

# MARK'S LIST

It's no secret that **Mark's List** is the undeniable leader when communicating to Florida's LGBT Community.

And while the cost of advertising on Mark's List has remained constant for the past three years, traffic has increased consistently, meaning you get more bang for your buck. In fact, a typical advertiser taking our Standard Package paid about 18¢ per thousand people reached in 2008 and now pays about 12¢ per thousand. That's real value and the news gets better! Mark's List users are highly educated, male and heavily Hispanic, a reflection of the South Florida LGBT Community.

Over 30% of the sites traffic is found in Miami, Fort Lauderdale and West Palm Beach. And nearly 50% of our traffic is in Florida. The majority of the 50% found outside of Florida are on the site for one reason... they are coming to Florida!

**Mark's List is Florida's most powerful network of Websites and Social Media.**

## First Quarter 2010

489,400 Visits

8,184,921 Pages Viewed

26,215 Portable Device Usages

Portable devices include iPads, iPhones, Blackberry's, Droids and other hand held methods of accessing the sites.

## First Quarter 2011

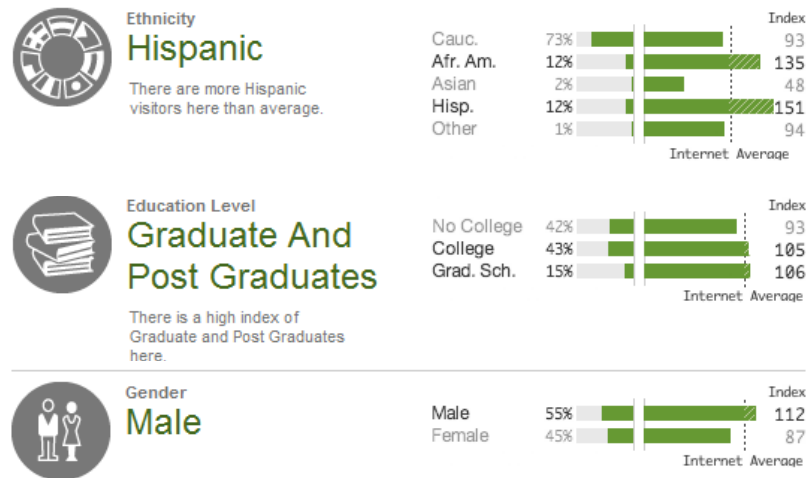
529,904 Visits + 7%

9,754,640 Pages Viewed +19%

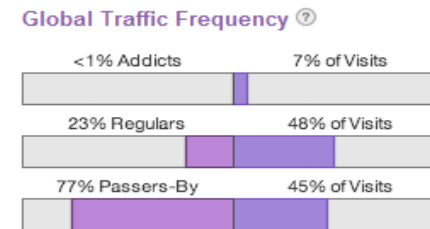
61,920 Portable Device Usages

+133%

Why is Portable Device Usage so important? Smart phones and hand held devices like iPads are increasingly being used for decision making after people have left their nest. **Mark's List delivers exceedingly fast on these devices.**

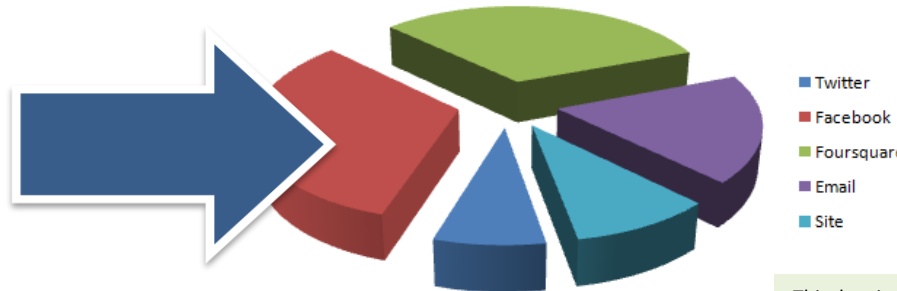


**Mark's List users are regulars.** 23% are regulars visiting the site several times each month. 7% of visits are from people using the site daily. **Who are those Passers-By?** Travelers and people that do not go out frequently. How else would a business reach these LGBT people?



DMA	Uniques %	Uniques Index	Impressions %	Impressions Index
Miami-Ft. Laude	26.15	1,616	50.40	3,944
Tampa-St P(Sar)	9.89	751	5.42	416
New York	7.13	90	4.57	56
West Plm Bch-FP	5.78	1,050	7.03	1,369
Ori-Dytn B-Mlbn	4.99	363	4.12	317
Los Angeles	2.90	55	1.18	21
Chicago	2.67	67	0.94	27
Atlanta	2.52	96	1.90	77
Wash DC (Hag)	2.03	55	1.57	50
Ft. Myers-Napls	2.00	576	1.97	624
Boston (Manchr)	1.80	69	1.86	73
Philadelphia	1.79	57	1.35	47
San Fran-Oak-SJ	1.55	44	1.22	40
Dallas-FtWorth	1.46	54	0.43	19
Seattle-Tacoma	0.88	36	0.22	11
Jacksonville	0.85	142	0.42	85

**Unparalleled Reach!** While the traffic on the Mark's List site is nearly 6,000 people a day on average, we make over 70,000 impressions in a typical weekday using our email subscriber list and 30+ Social Media accounts. **Why so many accounts?** We target different groups with messages tailored to them.



This data is culled from a variety of sources including Google Site Analytics, Ranking.com, Alexa.com, Quantcast.com, Facebook, Twitter and Foursquare.