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# GAY2SHAREWORLD.COM

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### Event Calendar

Nov	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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### What's New?

**ANNOUNCING our AMAZING My Queer Career JUDGES**

ANNOUNCING our AMAZING "My Queer Career" JUDGES.....The finalists and winner of the 2009 My Queer Career Competition will be selected [...]

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By when I was 10 I was already working as a model. I was 11 when I was selected as the winner of the 2009 My Queer Career Competition. My 11th birthday was on November 11, 2009. I was 11 when I was selected as the winner of the 2009 My Queer Career Competition. My 11th birthday was on November 11, 2009. I was 11 when I was selected as the winner of the 2009 My Queer Career Competition. My 11th birthday was on November 11, 2009.

### Video



### Featured Blogger



**Level One Fridays @ ABOOE**

**Level One Fridays**

Level One gives you the freedom to enjoy the sophisticated, alternative and relaxed ambiance any way you like it! Open 10pm - late. Sit down and socialize in the quietest Lounge Room or move your body in the intimate settings of the Deck's boxes at Super Tables. Enjoy the unique underground Deep Tech. Bring your own wine, beer and soft drinks. (Dress to impress, but don't over do it.)

Enq: 0412 510 424 or abooe@kissafrog.com

### 160x600



### Recent Posts

- 1. [1.5 Day 750-100 To Power](#)
- 2. [Grading for Inland A&E](#)
- 3. [The](#)
- 4. [Lady Gaga - Telephone feat. Beyoncé](#)
- 5. [COMMITMENT: 2 double passes to win for the Market's 50th Birthday](#)
- 6. [Shogun](#)
- 7. [Must-see Gay Marriage Bill](#)
- 8. [Parsons: President Support](#)
- 9. [FREE TICKETS - Handmade Spirit 1987 - 1988](#)
- 10. [Disrupting the NBN about Gas, Film and Sports](#)
- 11. [Project Power: Cougar Spreads Out About Her Living](#)

**Friday 20 Nov | 10pm - late | ABOOE Level One, Cnr Martin St & St Kilda Rd, St Kilda**

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**O, My Ego Is Getting Bigger**

Written by Masaharu Wasabi

The world's most famous lesbian and television's most powerful woman get together for a historical cover of O Magazine.

I really got a chance to catch the much talked about Ellen DeGeneres guest appearance on the Oprah Winfrey Show (which has my wife as the best Oprah episode of the season). My heart melted when Oprah's wife Paula De Foa came on set to talk about their marriage. They really did seem like one of those couples who actually did it right.

And hearing Ellen talk about her career struggles right up to the success of her multiple Emmy-winning daytime talk show made me respect her more as a person. At the same time that very same segment made me lose some respect for Winfrey.

What? How dare I insult the queen of television and all things hetero! Well boss, I've been watching Oprah for as long as I remember (and right until my TV decided to kick it recently), and I can safely say that the woman has lost her edge and quite frankly (beginning to) gain quite an ego.

I'm talking about the very famous December issue of O Magazine. There are three separate covers but this is one that I have a problem with.



### 180x150



### Archives

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### Tag Cloud

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## Explanation of Advert Sizes

**This website has been designed to:**

**To Inspire creativity and high-quality advertising:** display units have been created that will inspire high-quality advertising by providing a larger canvas for creativity, content and functionality.

**Provide a greater share of voice for the advertiser:** Increase the relative proportion of advertising space (in a single unit) and, where possible, run fewer, but more captivating ads on the page.

**Enhance interactivity to build user engagement with brands:** offered are several ranges of interactivity, such as video players, and advertiser content that will have permalinks to spotlight and encourage the best in creativity, while weaving the advertisements deeper into the social fabric of the Web.

**Carousel:** all adverts will be placed on a carousel, which allows the advertiser to deliver up to 5 messages, in the same scenario, previously only 1 could be generated, the carousel, is timed and the duration will be set.



## General

**This is a bold, in your face website.**

**Perfect for bold, in your face adverts.**

## Online Roadblocks

- Mimic the effects of TV roadblocks
- Exposing clients adverts to targeted audiences
- Expanding their reach, beyond a single page buy
- Obtaining 100 percent share of voice
- Roadblocks are cost effective
- Ability to show video, / rich media with a large footprint
- Ability to capture users attention while on the site
- Surpass agency expectations
  - with increased impression levels
  - above average click-through rates



## Lifestyle Indicators

**The estimated spending power of the Australian Gay and Lesbian consumer is \$40 billion.**

As with the general consumer market, the tastes and preferences of the Australian Gay market are many and varied. However, research reveals interesting facts,

- **40%** are upper or middle management or business owners
- **80%** have at least one credit card
- Average of 2.8 cards per person
- **70%** have a PC and 45% a laptop at home
- **94%** go online almost everyday
- **62%** download music
- **57%** book flights online
- **53%** book event tickets online



## Purchasing

**The estimated spending power of the Australian Gay and Lesbian consumer is \$40 billion.**

- **57%** buys at least one book a month.
- **87%** buys at least two CDs/DVDs a month.
- **76%** goes to at least one movie per month.
- **72%** own electronic devices such as iPods, PSP's, Xbox's and Playstations.
- **One in 3** owns cats and or dogs.
- **42%** buys at least one game every two months.
- **69%** spend at least \$150 per month on personal grooming/skincare products.
- **79%** spent more than \$2,500 on clothes in the last six months.
- **58%** go to the gym at least once a week.
- **65%** intend to purchase a new car in the next two years.
- **55%** have traveled domestically for leisure in the past six months.
- **74%** update their mobile phone at least once every two years.



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## Educated & Affluent

**The estimated spending power of the Australian Gay and Lesbian consumer is \$40 billion.**

- Twice as likely to have household income over \$120K
- **Over 40%** of members are University Graduates.
- Gay adults are less likely to be parents.

Therefore, they have more discretionary income and more time for leisure activities.



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## Inventory

**The estimated spending power of the Australian Gay and Lesbian consumer is \$40 billion.**

The impression levels of the new website are expected to be in excess of 5 million impressions monthly.

This figure has been calculated, by using statistics from our current websites, including unique browsers, and browser time on our numerous sites.



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## Advertise with us

**For more information, contact:**

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