

MEDIA KIT

HORNET

THE GLOBAL GAY DATING APP

WELCOME

"We create a world where queer people can find a safe space to be themselves. With trust eroding and online harassment rife in the digital mainstream, Hornet users can connect to their community, anytime and anywhere, while being kept safe."

Christof Wittig, Chief Hornet

Hornet is a global gay dating app with more than 100 million users, creating a safe and inclusive space where queer people can meet, date, and connect anytime, anywhere. Powered by innovative technology and shaped by the diversity of its community, Hornet helps users build meaningful connections and be themselves.
Founded in 2011, Hornet has become a leading gay dating app in markets including Russia, Brazil, Turkey, Thailand, Germany, Indonesia, Ukraine, and Taiwan, while continuing to grow across Europe and the United States.

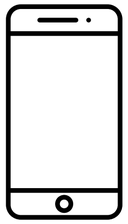


CHRISTOF WITTIG
FOUNDER & CEO
HORNET NETWORKS, LTD.

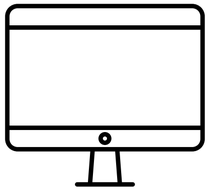
FOUNDED 2011
HEADQUARTERED IN LOS ANGELES

ADVERTISING HIGHLIGHTS

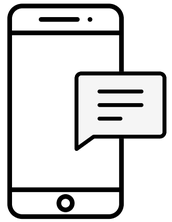
ADVERTISING OFFERINGS FOR BRANDS



MOBILE
DISPLAY ADVERTISING



DESKTOP
DISPLAY ADVERTISING



SPONSORED INBOX
MESSAGES

CORE SOLUTIONS FOR BRANDS

HORNET - Geofence

Reach mobile users based on where they are in real time using the best location data available in mobile marketing.

SERVICE LEVEL

100% MANAGED SERVICE

FUN FACTS

Some 400 million humans identify as LGBTQ today.
By 2050, this number is expected to rise to up to 2.5 billion.

REACH

2.5 Million + MONTHLY ACTIVE USERS

21 Million + MESSAGES SENT PER DAY

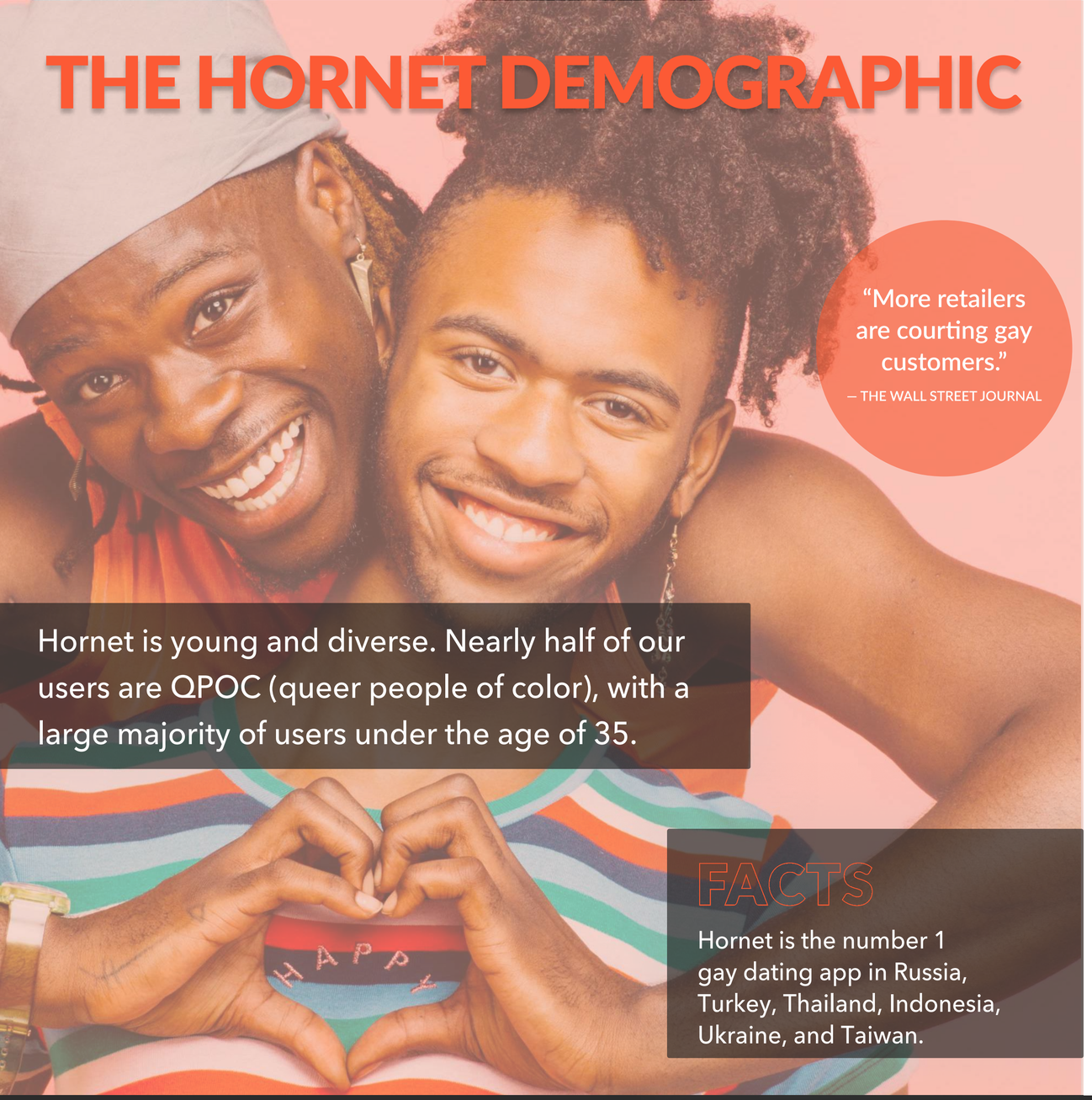
200 Min. + AVERAGE TIME SPENT IN-APP PER WEEK

