



MEDIA KIT 2016



A vibrant outdoor pool party scene. In the background, there's a bar area with a yellow and white striped awning. A tall, blue inflatable banner with the word 'SYNDICATE' is visible. People are seen in swimwear, some in the pool, and others on the deck. A large pink circle is overlaid on the top center of the image.

—
WELCOME
TO
GAY AUSSIE
—

CREATED FOR THE CURIOUS MINDED, DIGITAL
ADDICTED AUDIENCE AND FOUNDED ON THE
PHILOSOPHY;

INSPIRE, TEACH AND LAUGH.

GAY AUSSIE DELIVERS NEWS AND
ENTERTAINMENT FROM OUR BACKYARD
TO THE NATION!



WHO IS
GAY AUSSIE

Gay Aussie celebrates Australian gay culture & international news, everything from marriage equality to that special moment when two guys hold hands for the first time.

We are a positive contribution in the community that fosters pride through education, laughter and inspiration.

From humble beginnings, Mario or affectionately called Supa Mars, created Gay Aussie in his home. Armed with a burning desire to make a difference, Gay Aussie was born.

Today it has grown to be a major online publisher, covering Sydney, Melbourne and Queensland, where people go for general news, laughter and entertainment with a gay perspective.



OUR
AGENDA

GAY AUSSIE STANDS TO

End the conversation that anyone is less-than.

We believe everyone has something to offer this world and no one is less than anyone else.

Close the gap between gays and straights.

When it comes down to it, there is no difference, we're all human beings.

Be the frontline of full self-expression.

People are their happiest when they express themselves freely. Life is a gift. To express oneself freely and fully is to truly live.

Ultimately, it can be summed up in: One for all and all for one.

—
OUR MOTTO
—

Completely out of line

What do we mean when we say completely out of line?

Firstly, we need to look at what a line means. Typically it is straight, linear, predictable and, has a beginning and an end.

To be completely out of line is to live without lines. There is no beginning nor end. Nothing is ever predictable and it certainly goes beyond limits.

—
HEY
WE'RE GAY!
—

The name couldn't be any more obvious. Our audience are gay Aussies! That's everyone in the rainbow family, from gay guys and girls, and everyone inbetween. Everyone!

The LGBT community (lesbian, gay, bisexual & transgender) is an ever growing community and yet, remains a hard to reach audience. That's where we come in.

Market research has proved the LGBT community has high disposable incomes, who enjoy spending big and will not shy from paying top dollar for quality. Brands affiliated with Gay Aussie are saying they acknowledge, respect and celebrate our community's vibrant family, love and culture.



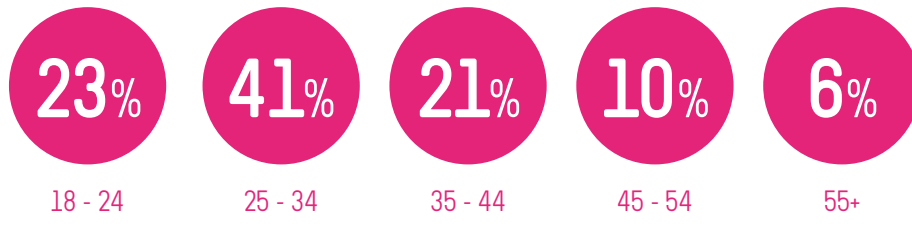
**OUR VIBRANT
COMMUNITY**



50,000+
MONTHLY

UNIQUE USER VISITS

AGE



GENDER



We mingle with 50,000 website visitors every month and each month we meet more and more people.

Display Advertising



We have MRECs, Billboards, Leaderboards and Half-page ads spots available + More. All measurable and targetable too!



Social Media Campaigns



The power of social is not to be missed. Fans of Gay Aussie live on Facebook, Instagram and YouTube. With a clear message and strategy we can reach just about any demographic.

Sponsored Articles

We can partner with you to talk about your brand, product and service that appeals to our audience. We say it in text, photos and we do it in video too!

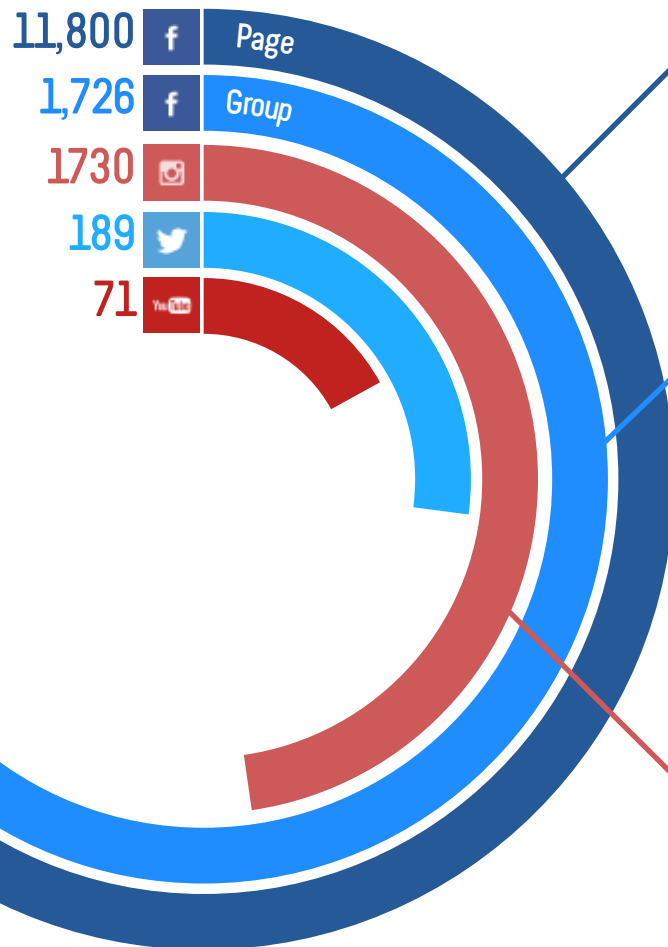
eNewsletter

If you're going Social you'll want to 'inbox' them too! Our newsletter campaigns are a good tool to support Social and other channels.



WE'RE
OH-SO
SOCIAL

Across 8 social
channels, we
talk to 15,000+
fans daily!



Our top 5 social channels

Our facebook page, is where our fans love to hang. At 11k+ strong (and growing) we've got a lot to celebrate

[Click here to see](#)

The facebook group, is all about our fans. They share everything and anything. The group is moderated by us

[Click here to see](#)

We're exploding on Instagram! This is where the selfie kings and queens dominate

[Click here to see](#)



OUR
PARTNERS

GAY AUSSIE WORKS CLOSELY WITH PARTNERS TO DELIVER COMPELLING DIGITAL PARTNERSHIPS THROUGH A STRATEGIC MIX OF ADVERTISING, BRAND RECOGNITION, SOCIAL MEDIA CAMPAIGNS AND SPONSORED POSTS.

MEDIACOM

sensis 

 **nuffnang**
The World's Leading Blog Advertising Community

**SYDNEY
FILM
FESTIVAL**

HIV
FOUNDATION
QUEENSLAND 

 **Queensland
Government**

 **BRISBANE
POWERHOUSE
ARTS**

 **Qpac**
QUEENSLAND
PERFORMING
ARTS CENTRE



WHAT ARE YOU DOING LATER?

Wanna hang out?

We like you. We really like you. Give us a call or drop us a line.
We want to know what motivates you and how can we help?

Until we talk, #LuvGayAussie!

E. ads@gayaussie.co M. 0433 575 705 W. gayaussie.co