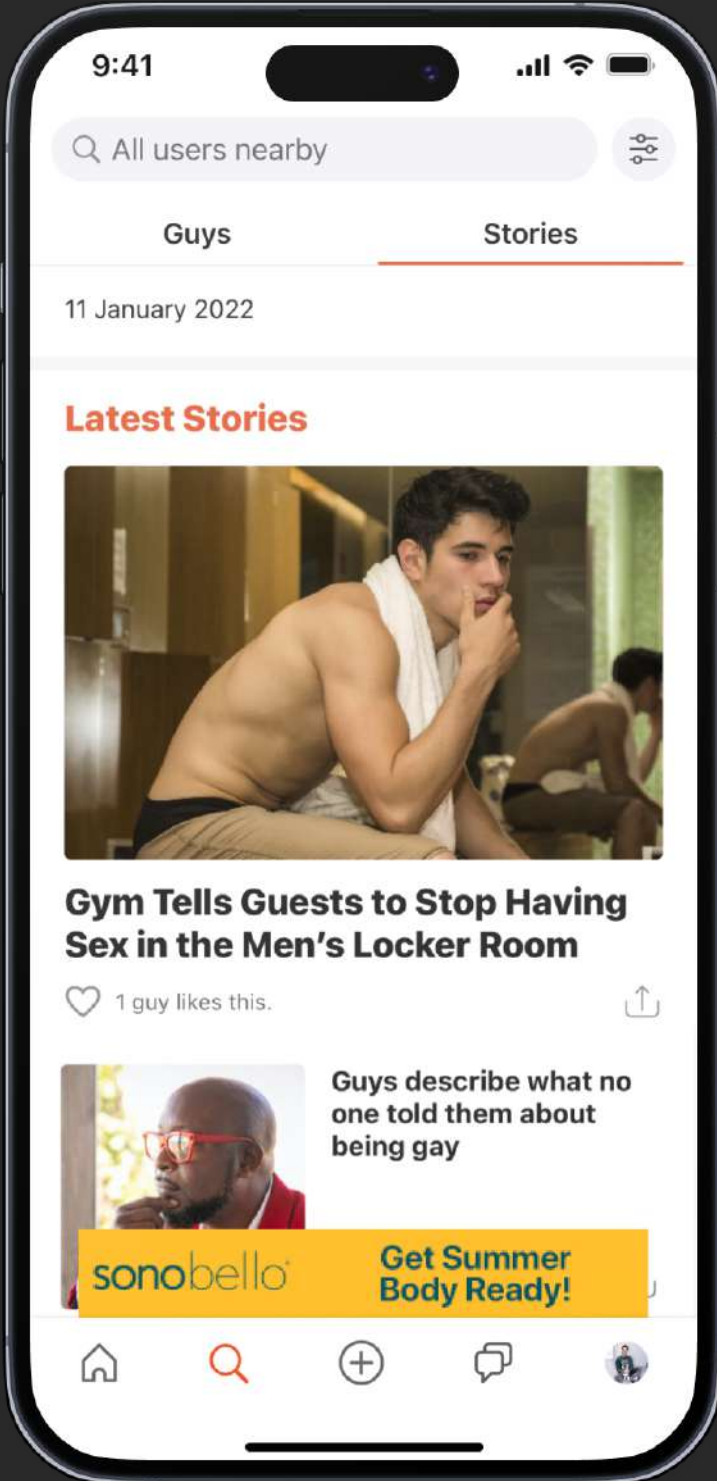