450K + SOCIAL MEDIA FOLLOWERS

736M + MONTHLY AD IMPRESSIONS

HORNET

THE HORNET DEMOGRAPHIC



"More retailers are courting gay customers."

— THE WALL STREET JOURNAL

Hornet is young and diverse. Nearly half of our users are QPOC (queer people of color), with a large majority of users under the age of 35.

FACTS

Hornet is the number 1 gay dating app in Russia, Turkey, Thailand, Indonesia, Ukraine, and Taiwan.

AGE	GLOBAL
18-24	32%
25-34	47%
35-49	19%
50+	2%

ETHNICITY	USA
White	55%
Asian	7%
Latino	16%
Mixed	9%
Black	9%
Mid. East.	1%
Other	3%

LGBTQ AMERICANS



Male-male married couples had a higher median household income than opposite-sex married couples: $138,700 and $109,700, respectively.

Source: U.S. Census Bureau, 2022 American Community Survey, published 2024.

9%

Of U.S. Adults Identify as LGBTQ+

Source: Gallup, 2026

77%

Will Pay More for a Brand That Meaningfully Supports the LGBTQ+ Community

69.5%

Increased Spending With Businesses They View as LGBTQ+ Supportive

2X

Americans Are Twice as Likely to Buy From Brands That Publicly Support LGBTQ+ Rights

$1.4 TRILLION

In Estimated Annual U.S. LGBTQ+ Purchasing Power

Sources: Harris Poll, 2026; HRC Foundation and CMI, 2026; GLAAD, 2025; LGBT Capital, 2023.

