



Media Kit

Jason Lee operates leading branded platform(s) where consumers share their own experiences with top online dating sites.

Our Brands:

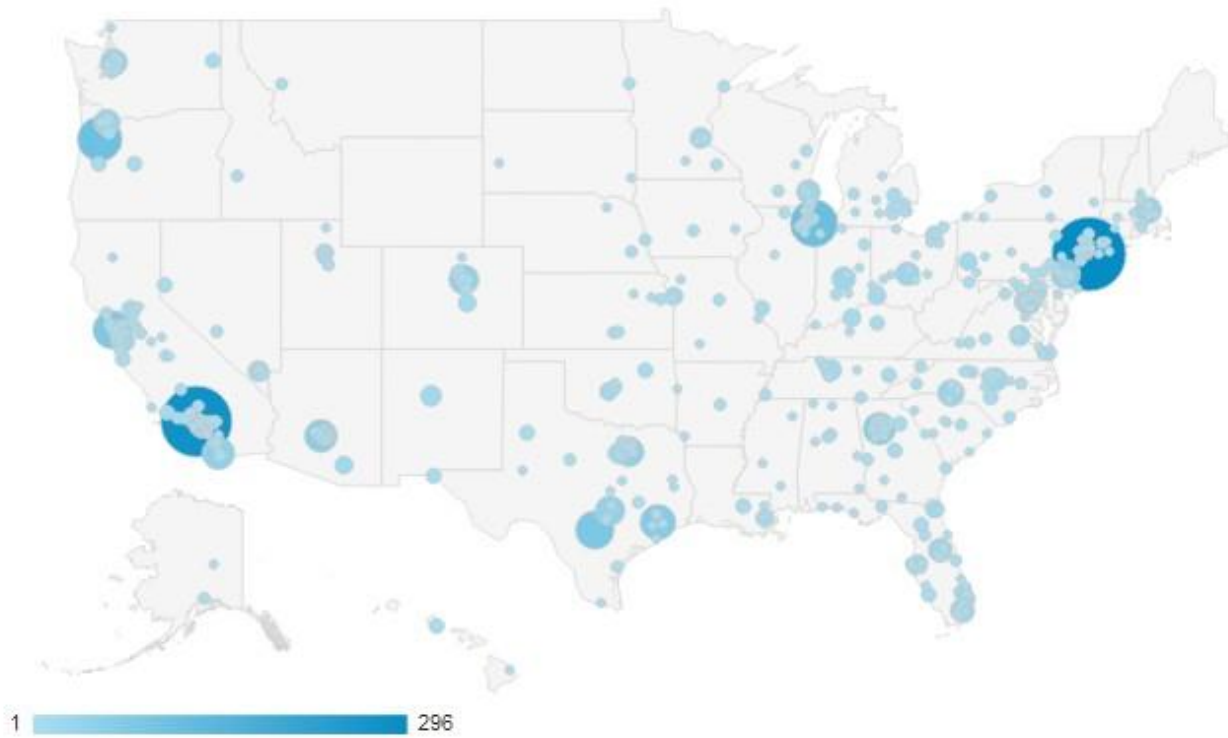
- 1. DatingWebsiteReview.net** – The Leading Dating Site Reviews Platform. Home to The Golden Hearts, The Online Dating Consumer Choice Awards.
- 2. AdultDatingWebsiteReviews.com** - Adult Dating Site Reviews
- 3. SeniorDatingReviews.net** - Senior Dating Site Reviews
- 4. CougarDatingSiteReviews.com** – Cougar Dating Site Reviews
- 5. DisasterOnlineDates.com** – Entertaining Online Dating Stories
- 6. OnlineDatingApps.net** – Online Dating Apps Reviews
- 7. DatingAffiliateProgramReviews.com** – Affiliate Program Reviews

*Traffic charts in this media kit are just for Jason Lee DatingWebsiteReview.net. For competitive strategy reasons we are only claiming an additional 20% increase to our traffic stats per month across the other 6 publishing sites.

