



www.devilsonline.com

Media Kit 2008



www.devillesonline.com

Deville's Online is an exclusive website for gay women. The primary focus of the site is to bring women of all ages together in one place - specifically targeting women aged 18-45 from all demographics.

Deville's Online appeals to women who have a wide variety of interests, who are looking to meet other women with similar interests.

Deville's Online will fill a niche by bringing women together in Chic Chat, a forum where people can post questions or make comments or Devilles exclusive, member's only area—the Pink Key Club, where women can go to interact with other women who are looking to socialize and just have fun.

Deville's Online brings the latest information and entertainment together in one place making it one of the fastest growing lesbian websites today. Women will come to the site to find anything and everything that is happening right here in New England.

Advertising rates are as low as \$1.85 per day and advertisers who commit to a six month or yearly package will receive one free email blast promoting a product or event of their choice.

Quick Facts

72% of gay and lesbians prefer to buy from companies that advertise directly to them (Source: Harris/Witeck-Combs)

89% of gays and lesbians are highly likely to seek out brands that advertise uniquely to them; the majority are willing to pay a premium for quality products and services. (Source: Simmons)

83% of Gay America attended college of have graduated from college. (Source: @Plan)

Our Constituents are:

- 7.5 times more likely to attend a live performance
- 3 times more likely to go to the movies
- 1.7 times more likely to have a net worth of \$1,000,000

Contact us at adsales@devillesonline.com for more information .



234 x 60

468 x 60

URL: www.devilsonline.com

All site Pages
Positioning and Rates
Exclusive positioning

300 x 250

Inside Mast (234 x 60)	\$65 / month
Inside Mast (468 x 60)	\$100 / month
Right Side (300 x 250)	\$150 / month

300 x 250

For information about your
advertising options

Contact us at
adsales@devilsonline.com

300 x 250

Advertising rates are subject to change without notice; advertising guidelines, policies, specifications and lead times apply. All ads must be paid in advance. Quantity discounts available. Affiliated agencies receive a 15% discount on gross rate.



234 x 60

468 x 60

URL: www.devillesonline.com

All Site Pages
Positioning and Rates
Shared positioning—
up to 3 other advertisers

300 x 250

Inside Mast (234 x 60) \$50 / month
Inside Mast (468 x 60) 75 / month
Right Side (300 x 250) \$125 / month

300 x 250

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300 x 250

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