HORNET PARTNERS

Panasonic

STARBUCKS COFFEE

LIVE NATION

NYC Health

GAY GAMES 11
HONG KONG 2022
UNITY IN DIVERSITY
在 多 元 中 團 結

World Health Organization

SKYN

PREMIUM TAKEOVER

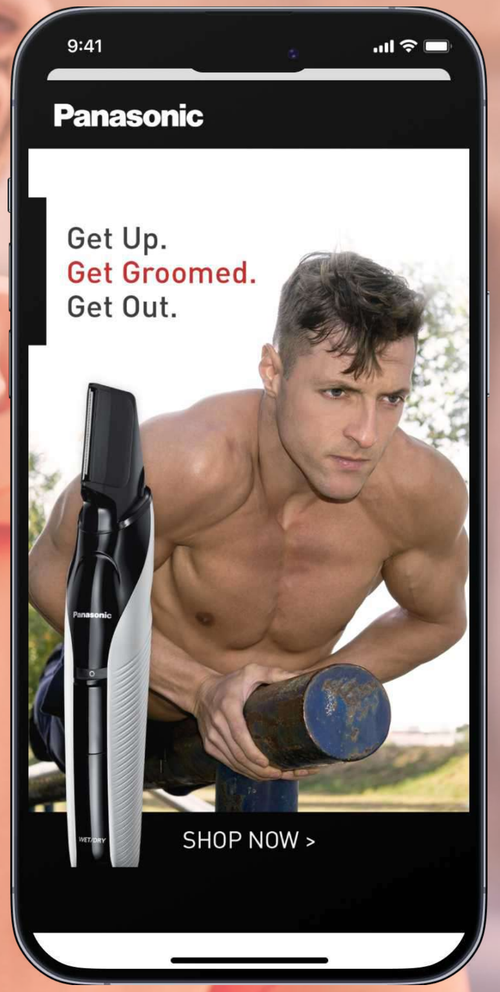
It’s the first and ONLY thing our users will see when they open Hornet each day - we’re offering advertisers 100% of the SOV prior to app engagement.

1125x1924

File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 500 KB
HTML: 500 KB







HORNET

SPONSORED INBOX MESSAGE

The sponsored inbox message is found inside the user's inbox, ensuring high visibility. Once delivered, a click from the user opens a full-screen ad, and the user is able to click through to the advertiser's landing page.

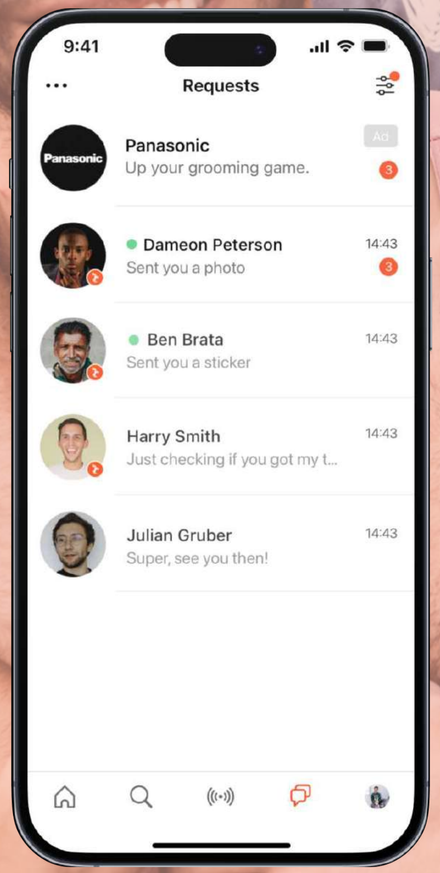
1125x1924

200x200 (logo)

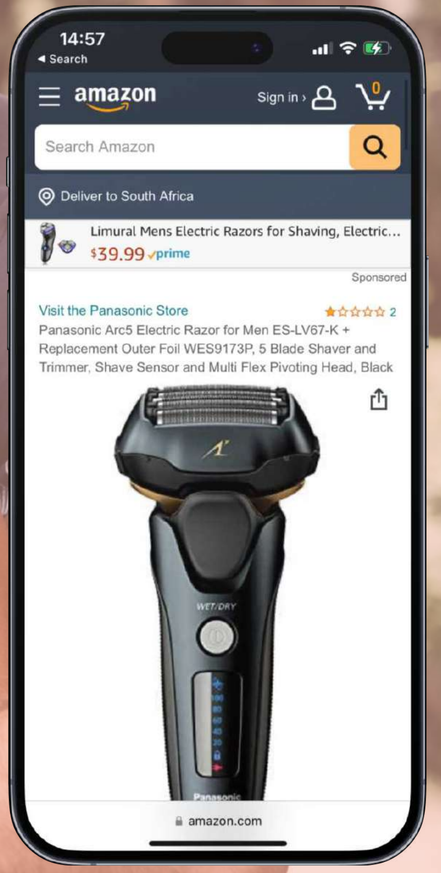
File Format:
Image (GIF / JPEG / PNG)
Video (MP4)

File Size:
Image: 500 KB

Other:
Header = Advertiser Name
Subject Line (25-30 characters max)



