



ADVERTISING MEDIA PACK

Since 1999 Recon has enabled millions of men globally to explore and master their fetish evolution. Based in London, we provide the tools for connecting like-minded gay men through the website and via our apps.

See what Recon can do for you.

Recon members are extremely loyal and are open to being introduced to exciting new businesses.

In the UK, gay men earn 41% more than their hetero counterparts. (Barclays Research/Guardian)



Recon has been around
since 1999
and is available on web,
iOS and Andriod



Available in
5 languages

English
German
French
Spanish
Portuguese



189,000
active members



16,000
new registrations



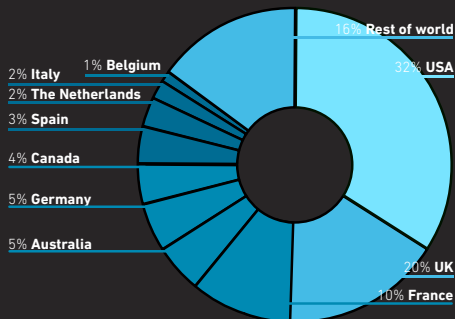
170,000
photos uploaded



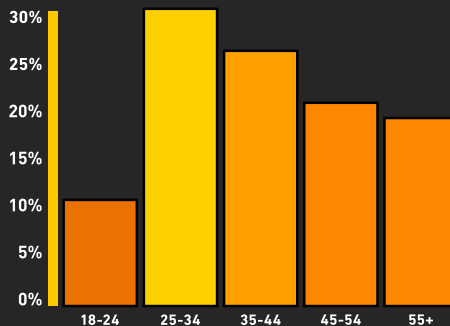
11.5m
messages sent

EVERY MONTH

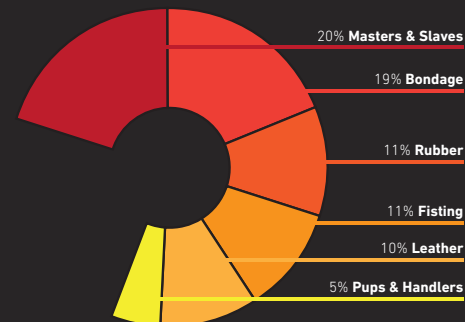
COUNTRY



AGE

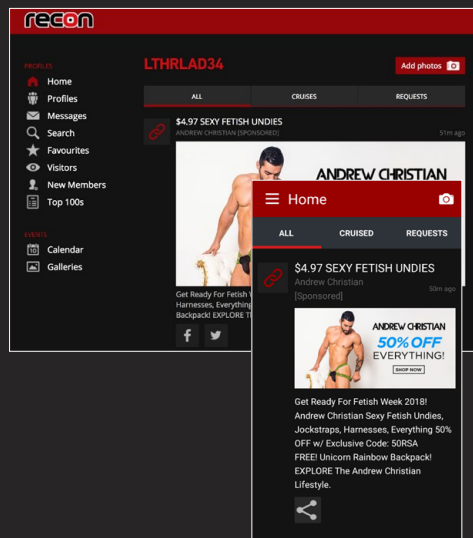


TOP FETISHES



MULTI-PLATFORM ADVERTISING PLACEMENTS

(Web + iPhone App + Android App)

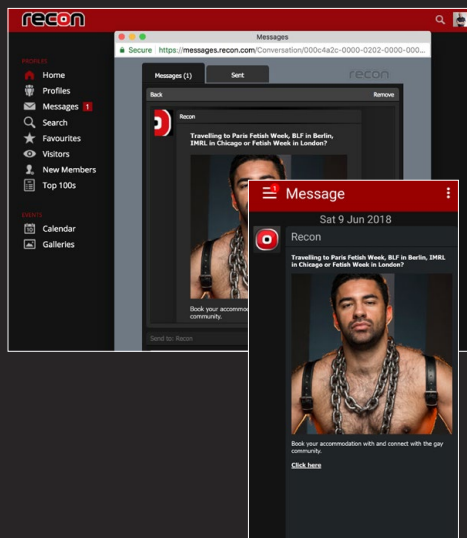


SPONSORED ALERTS

A sponsored alert is a type of native advertising, like a social media post, which runs on the home newsfeed of Recon.