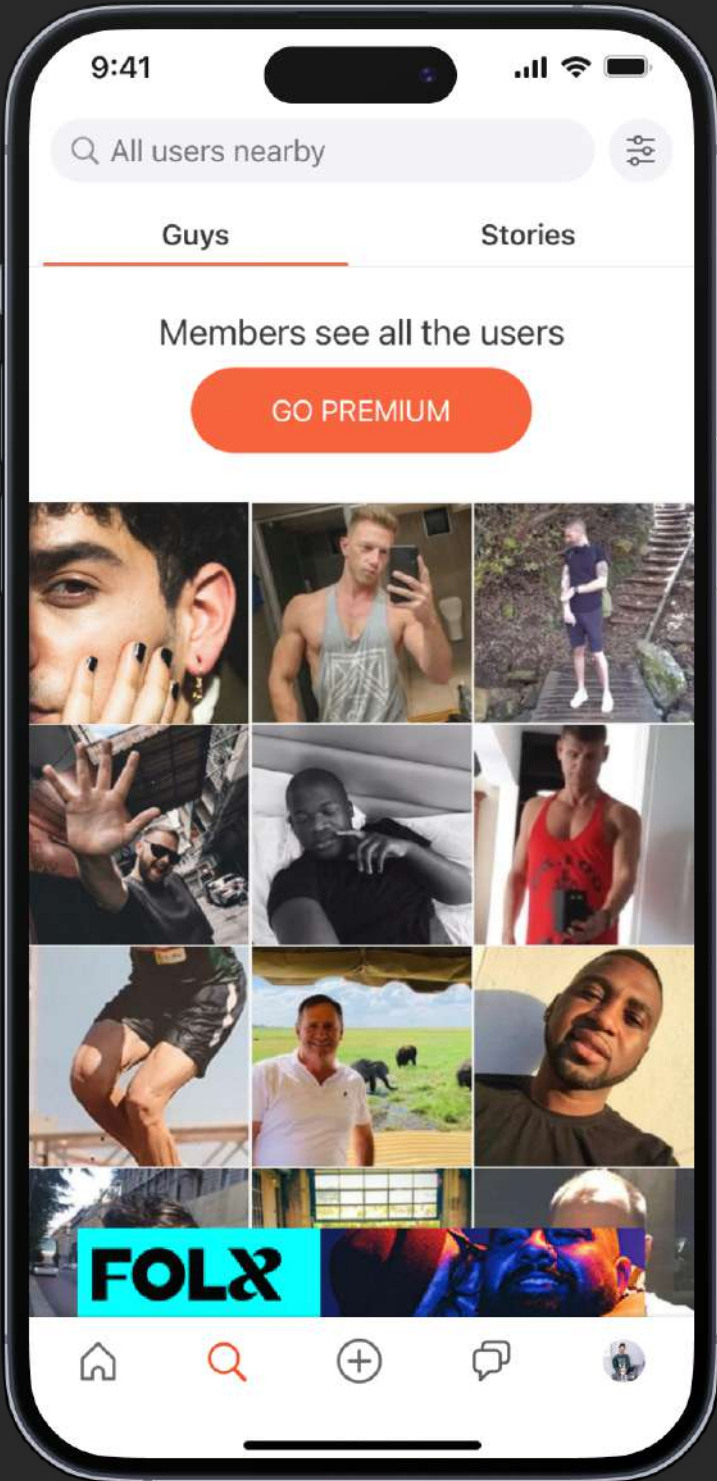
PREMIUM ADHESION BANNER AD