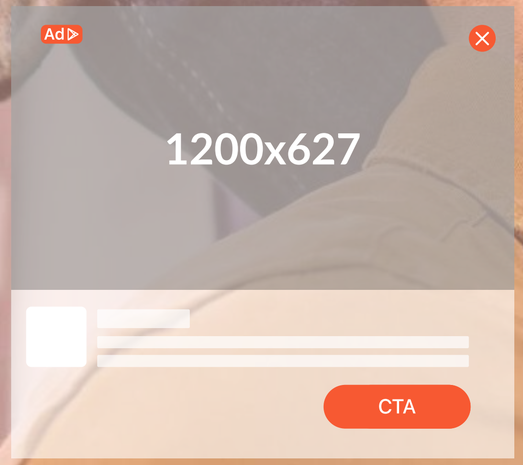




HORNET

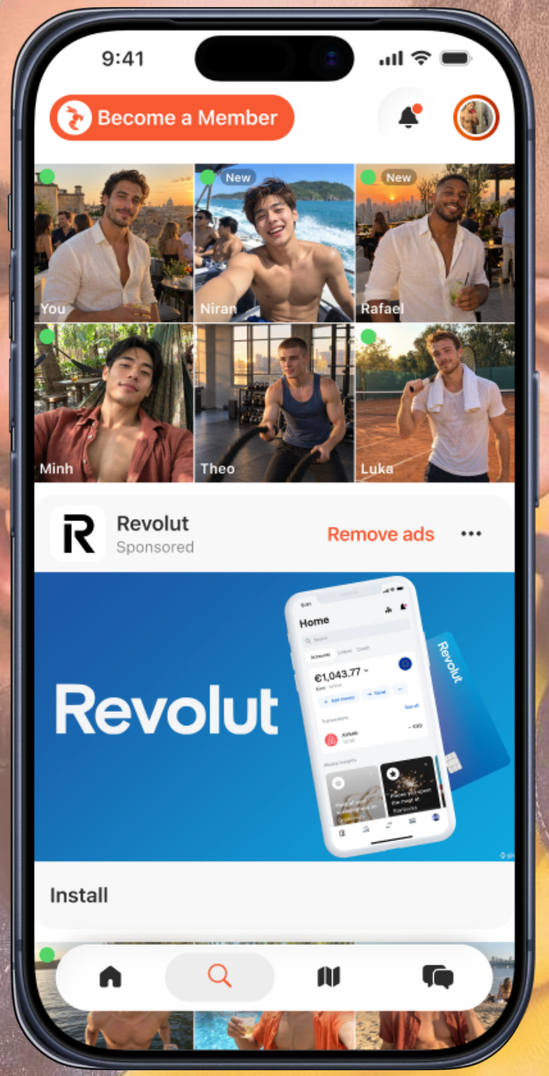
NATIVE GRID AND FEED

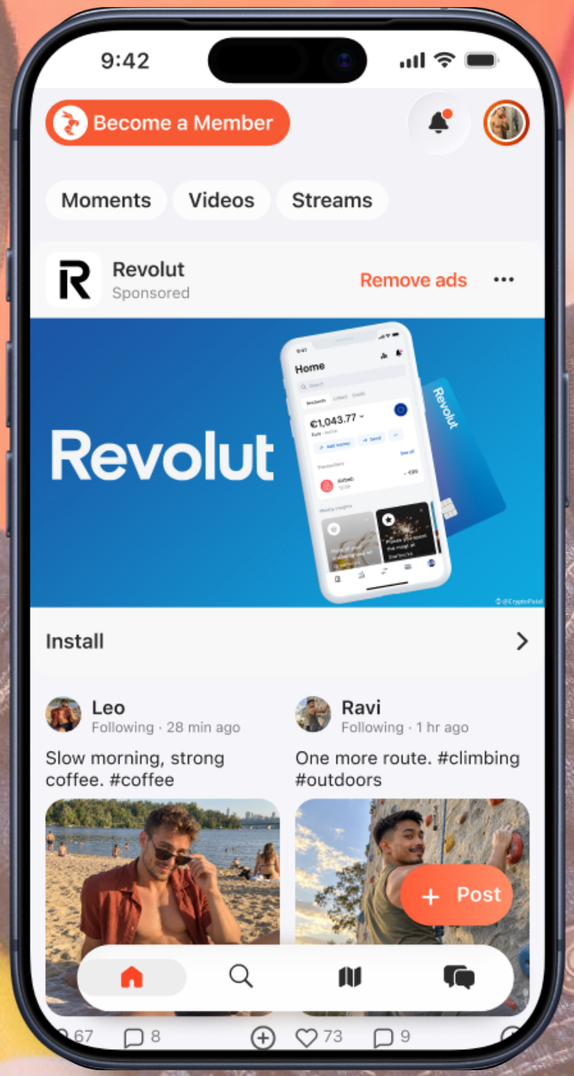
Say more with our native grid and feed ad unit, placed within our most popular pages content attracting the most attention.



