PINK MEDIA · AGENCY PARTNER OVERVIEW 2026

#ILoveGay Network

LGBTQ+ Advertising & Content Marketing Partnership Network

35+ LGBTQ+ apps, publishers, creators, podcasts and connected TV, in one buy.









www.PinkMedia.LGBT · New York City & Los Angeles

WHAT IT IS

One partner, one plan, to reach a targeted audience of millions across the LGBTQ+ landscape

The #ILoveGay Network turns authentic LGBTQ+ content into always-on advertising, then places it alongside banner, email, social, mobile app, video and CTV campaigns — planned, bought and reported as one campaign.

35+
network partners

60M+
US connected-TV households via Revry

190+
countries reached through partner apps

30+
years in LGBTQ+ media, since GayWired.com in 1995

REACH YOU CAN'T BUY ON AN EXCHANGE

Not on the programmatic exchanges. Only here.

Most programmatic "LGBTQ+ targeting" is a data segment laid over general-market inventory. Many of our partners aren't available through programmatic buying at all — only through direct relationships like ours.

Apps that said no

Perry Street Software eliminated programmatic ads from SCRUFF and Jack'd. Their 2.7M monthly users are direct-only.

Creators & podcasts

Reels, host reads and licensed content are negotiated person to person. No DSP can buy them.

Community media

Independent publishers, regional print, radio and events sell sponsorships and editorial directly.

Programmatic, done right

Where it fits, we use PrismRiot — the only LGBTQ+ CTV programmatic exchange.

CONTENT AS ADVERTISING

From story to screen in four steps

01

Match the audience

Bears, gamers, queer women, Black gay men, travelers: partners whose community is your customer.

02

Create or license

Partners make editorial, video and reels about your brand, or we license their best existing content.

03

Distribute everywhere

Partner blogs, newsletters, feeds and podcasts carry it; banners, apps, email and CTV amplify it.

04

Measure & extend

Tracked reporting. Top performers keep running as ads — 24/7, 365 days a year.

> ***The content feels native because it is native — and because it's licensed, it keeps working long after the post leaves the feed.***

CONTENT + TRADITIONAL ADVERTISING

Every format, one network

Banner & display

Partner-site placements, takeovers and programmatic RTB display.

Email campaigns

Dedicated sends and newsletter sponsorships, open rates up to 59%.

Social outreach

Creator posts, reels and stories, boosted with targeted paid social.

Mobile app ads

Full-screen interstitials, inbox, pop-ups and push, geo-targeted to the city.

Connected TV

Non-skippable :06–:90 spots in LGBTQ+ shows via Revry and PrismRiot.

Video content

Short-form creator video, UGC and paid-ready cutdowns your brand owns.

Podcasts & radio

Host-read pre- and mid-rolls, branded segments, KGAY 106.5 spots.

