

## Facts

- Over 7% of the UK population is gay (around 3.2 million people).
- This 'minority' earns and spends around £70 billion a year in the UK alone.
- The gay and lesbian community is frustrated at the lack of information/understanding from some businesses.
- The gay and lesbian community is more likely to spend their £70 billion on companies that are 'gay-friendly'.

## Opportunities

Pinke.biz is a clear gateway to the gay and lesbian community, offering users the chance to search for gay-friendly businesses across the UK. Users come to our website because they want to know what companies are gay-friendly, and have the confidence that they will not be discriminated against based on their sexual preference.

Unfortunately, even though there are legal requirements placed upon the service industry - The Equality Act (Sexual Orientation) Regulations 2007 - discrimination does occur, and one sure way to successfully tap into the gay market is to be seen on pinke.biz. Place a Banner Advertisement and/or a Standard Directory Listing on our website, and you can be ensured visibility - it's your chance to tap into this lucrative market.

## Prices

### DIRECTORY LISTINGS

#### Basic Listing (Free!)

A free 12-month listing allows you to include basic information about your company on our website. The listing will include your postal address, telephone number and a short description of your services.

#### Standard Listing

A Standard Listing allows you to create your own company webpage on pinke.biz, which will have more in-depth information about your products and services including full contact details.

There are two pricing policies for a Standard Listing:

- 6 Months £235
- 12 Months £425

### BANNER ADS

#### Homepage Main Banner

This is a large banner advert that will appear at the top of the homepage.

- 1 Month advertising for £385
- 3 Months advertising for £999

#### Homepage Side Banner

This is an advert that will appear at the side of the homepage.

- 1 Month advertising for £180
- 3 Months advertising for £445

#### Homepage Skyscraper Banner

This is an advert that is double the size of a Side Banner.

- 1 Month advertising for £295
- 3 Months advertising for £765

#### Category Main Banner

A large banner which appears at the top of a specific section.

- 1 Month advertising for £235
- 3 Months advertising for £595

#### Category Side Banner

A banner which appears at the side of a specific section.

- 1 Month advertising for £120
- 3 Months advertising for £295

#### Category Skyscraper Banner

An advert that is double the size of a Side Banner.

- 1 Month advertising for £180
- 3 Months advertising for £445

\*All prices are inclusive of VAT

Any questions can be directed to [info@pinke.biz](mailto:info@pinke.biz)