File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 1 MB

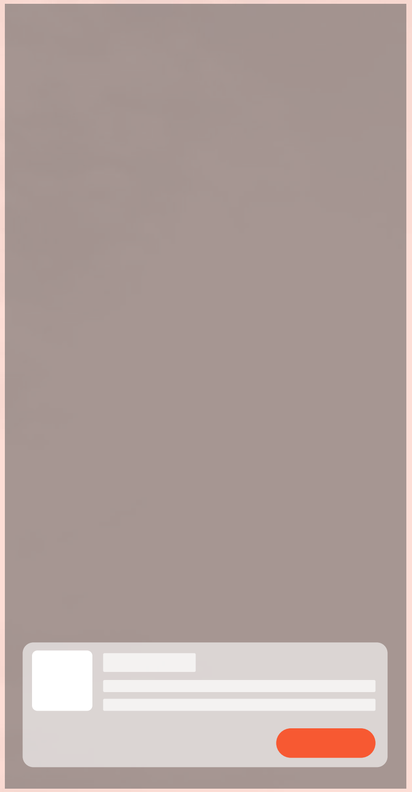




HORNET

FULL SCREEN NATIVE

Prime positioning with full screen native ads.
Places between profile and story swipes.

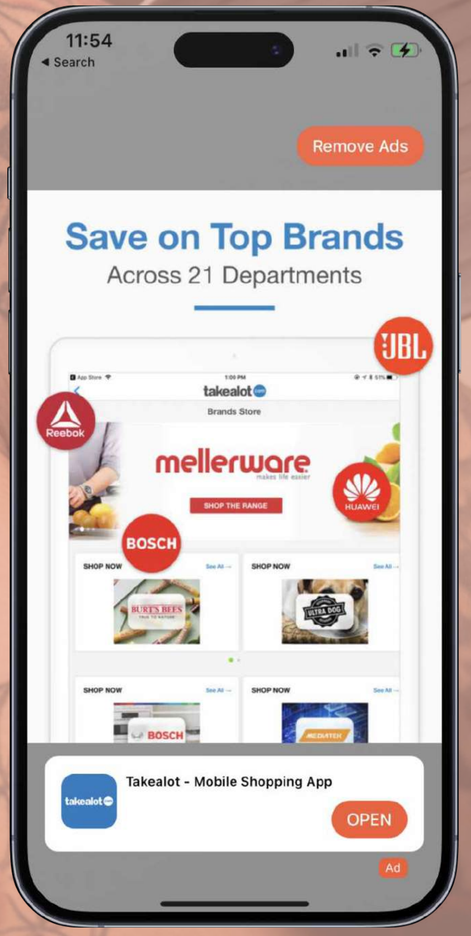


File Format:
Image
(GIF / JPEG / PNG)
Javascript or iFrame
tags

File Size:
Image: 500 KB







HORNET

PREMIUM ADHESION BANNER AD

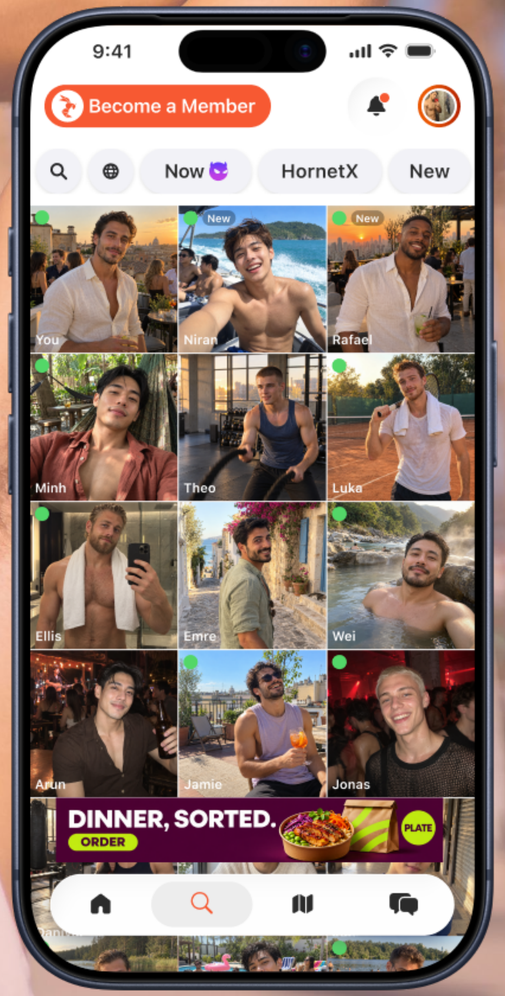