Traffic by language— **Just Datingwebsitereview.net**

Language	Acquisition			Behavior		
	Visits [?] ↓	% New Visits [?]	New Visits [?]	Bounce Rate [?]	Pages / Visit [?]	Avg. Visit Duration [?]
	9,058 <small>% of Total: 100.00% (9,058)</small>	90.59% <small>Site Avg: 90.53% (0.07%)</small>	8,206 <small>% of Total: 100.07% (8,200)</small>	57.46% <small>Site Avg: 57.46% (0.00%)</small>	2.24 <small>Site Avg: 2.24 (0.00%)</small>	00:02:16 <small>Site Avg: 00:02:16 (0.00%)</small>
1. en-us	8,073	90.73%	7,325	56.73%	2.28	00:02:21
2. en-gb	290	92.76%	269	58.62%	2.16	00:01:58
3. en	181	86.19%	156	60.22%	2.05	00:01:38
4. fr	51	86.27%	44	64.71%	1.76	00:01:09
5. ko	38	86.84%	33	92.11%	1.11	00:00:06
6. de-de	36	88.89%	32	69.44%	1.67	00:00:51
7. zh-cn	22	90.91%	20	50.00%	2.00	00:02:37
8. de	21	80.95%	17	61.90%	2.10	00:04:01
9. (not set)	19	94.74%	18	15.79%	1.11	00:00:43
10. es	19	100.00%	19	84.21%	1.26	00:00:06

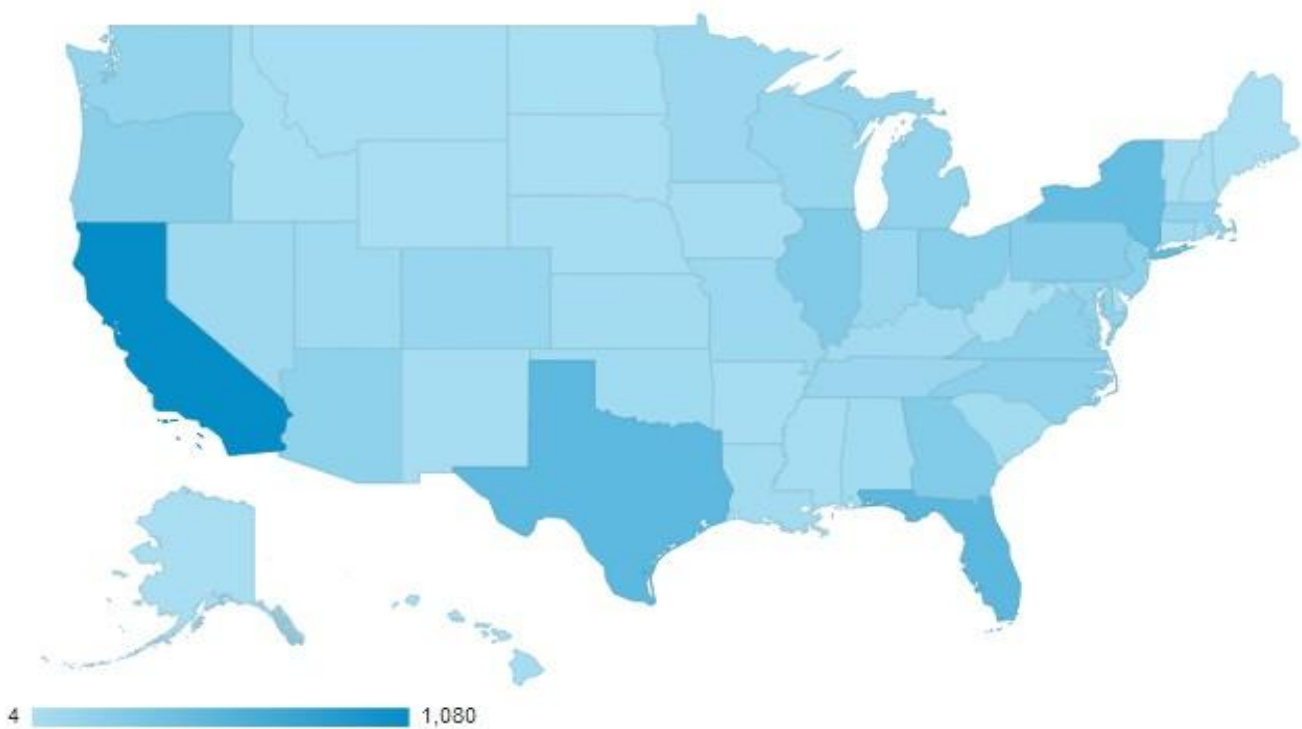
Traffic by Region– [Just Datingwebsitereview.net](http://JustDatingwebsitereview.net)



