

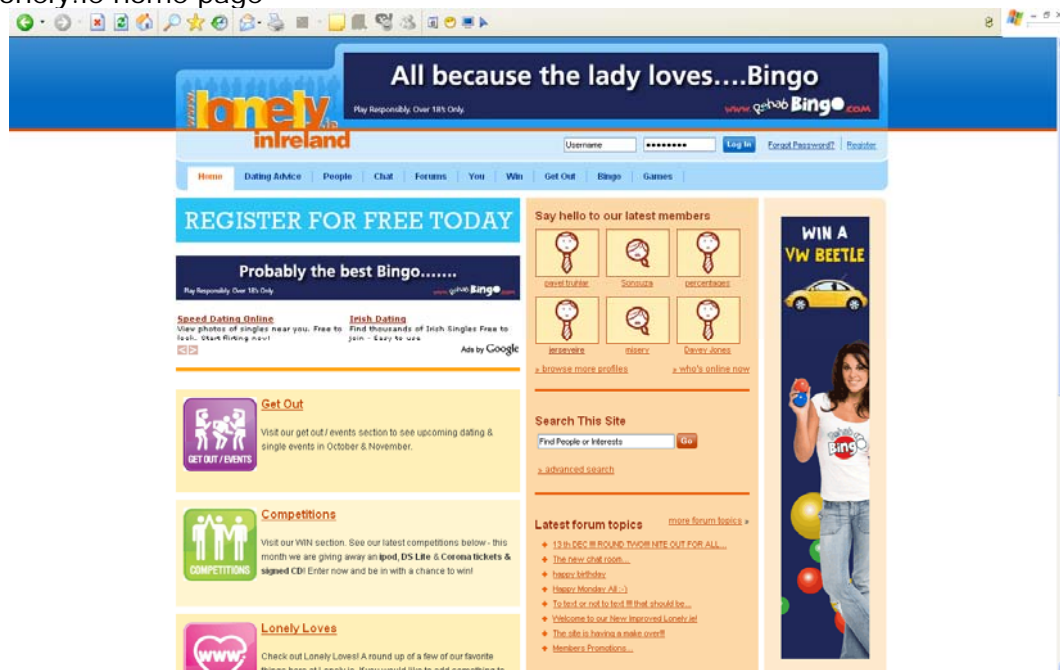
Lonely (IRL) rate card 2009

Lonely (IRL) IS Ireland's free dating, social & entertainment portal. Lonely not only offers a dating application, but also provides other features such as; forums, chat rooms, entertainment news, dating / social events, monthly competitions, games, polls, blogs and much, much more.

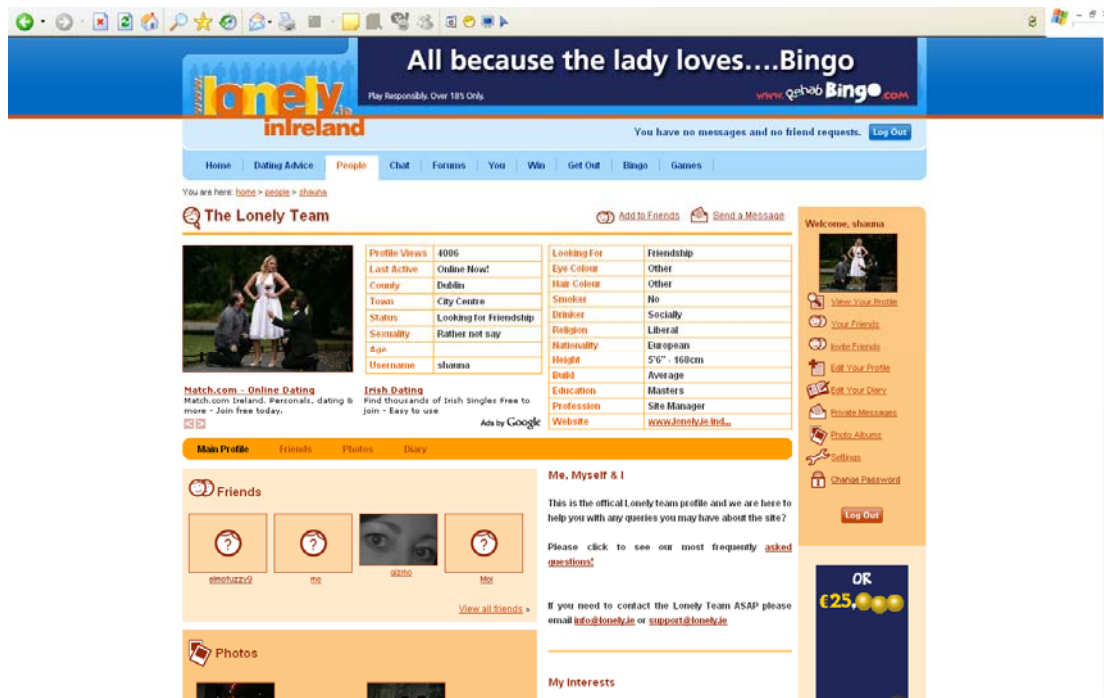
Since its official launch in November 2007, lonely has grown to over half a million page impressions (Sept 08) with over a 1,000 users visiting the site on a daily basis.