The mobile adhesion banner is positioned to the bottom of the device display and is highly viewable.

320 x 50

File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 500 KB
HTML: 500 KB





HORNET

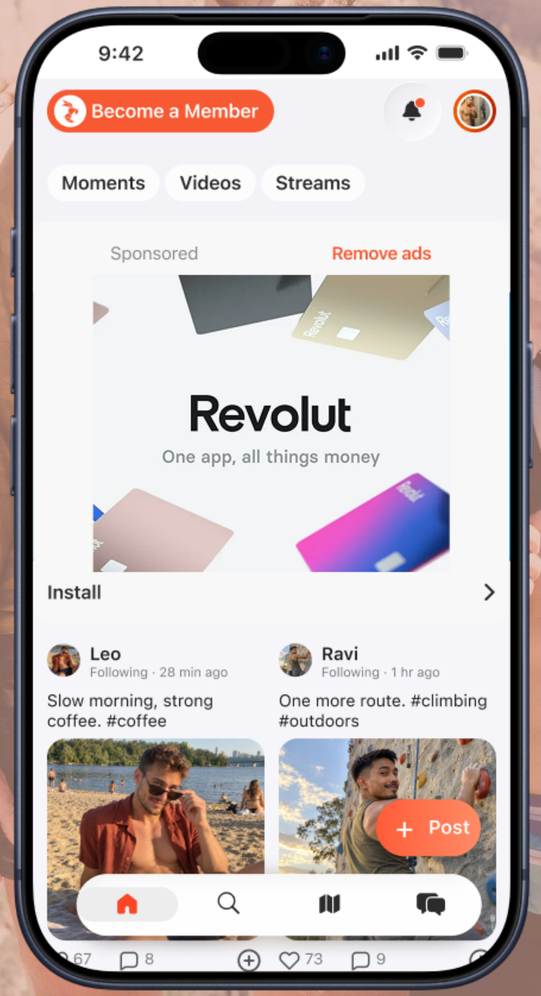
MREC AD UNIT

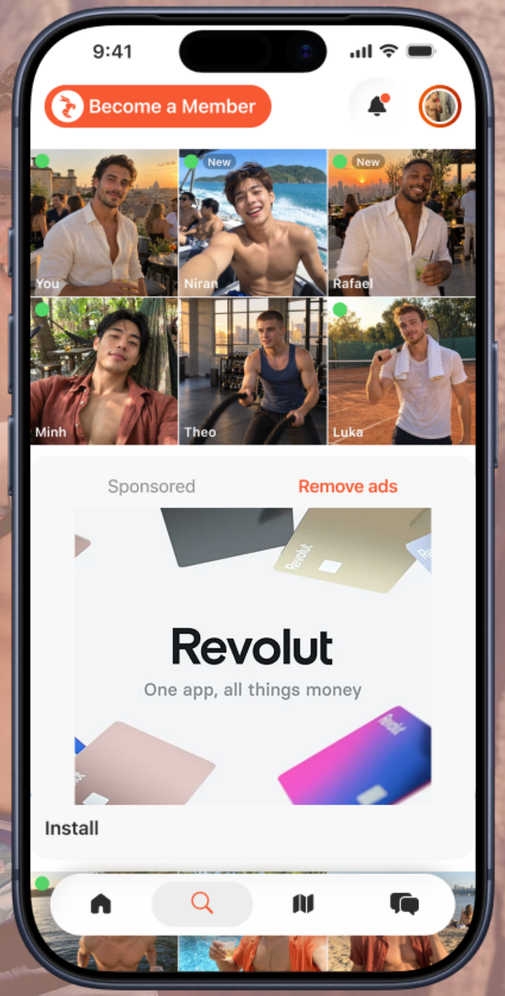
The mobile native medium rectangle is placed within the page content and thus attracts a lot of attention.