Traffic by City– Just Datingwebsitereview.net

City	Acquisition			Behavior		
	Visits [?] ↓	% New Visits [?]	New Visits [?]	Bounce Rate [?]	Pages / Visit [?]	Avg. Visit Duration [?]
	6,765 <small>% of Total: 74.69% (9,058)</small>	89.98% <small>Site Avg: 90.53% (-0.61%)</small>	6,087 <small>% of Total: 74.23% (8,200)</small>	56.90% <small>Site Avg: 57.46% (-0.99%)</small>	2.32 <small>Site Avg: 2.24 (3.39%)</small>	00:02:25 <small>Site Avg: 00:02:16 (6.20%)</small>
1. New York	296	89.86%	266	58.11%	2.24	00:02:09
2. Los Angeles	276	90.94%	251	66.67%	2.13	00:02:02
3. Chicago	114	92.98%	106	60.53%	1.81	00:01:32
4. Salem	109	3.67%	4	29.36%	7.66	00:23:22
5. San Antonio	83	81.93%	68	53.01%	2.67	00:04:00
6. San Francisco	81	92.59%	75	66.67%	1.73	00:01:47
7. (not set)	78	89.74%	70	60.26%	2.36	00:02:36
8. Houston	68	98.53%	67	54.41%	2.28	00:02:21
9. Phoenix	59	88.14%	52	54.24%	2.88	00:03:19
10. Atlanta	59	76.27%	45	66.10%	2.00	00:02:03











Traffic saturation by state— [Just Datingwebsitereview.net](http://JustDatingwebsitereview.net)



Traffic by country– [Just Datingwebsitereview.net](http://JustDatingwebsitereview.net)

Country / Territory	Acquisition			Behavior		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	9,058 <small>% of Total: 100.00% (9,058)</small>	90.59% <small>Site Avg: 90.53% (0.07%)</small>	8,206 <small>% of Total: 100.07% (8,200)</small>	57.46% <small>Site Avg: 57.46% (0.00%)</small>	2.24 <small>Site Avg: 2.24 (0.00%)</small>	00:02:16 <small>Site Avg: 00:02:16 (0.00%)</small>
1. United States	6,765	89.98%	6,087	56.90%	2.32	00:02:25
2. Canada	552	93.84%	518	54.71%	2.20	00:02:18
3. United Kingdom	532	91.54%	487	56.39%	2.08	00:01:46
4. Australia	180	95.00%	171	54.44%	2.24	00:02:24
5. Germany	65	90.77%	59	58.46%	2.08	00:01:59
6. India	61	96.72%	59	62.30%	1.75	00:01:39
7. Philippines	45	100.00%	45	62.22%	1.76	00:01:25
8. South Korea	41	87.80%	36	87.80%	1.17	00:00:04
9. (not set)	40	77.50%	31	55.00%	2.12	00:03:28
10. Ireland	33	93.94%	31	54.55%	2.00	00:01:54

Traffic by browser (Approximately 8% of our traffic is mobile)– [Just Datingwebsitereview.net](#)

Browser	Visits	% Visits
1. Chrome	3,282	 36.23%
2. Safari	1,818	 20.07%
3. Firefox	1,543	 17.03%
4. Internet Explorer	1,450	 16.01%
5. Android Browser	546	 6.03%
6. Safari (in-app)	268	 2.96%
7. Opera	46	 0.51%
8. Amazon Silk	19	 0.21%
9. BlackBerry	19	 0.21%
10. Opera Mini	18	 0.20%

New vs. Returning / Total Page views – [Just Datingwebsitereview.net](http://JustDatingwebsitereview.net)

8,315 people visited this site

Visits

9,058



Unique Visitors

8,315



Pageviews

20,301



Pages / Visit

2.24



Avg. Visit Duration

00:02:16



Bounce Rate

57.46%

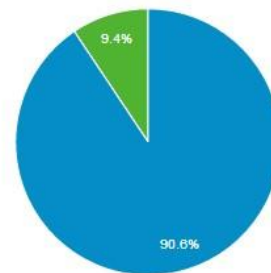


% New Visits

90.53%



■ New Visitor ■ Returning Visitor



Social Media

1. Twitter Followers: 12,200

Twitter.com/ThePersonalAds / @ThePersonalAds

*We also sponsor the hash tag for online dating meaning those seeking this topic are prompted to follow us by Twitter. We have 3 other Twitter accounts for supporting network sites.

2. Facebook Fans: 2,400

Facebook.com/DatingWebsiteReviews

3. YouTube Views Per Month: 45,000

*We currently operate a YouTube channel that is dedicated to dating site reviews and news for consumers about online dating sites.

4. Google Plus: 6,870

I have the maximum followers allowed on my personal Google Plus page for Jason Lee and all our circles are growing rapidly!



Media Kit Summary

- Across our rapidly growing sites we currently receive 24,000 page views a month from people who are considering joining a dating site or are interested in online dating.
- 10% of visitors are return visitors. 90% of our visitors are first time visitors.
- Our traffic grows at a rate of approx. 10% per month
- These stats do not include impressions from our social media marketing such as paid discovery on StumbledUpon or our popular YouTube channel. Our other reviews site stats are currently not public for strategic reasons.
- Our goal is to continue to be recognized within the online dating industry as a resource for consumers and our ongoing marketing efforts will continue to reflect that mission.