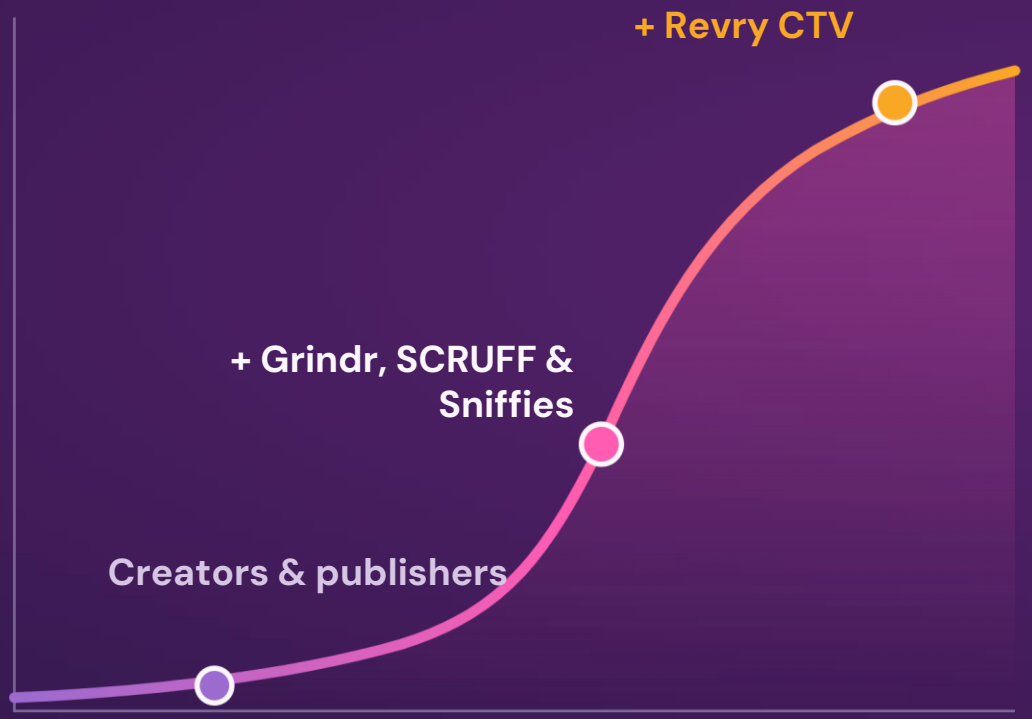
Editorial, print, events

Sponsored articles, syndicated features, magazine ads and Pride activations.

THE APP MULTIPLIER

Add Grindr, SCRUFF & Sniffies, and reach grows exponentially

Creators and publishers bring trust and engaged audiences. The apps bring daily, full-screen, geo-targeted scale, with your creator content running as the creative inside them.



Illustrative, not to scale → channels layered into the plan



DATING & SOCIAL APP PARTNERS

Daily, full-screen, city-targeted reach

Grindr	Interstitials, video MRECs, inbox, launch takeovers	**190+ countries**
SCRUFF + Jack'd	Full-screen + inbox alert; no programmatic	**2.7M MAU**
Sniffies	Browser-based; high share of bi and straight-identifying users	**#2 MSM app, US**
Taimi	Queer women, gay, bi, trans; native ads at 1.3–7.4% CTR	**860K+ MAU**
Bindr	Bi and lesbian dating; push, in-app and email	**20M+ impr./mo**
Squirt.org	Geo-targeted banners; 79% mobile	**26.4M visits/mo**

Sources: partner media kits (Perry Street 2026; Sniffies 2026; Taimi 2022; Bindr; Squirt.org)









CONNECTED TV · REVRY

LGBTQ+ television on the big screen

The largest streaming platform for LGBTQ+ and allied audiences, and the only one with first-party LGBTQ+ data.

60M+
US households

7.2M+
monthly viewers

70%
see advertisers as allies

97%
watch on a smart TV

Sources: Revry Overview 2026; MRI-Simmons Cord Evolution Study 2026; MRI-Simmons Revry Consumer Index 2025 · 8

PROGRAMMATIC CTV · PRISMRIOT

The only LGBTQ+ CTV programmatic exchange

Revry's sister company, and the exclusive CTV exchange for REVOLT, Blavity, Asian Crush and Retro Crush. 2026 Digiday winner, Best CTV Ad Tech Platform.

- ✓ 15M+ matched households and devices
- ✓ Non-skippable :06–:90 video, 95%+ completion guaranteed
- ✓ Direct supply from 60+ publishers
- ✓ Zero brand-safety violations across 1B+ impressions

Revry advertisers' brand index with LGBTQ+ viewers, year over year

Brand	Before	After
Hulu	200	585
Hinge	119	309
e.l.f.	52	143
Carnival Cruises	105	144
Verizon	87	140

100 = neutral; above 100 = resonating with LGBTQ+ viewers

Sources: PrismRiot Overview; Revry Overview 2026; MRI-Simmons Cord Evolution Study, Aug 2026 · 9

VIDEO AS CONTENT, VIDEO AS ADVERTISING

More of the network is video



160M+

MONTHLY SOCIAL IMPRESSIONS

The Zach Sang Show

A-list pop culture interviews; 7M+ impressions per episode.



