



ADVERTISING OPTIONS

2019-20

welcome to atraf

With more than half a million users frequenting Atraf's website and app daily, Atraf has become a must-have app for every gay local and tourist in Israel. Atraf offers a fun dating experience that's easy to use and an LGBT nightlife guide that updates daily and lets its users purchase tickets to various events.

MADE IN TEL-AVIV

In the last few years Tel Aviv has become one of the world's most dominant gay capitals and a true beacon of tolerance for the LGBT community. With over 200,000 people participating in Tel- Aviv's annual pride parade, alongside Tel-Aviv's beautiful beaches, the city has grown to be the new Mecca for gays and lesbians looking for a unique Pride experience. Atraf has been taking an active and important role in recent Pride events and has been connecting travelers and locals throughout the year.



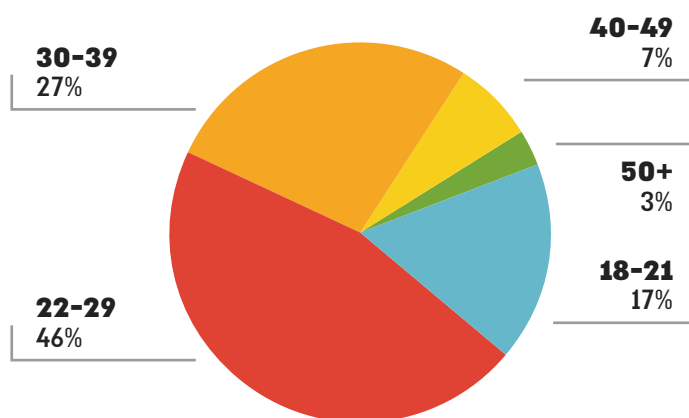
OTHER PLATFORMS BY ATRAF



atraf users

With an impressive amount of users from Israel and outside of it, Atraf is a gateway to the LGBT community in Israel. Most of our users are gay men that are looking to enjoy life and indulge in partying, traveling and socializing. Atraf can act as an effective tool for advertisers looking to reach the gay market and create a long lasting impression.

AGE



5 millions
page views / day



over 250k
active members / day



over 3 millions
messages sent / day

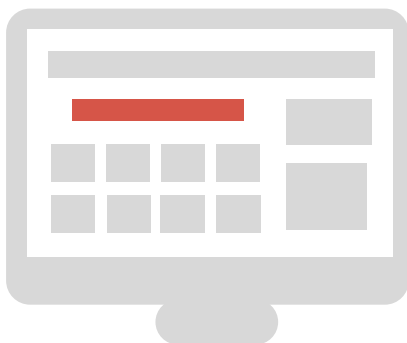


35%
use Atraf while traveling

advertising products **web**

Atraf offers a variety of advertising options that combine our web and mobile platforms. Once you contact one of our representatives, you'll be tailored with an effective and optimal campaign offer that fits your budget and helps you reach the desired key demographics.

WEB BASIC



width height

468

60

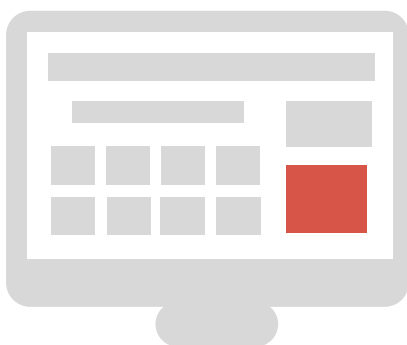
size

< 80 kb

format

HTML* / GIF

WEB XL



width height

300

250

size

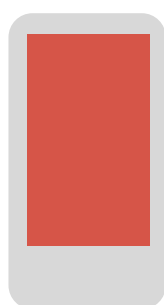
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format

HTML* / GIF

advertising products **mobile**

MOBILE SPLASH



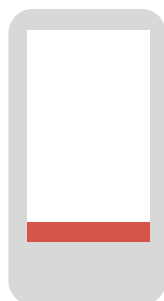
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size
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format
JPG / GIF

MOBILE FOOTER

Fixed location, highly effective

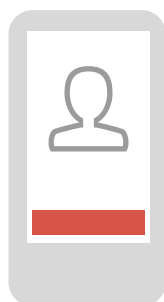


width	height
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size
< 100 kb

format
GIF

MOBILE PROFILE BANNER



width	height
600	120

size
< 80k

format
GIF

advertisers & business partners

issta איסתא

space
רשת מועדוני כושר



BluestoneGroup



durex

DIESEL



McCANN
TEL AVIV

eco **99** fm

לפנ



XLSIOR
MYKONOS

ADDICTED

VIVO
PRODUCTIONS



EMScLUB