Industry Leader Program

Our Industry Leader Program is a one of a kind sponsorship opportunity available on first-come-first-serve annual basis. This program gives select companies brand recognition at all times on ALL our dating review platforms and info-edutainment sites.

STAY OUT FRONT!

Industry Leader Program

Space 1 Space 2 Space 3 Space 4

200 x 200 Logo
Logo is a link

Up to 5 words
Anchor Text Optional

Example
noonswoon
NEW DIVERSE AGE

This is a sneak peek at our 2014 layout for bottom portion of all of our sites. The Industry Leader Program is an exciting opportunity to make a valuable impression on consumers.

So let's take a hard look at the numbers and costs.

Based on month-over-month growth estimates annual impressions would just over 513,000 across all out sites. At cost of 200.00 per month for exposure to already filtered prospects with direct links on all 7 sites you your annual investment is \$ 2,400.00 and your cost per thousand impressions **CPM is less than \$ 2.36!**

In case you are not the ad guy! :-) Cost per impression is derived from advertising cost and the number of impressions. $\text{Cost per impression (\$)} = \text{Advertising cost (\$)} \div \text{Number of Impressions (\#)}$ Cost per impression is often expressed as Cost per Thousand Impressions (CPM) to make the numbers easier to manage



Again, here are our brands:

- **DatingWebsiteReview.net**

The Leading Dating Site Reviews Platform. Home to The Golden Hearts, The Online Dating Consumer Choice Awards.

- **AdultDatingWebsiteReviews.com**

Adult Dating Site Reviews

- **SeniorDatingReviews.net**

Senior Dating Site Reviews

- **CougarDatingSiteReviews.com**

Cougar Dating Site Reviews

- **DisasterOnlineDates.com**

Entertaining Online Dating Stories

- **OnlineDatingApps.net**

Online Dating Apps Reviews

- **DatingAffiliateProgramReviews.com**

Affiliate Program Reviews

Offering - Industry Leader Program

STAY OUT FRONT!

Industry Leader Program

Space 1 Space 2 Space 3 Space 4

200 x 200 Logo
Logo is a link
Up to 5 words
Anchor Text Optional

Example
noonswoon

Our review sites do not accept advertising. These 4 sponsors will be the only 'Advertising' accepted and these 'Sponsors' appears on every page of all sites.

Plan A – 200 month. All 7 sites - 200 x 200 **BEST VALUE - Projected**
CPM \$ 2.36

Plan B – \$ 150 month Mix-n-match 3 sites - 200 x 200

Plan C – \$ 50 month Individual site - 200 x 200 (1 site, excludes Datingwebsitereview.net.)

Payment / Artwork Details - Industry Leader Program

Payment for all plans is to be paid in 1 lump sum by January 1st of each year. Sponsorships allow logo placement with optional anchor text for added marketing and S.E.O. Value.

We only accept dating sites, no other industry or supporting site services are accepted. No affiliate marketing promotions allowed except on Disasteronlinedates.com and DatingAffiliateProgramReviews.net. New dating sites must have over 300,000 members. New sites are evaluated on a case by case basis for stability. Artwork can be specific to each site as can anchor text on plan A. Checks should be made payable to Jason Lee. Payment can also be made online with credit cards or by PayPal at DatingWebsiteReview.net under 'Sponsors' tab which is located directly under the 'Contact Jason' tab.



Contact Jason Lee with any questions.

Jason Lee, M.B.A.

Jason@DatingWebsiteReview.net

Online Dating Consumer Choice Awards



2014 Online Dating Awards

The Golden Hearts

The 10 Online Dating Site Awards Categories:

- Best New Dating App
- Best Dating sites for Customer Service
- Best New Dating Niche – Innovator Award
- Best White Label Dating Program
- Best Dating Affiliate Program – Overall
- Best Cougar Dating Site
- Best Sugar Daddy Dating Site
- Best Adult Dating Site – Overall
- Best Online Dating Blogger – Creativity counts in this realm!
- Best Overall Dating Site for 2014 – Overall

NOMINATE A SITE: DatingWebsiteReview.net/Awards/

The only online dating industry award based on consumer reviews, The Golden Heart Consumer Choice Awards are announced December 15th of each year. Trophies arrive at the corporate headquarters of the winners prior to Jan. 1st each year so that you can incorporate the physical recognition from all your hard work during past year into any festivities! You can easily display your award on your site by copying the code from the URL above.

QUESTIONS? Jason@DatingWebsiteReview.net