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



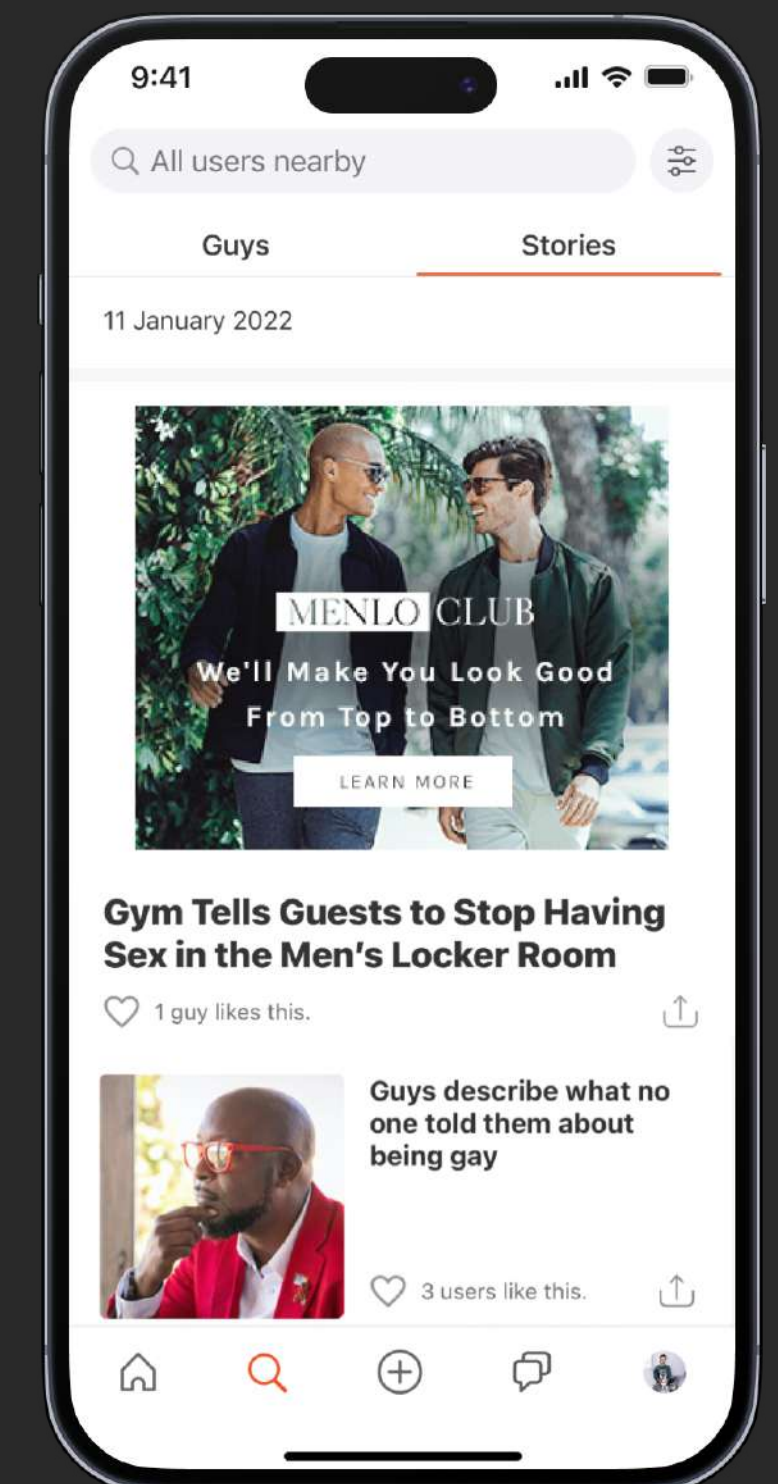