It has proven high CTR's for banners, sponsorship & advertorial advertising. All supported by a comprehensive marketing campaigns across such mediums as; nationwide radio, regional & local press and online banners and advertising.

Lonely.ie home page



Lonely.ie example profile



Demographics of registered users;

Age: 25 – 50

Gender: 37.7% Male 62.3% Female

95% of our users were born in Ireland, 5% were born elsewhere

Current Status;

70.5% - single

14.8% - Legally Separated

3.2% - Married

9.8% - in a relationship

6.6% - Divorced

Employment;

70.5% - in full time employment

9.8% - Unemployed

14.8% - part time employment

4.9% - Students

Geographical breakdown:

Our users live in the following regions in Ireland;

50.8% - East

9.8% - south west

9.8% - midlands

14.8% - South East

6.6% - west

6.6% - North

Site statics

PIPM – 500,995
UUPM – 12,000
Registered users to date – 7,000
No. of visits daily – 1015
Average time spent on site: 15:04 minutes

Banner formats available: (screen shots to be inserted)

Standard banner (468 x 60) – 1 month tendency (31 days) - €300.00

Island banner (300 x 250) – 1 month tendency (31 days) - €350.00

Leader board (728 x 90) – 1 month tendency (31 days) - €400.00

Skyscraper (120 x 600) – 1 month tendency (31 days) - €400.00

Other advertising options:

Weekly Ezine sponsorship; €25.00 per newsletter

Lonely newsletter is sent out on a weekly, permission based agreement to over 5,000 members. We offer an advertiser the option to take over our newsletter that is sent out to both Ireland and the UK. The advertiser can include their branding / logos and use editorial content to promote their product or service.

Lonely.ie example newsletter can be requested.

Affiliate / tendency deals: €150.00 – (3 month tendency)

We also offer advertisers the option of taking ownership of a particular selection / tab on lonely.ie or lonelyinlondon.co.uk. This 'ownership' would include draping the area in question with own branding / logos and an advertorial piece about product or service.

The advertiser will be able to 'brand' such areas as 'GET OUT' selection – this selection would ideally suit comedy clubs to plug upcoming gigs, dating event companies, activity day's out & general social events. Advertisers can also 'brand' other tabs – would ideally suited for travel, hotel and flight companies.

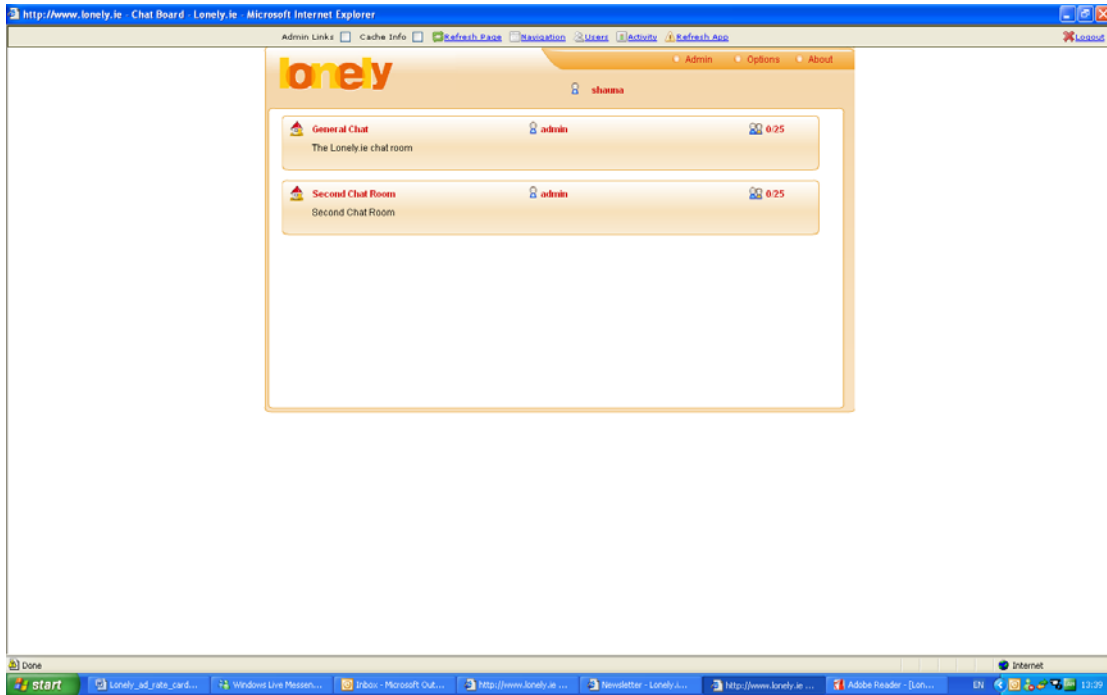
Both these selections will be promoted to our large database through home page copy or / and through our weekly newsletter.