300x250

File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 500 KB
HTML: 500 KB





HORNET

PREMIUM INTERSTITIAL

The mobile interstitial is only visible after scrolling, covers the entire surface of the page content, and can be actively closed.

320 x 480

File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 500 KB
HTML: 500 KB







HORNET

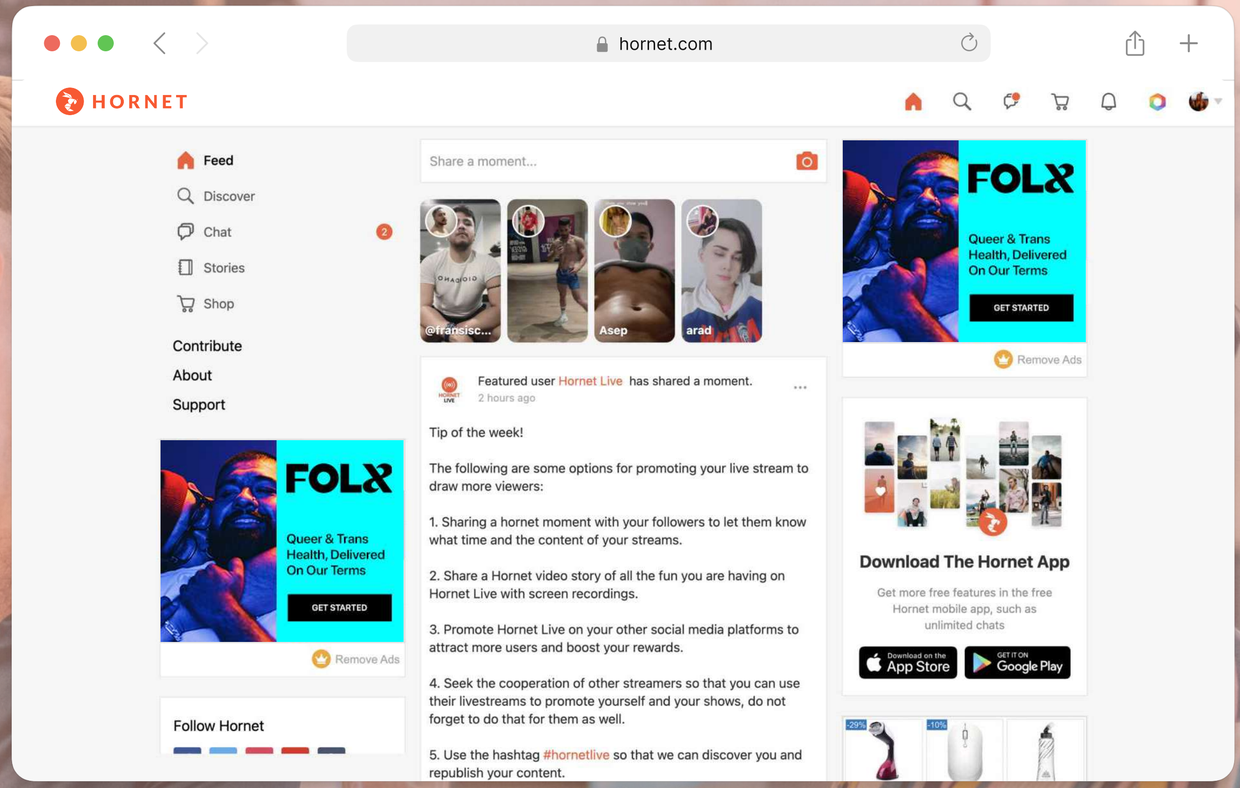
PREMIUM WEB BANNERS

The web banner ads display on the Hornet website and are great for brand awareness.