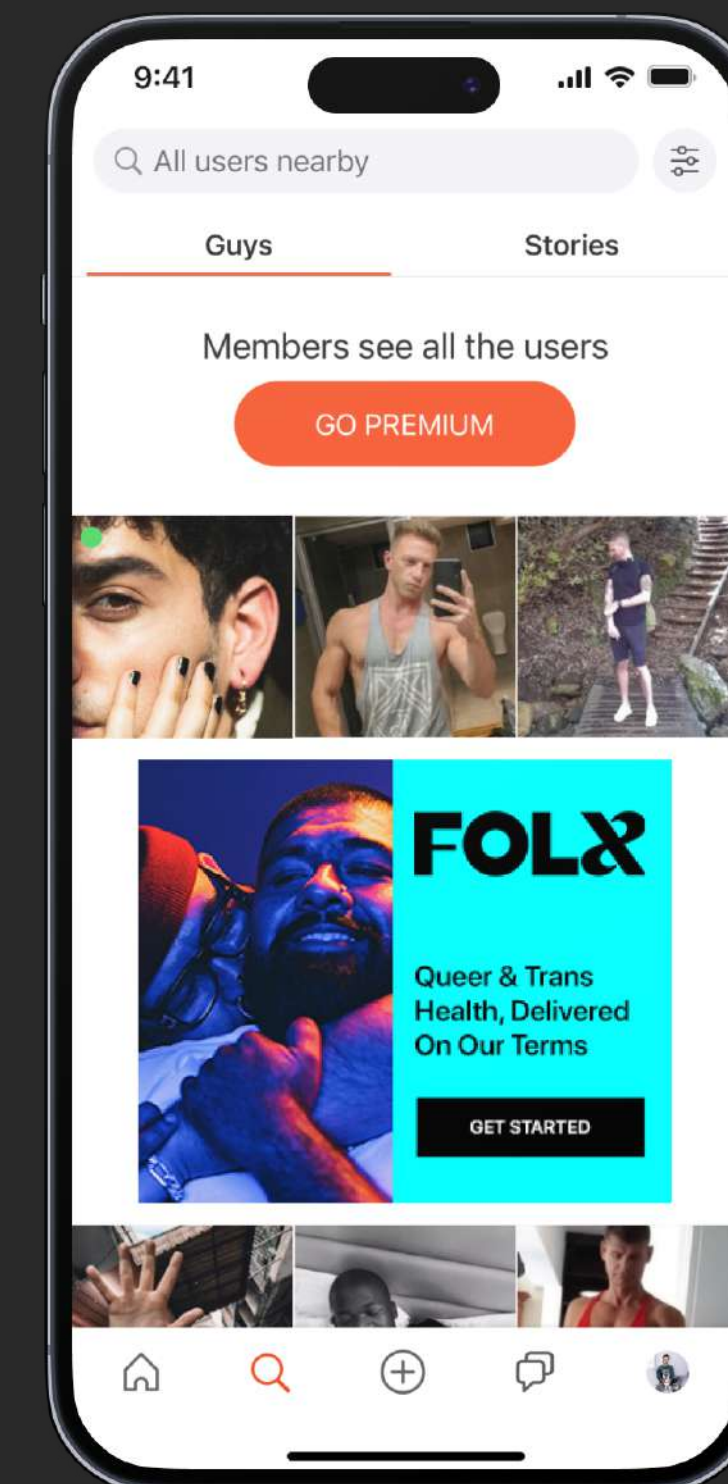
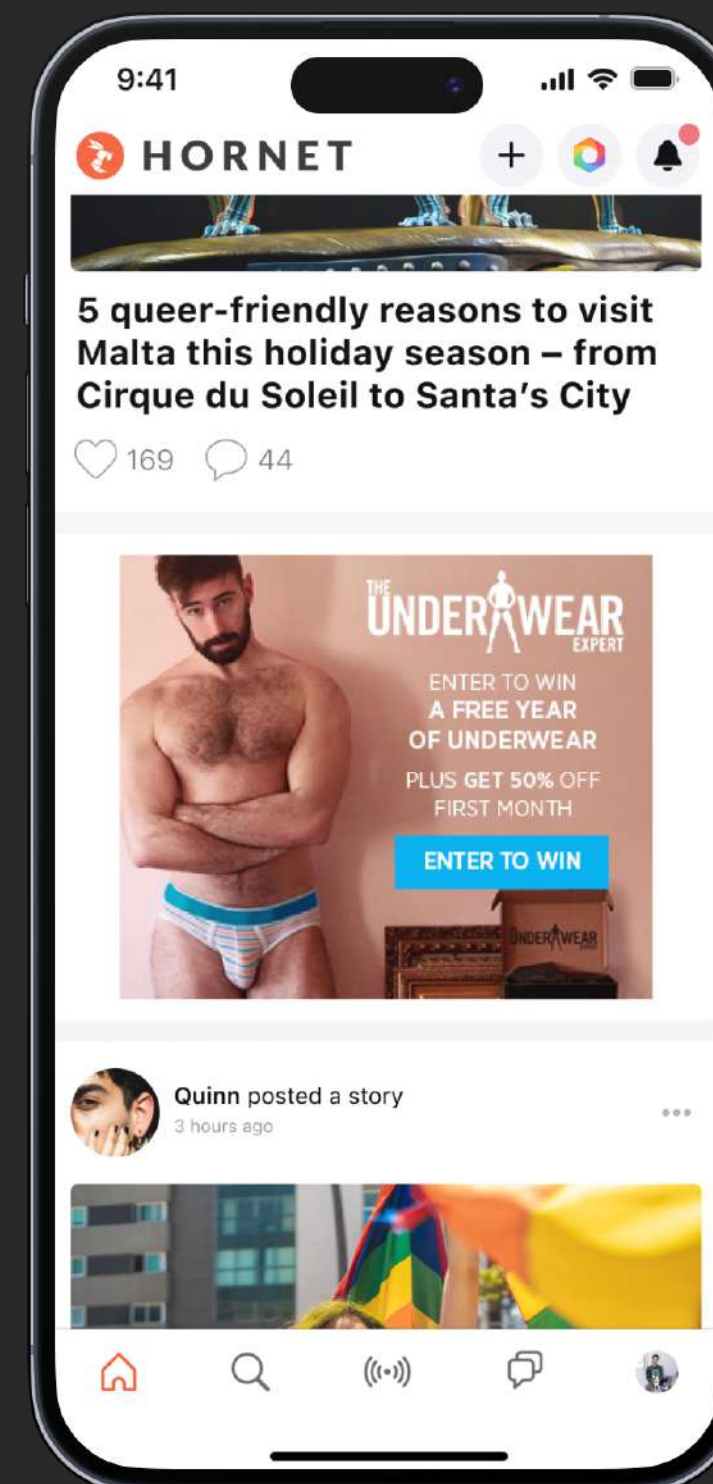
MREC AD UNIT