Screen shots of current campaigns can be requested.

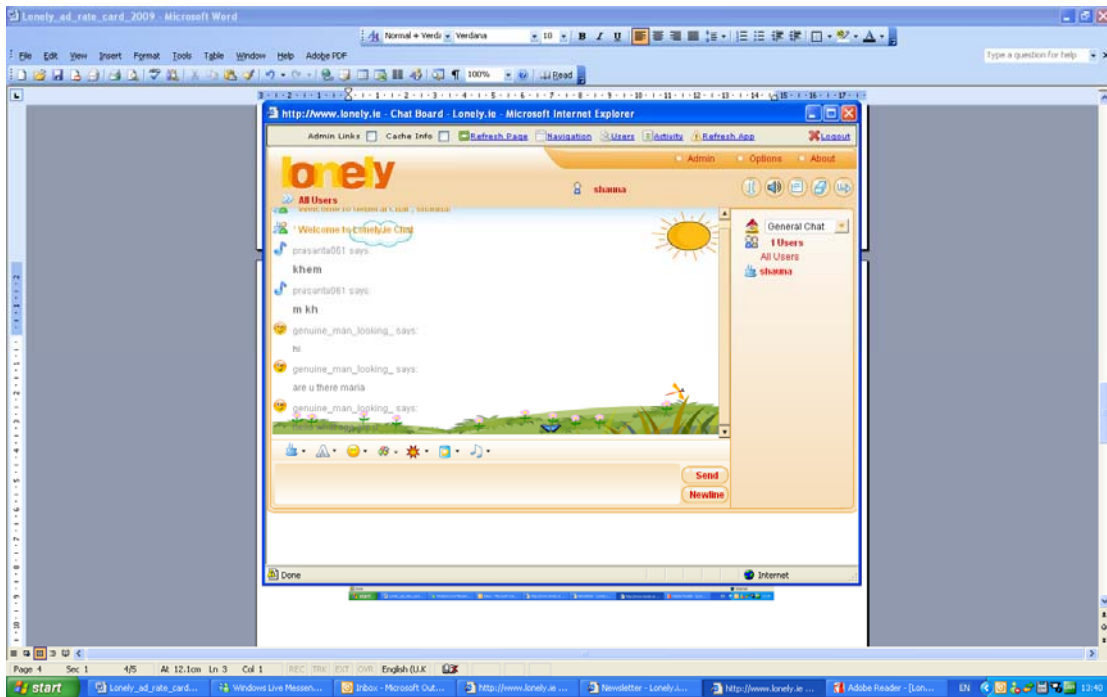
Chat room sponsorship €250 – 1 month tendency

We are offering an advertiser complete ownership of our new flash chat facility. They will be able to position a 468 x 60 banner underneath the chat window giving the advertisers brand full exposure and will not be competing with other brands. Our chat room is by far the most used tool on lonely and it experiences over 300 hits daily with our members sending an approx of 20 minutes a day in our chat.

Screen shot of chat room introduction;



Screen shot of general chat room



Past / current advertisers include:

Rehabbingo.com
Pigsback.com
HotelClub.com

Ulsterbank.com
SKY.co.uk
KLM.com
MovieStar.com
Dublin Business School
Corner house grill
Brassiere sixty six
Giftslikethese.com
Celebritygossip.ie
Just-eat.ie

For all advertising enquires please email shauna.perry@lonely.ie or Irene.gahan@lonely.ie

Or visit www.lonely.ie & www.lonelyinlondon.co.uk