57.2M

90-DAY VIEWS

Dylan Goodrich

Miami creator; organic reels, UGC and paid-ready creator ads.



200M+

VIEWS ACROSS SOCIAL

The Gay Rugby Podcast

Rugby meets queer culture, with live tournament activations.

Sources: partner decks and Instagram Insights (Aug–Sep 2026) · 10

THE ROSTER · 1 OF 2

Apps, streaming, publishers and regional media

APPS & STREAMING

Grindr · 190+ countries

SCRUFF & Jack'd · 2.7M MAU

Sniffies · #2 MSM app, US

Taimi · 860K+ MAU

Bindr · 20M+ impressions/mo

Squirt.org · 26.4M visits/mo

Revry · 60M+ US households

PrismRiot · 15M+ matched HH

DIGITAL PUBLISHERS

Gayming Magazine · 3.6M monthly reach

Bear World Magazine · 1.6M monthly reach

Metrosource · 1M+ reach, #1 in NY/LA

The Pink Pulse · 964 city guides

Pride Journeys · 770K+ monthly readers

DailyJocks · 190K email list

GoQueer · 46K travel subscribers

Black Wrestling Network · 61K+ on X

JRL Charts · 1.26M visitors / 30 days

REGIONAL, PRINT & RADIO

GED Magazine · California, 100K readers/mo

Gay Desert Guide & KGAY 106.5 · Palm Springs

OutClique · South Florida, 350+ locations

The Pride LA · Los Angeles, 20K circulation

THE ROSTER · 2 OF 2

Travel creators, personalities and podcasts






TRAVEL CREATORS

Two Bad Tourists · 70K email

Janine & Gen · 535K YouTube

Matthew Dean Stewart · 3.5M views/mo

Steffen Price-Stefany · 55 countries

Couple of Men · EN + DE

Nomadic Boys

PERSONALITIES

Dylan Goodrich · 11.0M 30-day views

Chris Kahle · 206K IG + TikTok

Derick & Loren · 145K followers

Resee Stevens · 91.6K followers

Diego Downtown · NYC style

Christopher MacLellan · on-camera

PODCASTS & SHOWS

The Zach Sang Show · 160M+ impr./mo

The Gay Rugby Podcast · 200M+ views

Out Loud & Laughing · weekly

#ILoveGay Today · Pink Media

Figures from each partner's own media kit or analytics · 12

PROOF IT WORKS

The network in action

DESTINATION

Visit Palm Springs

Content from Ravi Round The World, The Nomadic Boys and Two Bad Tourists, promoted on their channels and run as paid social. Now expanded to more creators.

NICHE TRAVEL

BearCruise.com

European river cruises promoted to the bear community through influencers and a Bear World Magazine content program.

CTV · MEASURED LIFT

Carnival on Revry

DISQO study, Q1 2026: branded search among ages 35–44 rose from 0.28% to 1.00% after exposure.

66% of LGBTQ+ TV viewers are more likely to buy from brands in LGBTQ+ programming

87% will spend more with brands that authentically support them

86% are more likely to buy from companies that advertise to the community

Sources: Pink Media case studies; DISQO/Revry Q1 2026; MRI-Simmons Revry Consumer Index 2025; CMI LGBTQ Community Survey 2023 · 13

LET'S BUILD YOUR PLAN

Put the #ILoveGay Network to work

Tell us who you need to reach. We'll build the partner mix — content, apps, video and CTV — and report on it as one campaign.

Campaigns from $1,500/month

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PinkMedia.LGBT/ILoveGayNetwork.html

New York City & Los Angeles · A company with INFLUENCE!