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.

320 x 480

File Format:

Image (GIF / JPEG / PNG)

Javascript or iFrame tags

HTML5

File Size:

Image: 500 KB

HTML: 500 KB



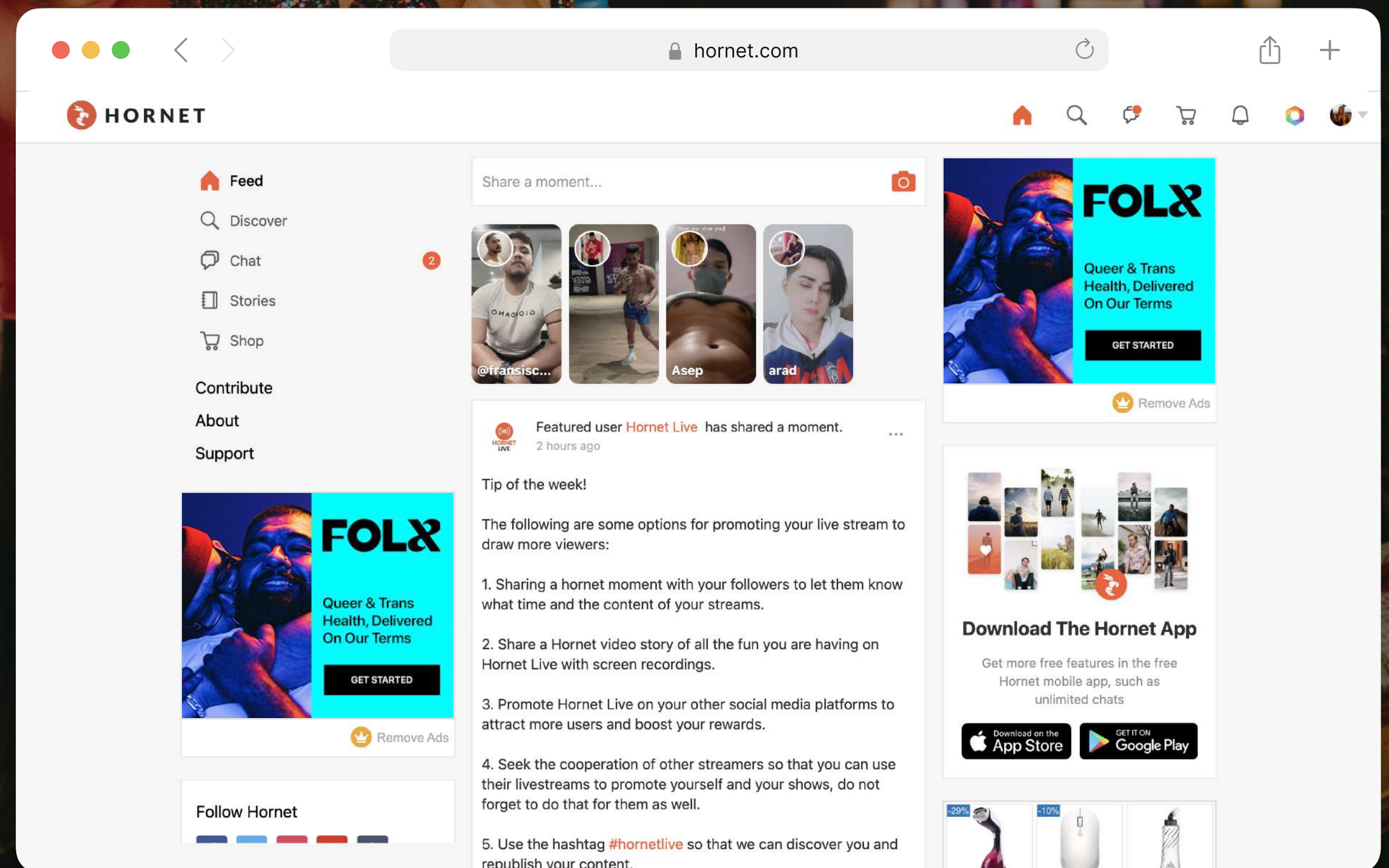
PREMIUM WEB BANNERS

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



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

File Size:
Image: 500 KB
