

*The most stylish
online dating service
in the UK*



URBANSOCIAL.COM

About Urbansocial

Urbansocial is a leading online social community that brings together single professionals from across the UK. Currently attracting c100,000 unique visitors per month, Urbansocial's users are adventurous 20-30 something's, who are information hungry, looking for people to meet, places to go and things to do in their spare time.

Characteristics of an Urbansocial Member:

- 20 – 30 something
- ABC1
- University educated
- Adventurous and active
- Travels abroad frequently
- High disposable income
- Single, enjoys going out, socialising & meeting new people
- Likes to keep up with the latest trends



Urbansocial Statistics

www.urbansocial.com



- **Google Page Rank of 6/10***

Statistics**:	Aug '06	Sept '06	Oct '06	Nov '06
Page Views:	543,000	556,000	640,000	675,000
Unique Visitors:	59,000	62,000	94,000	98,000
Return Visitors:	10,500	12,000	16,000	17,200

- **Top 10 cities:** London, Manchester, Bristol, Birmingham, Glasgow, Edinburgh, Leeds, Cardiff, Brighton, Newcastle
- **Membership Base:** c. 35,000*

*correct on Dec '06 **source: Statcounter.com, LiveStats 5.0



Urbansocial Member Statistics

Gender	%	Location	%
Male	53	London	51
Female	47	Outside London	49
Age	%	Education	%
18-24	13	Doctorate	2
25-29	30	Postgraduate	8
30-34	27	Masters	11
35-39	17	University	46
40-44	8	College/High School	26
45+	5	Tech/Trade/Other	7

Top 5 Professions



- 1) IT
- 2) Sales and Marketing
- 3) Executive Management
- 4) Advertising/Media
- 5) Finance

Top 5 Holiday Destinations



- 1) Australia
- 2) Italy
- 3) Thailand
- 4) New York
- 5) Spain

Top 5 Films



- 1) Shaw shank Redemption
- 2) Pulp Fiction
- 3) Godfather
- 4) Goodfellas
- 5) Green Mile

Top 5 Authors/Books



- 1) Dan Brown
- 2) Stephen King
- 3) John Grisham
- 4) David Patterson
- 5) Harry Potter

Top 5 Music Bands



- 1) Coldplay
- 2) U2
- 3) Killers
- 4) Oasis
- 5) Jack Johnson



What people say about Urbansocial

“Every now and again you come across an idea that makes you wonder why no one else has done it before. I really like the feel of the site, so many dating websites seem to be stuck in the dark ages with horrendous library photos of cheesy couples on their front pages, it was a relief to see a site that actually looks cool.”

Clare McCann, Single Girl About Town

“I’ve had a great response from placing ads on Urbansocial. For targeting twenty-something’s in London this site is great.”

Victoria, Betty TV

“Urbansocial is great because it taps specifically into a young urban crowd which is otherwise difficult to get hold of”

Emma, BBC

“I was initially wary about dating on the net, but being single for a number of months, I decided to join a number of dating websites, including Urbansocial. I very quickly realised the quality of the sites varied greatly. Urbansocial was quick, easy, user friendly and had a nice crowd of people. One particular girl I was writing to really set off a spark, and we arranged to meet for a coffee after exchanging quite a number of e-mails through the site. Although still a little sceptical, I met up with her, and well, the rest is history. Thank you Urbansocial. Good luck to everybody, it does really work. I promise”.

Dan Tusters, Urbansocial Member

“I work in online advertising and I have to say that if more of our web-based clients were as swift as Urbansocial in answering their users they'd have much more active and profitable businesses. It's a really impressive thing to see and I sincerely hope that your business grows - the very best of luck to you all”

David, Urbansocial Member

“I met the lovely Ben on Urban Social in May 2005 and have just returned from our most wonderful honeymoon this September (2006). I just wanted to say thanks Urbansocial!”

Sophie H, Urbansocial Member



Opportunities with Urbansocial

Get your message across to this target audience through a variety of advertising and sponsorship options available..

A) Sponsorship Opportunities

1) Overall Business Sponsor

Become the overall business sponsor of Urbansocial and benefit from prominent branding across the Urbansocial web site (co-branded banners, web links, promotion at selected events), and many of the advertising opportunities outlined below, including monthly newsletter features, competitions, reviews, and much more.

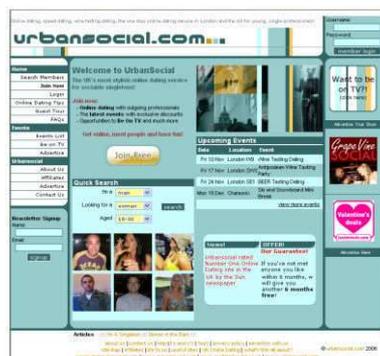
2) Individual Section Sponsor

Urbansocial has a variety of site sections currently under development (e.g. food, drink, lifestyle, health, travel etc) that can be sponsored. Sections will provide information, reviews, forums, user chats etc for members. Sponsor benefits include content management and design, co-branding, banner advertising, web links, competitions and reviews.

B) Advertising Opportunities

1) Banner Advertising

Advertise your product or business prominently across Urbansocial, and the Urbansocial network of dating sites through banner adverts. Bespoke packages can be agreed to suit your requirements.





Banner Ad Options Include:

Skyscrapers - place high impact Skyscraper adverts on Urbansocial. These can be to a maximum of 100 x 600 pixels, and 20 KB.

Button Ads - place button adverts on Urbansocial for members to see when logged into the site, as an alternative or to supplement skyscrapers. These are typically 100x100 pixels in size.

Home Page Spot - prominent 100 x 100px adverts placed on the Urbansocial homepage, visible to all visiting Urbansocial, whether a member or not.

2) Email Newsletter Advertising

Newsletter Features

Place a feature in our newsletter to Urbansocial members, where we publish an article about your product or business. Features include a text write up, up to 2 images and a direct link to your web site.

Dedicated Newsletter

Send a dedicated newsletter solely about your business or product to Urbansocial members for maximum impact. Dedicated Newsletters include a feature, recommendation from Urbansocial, up to 4 images, and direct links to your web site.

3) Online Competition

Run an online competition on Urbansocial and engage users in your product or business. Run a prize draw, ask entrants to devise a slogan, offer their opinions or answer a questionnaire. Supply a prize directly related to your business to be won by our users. *(Terms and Conditions apply)*

4) Dedicated Business Page

Have a dedicated page for your business or company. This can **only** be used in conjunction with a banner-advertising package.

Prominent Search Engine Placement

Urbansocial can optimise the presence of your business or product on the Internet by its high-ranking search engine results. Urbansocial often appears higher in search engines results than the company/business core web site.

For more information, prices or details of bespoke packages, please contact us.