File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 500 KB
HTML: 500 KB



HORNET

TABLET ADS

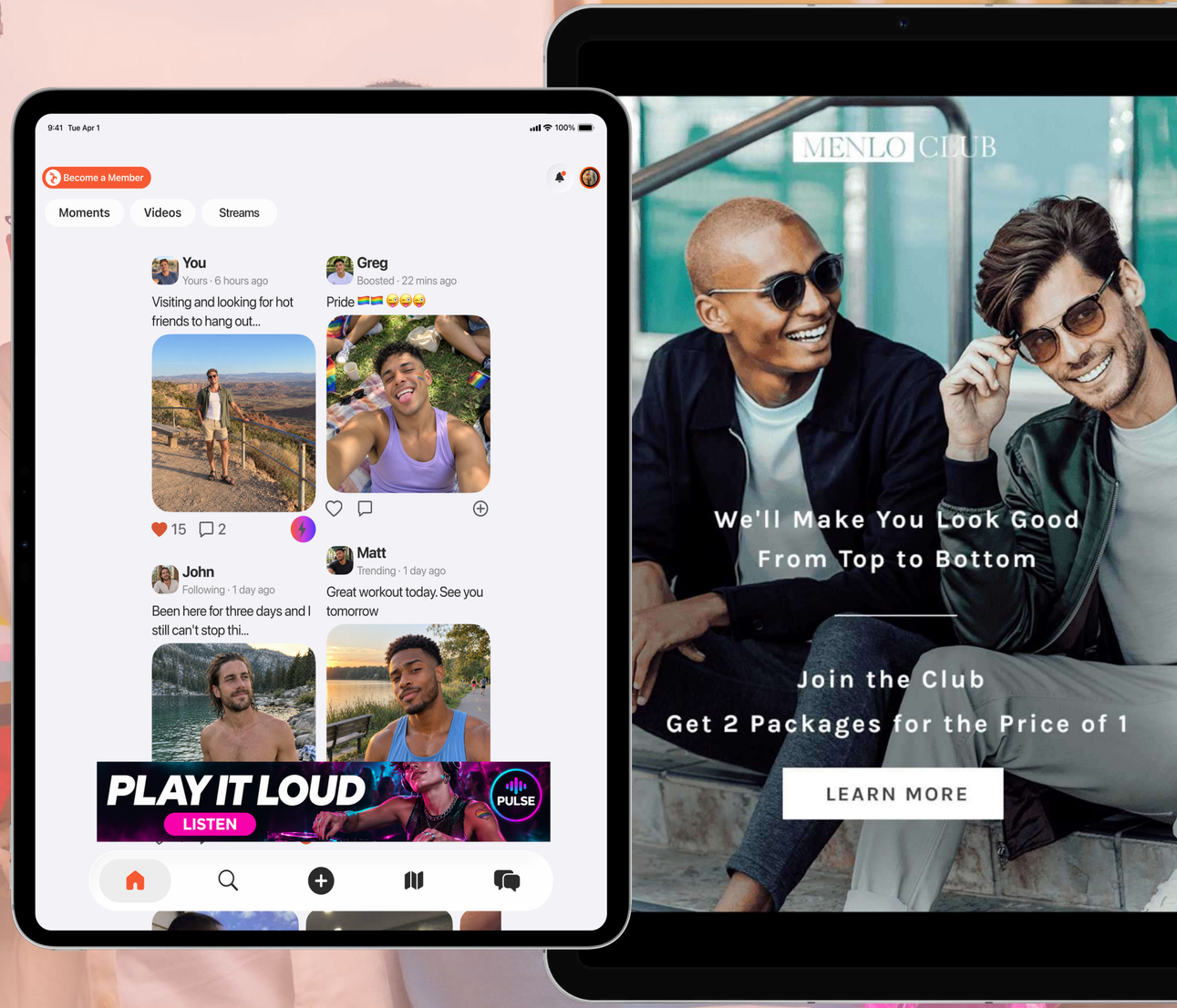
Banner and interstitial, just like the mobile version but on the bigger tablet device.

728 x 90

768 x 1024

File Format:
Image (GIF / JPEG / PNG)
Javascript or iFrame tags
HTML5

File Size:
Image: 500 KB
HTML: 500 KB



HORNET



WANT HIGHER ROI?
CONTACT US

We want to help your brand develop a meaningful campaign that achieves your marketing and sales goals. This means taking the time to create awareness and drive lead generation.

Our Hornet account executives are experts at helping you expand your audience reach, build your brand, and increase your ROI.

CONTACT US TODAY
advertising@hornet.com
www.hornet.com