







Property Equality  
the **LGBT** home finder  
[www.propertyequality.com](http://www.propertyequality.com)

Property Equality is a unique and free-to-use property portal designed to help the **LGBT** (\*) Community and its Friends find homes in the right locations.

With in-depth knowledge of **LGBT** propert markets and **LGBT**-specific issues around property purchase, Property Equality filters properties from pre-selected estate agents, to suit the requirements of the **LGBT** Community. The Property Equality website is accompanied by mobile Apps for Android and iPhone devices respectively. (\*) Lesbian, Gay, Bi-sexual and Transgender

**Property Equality enjoys traffic for property related searches, including professional services, financial products and LGBT destination and travel related queries.**





The **LGBT** market is significant and growing. It is estimated that the **LGBT** population in the UK alone is over **4 million** and represents over **US\$140 billion** in spending power p.a. Globally, the **LGBT** population is estimated at over **450 million** with a spending power in excess of **US\$3 trillion** and an estimated total wealth of **US\$16 trillion**. (Source: LGBT Capital)

The **LGBT** Community is considered an influential early-adopter and trendsetter for fashion, technology, property, design etc

**85%** of **LGBT** individuals indicate that advertising in gay media favourably influences their decision to purchase products or do business with a company (Source: [communitymarketinginc.com](http://communitymarketinginc.com))

**DINK "Double Income No Kids"** The **LGBT** Community generally command a higher household income

The global travel **LGBT** market for 2015 was estimated at **US\$200 billion** (Source [OUT NOW LGBT 2020 Research](http://OUTNOWLGBT2020.com))

The typical average **LGBT** tourist will spend **25-30%** more per day than a 'mainstream' peer

**LGBT** Tourism is growing **2.5 times** more than Main Stream Tourism (**10.3%**). ([World Travel & Tourism Council/worldtourism.org](http://WorldTravel&TourismCouncil.org))

**LGBT Capital** may have statistics pertinent to your country. Visit [www.LGBT-Capital.com](http://www.LGBT-Capital.com) and/or contact **LGBT Capital** via email

[info@LGBT-Capital.com](mailto:info@LGBT-Capital.com), stating the nature and context of your data query.





## Advertising Options

Impressions based Advertising at **US\$1** per **1,000 impressions**

Banner and directory advertising

Email Direct Marketing (**EDM**), with possible geographical targeting

No minimum contract

## Complementary Advertising Option:

Property Equality also powers the property search functionality on the "Homes" section at

***GayStarNews.com***

The influential provider of LGBT news and editorial content, and complementary advertising on Gay Star News "Homes" section can be explored, priced up and arranged via Property Equality.



- ✓ **5 million:** Unique visitors per month globally
- ✓ **1.6 million:** Unique UK visitors per month
- ✓ **16 million:** Reach for UK per month
- ✓ **38 million:** Organic reach per month on social media
- ✓ Audience: 55% Male; 45% Female; ABC1 75%
- ✓ Average user income of £30 - £60K p.a.
- ✓ Young professionals and executive level
- ✓ Predominantly aged 18-24 and 35-44
- ✓ **Top 5 countries:** UK, US, Canada, Australia, Germany
- ✓ The UK represents a third of GSN's total traffic
- ✓ **786,827 likes on Facebook**
- ✓ **157,245 followers on Twitter**
- ✓ Post reach of 8.3 million each week
- ✓ New followers of 6,000 each week





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