HTML: 500 KB



TABLET ADS

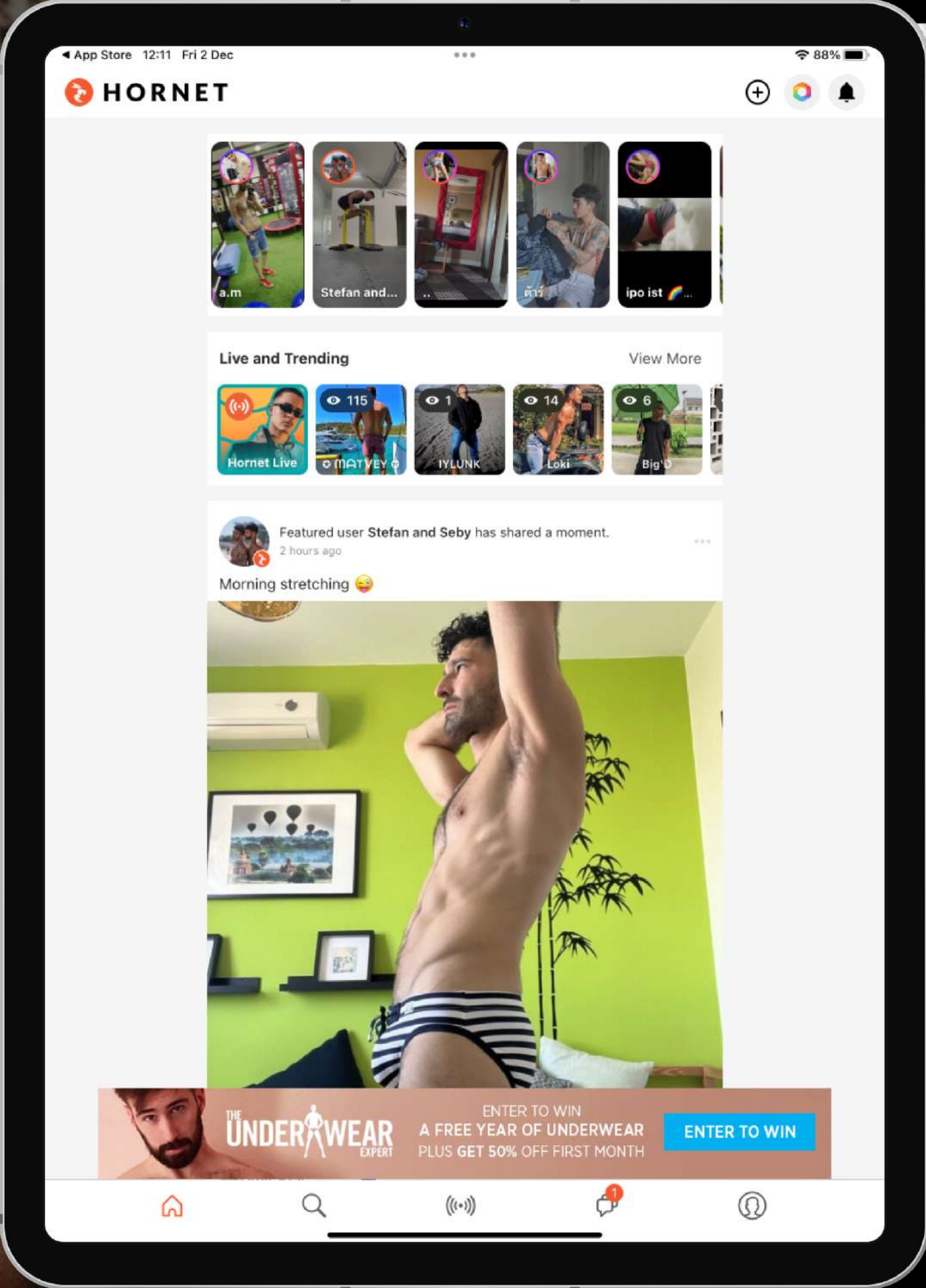
Banner + interstitial, just like the mobile version but on the bigger tablet device.

728 x 90

768 x 1024

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

File Size:
Image: 500 KB
HTML: 500 KB



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.

CONTACT US TODAY

advertising@hornet.com

Hornet.com