This is where Recon members receive personalised updates about guys "cruising" their profiles, news from Recon, and other user-generated content. Alerts can be geo-targeted.

From £150 + VAT

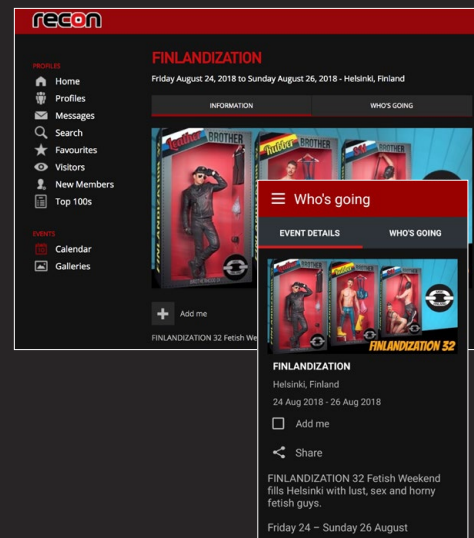


INBOX MEMBER MESSAGES

These go straight to members' message inboxes within Recon and perform much better than traditional email alerts.

Messages are sent as an Official Recon Sponsored Message, appear in the same brand style, and can also be geo-targeted.

From £175 + VAT



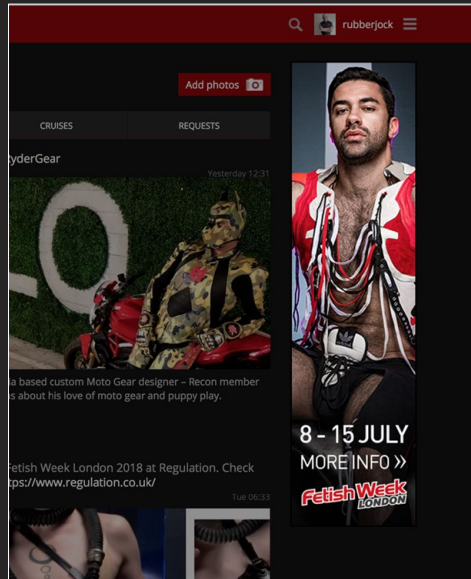
EVENT LISTINGS

Your Fetish-interest event can be profiled in native style, alongside official Recon events on our event calendar.

Your event will also be posted globally on our homefeed. Guys can add themselves to your event, as it gets automatically re-promoted to their friends on Recon.

From £400 +VAT

WEB ADVERTISING PLACEMENTS



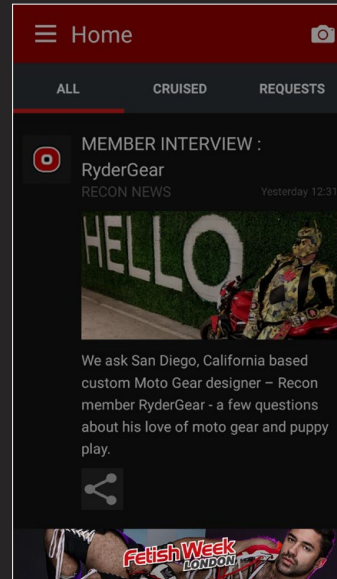
SKYSCRAPER BANNER

Recon has 3 site zones where you can run skyscraper banner ads – Home Page, Run of Site and Profile Page.

We offer advertising by impressions over a calendar month, which can be targeted by broad geos, such as UK, Europe, USA and Rest of World.

From £175 + VAT

ANDROID APP ADVERTISING PLACEMENTS



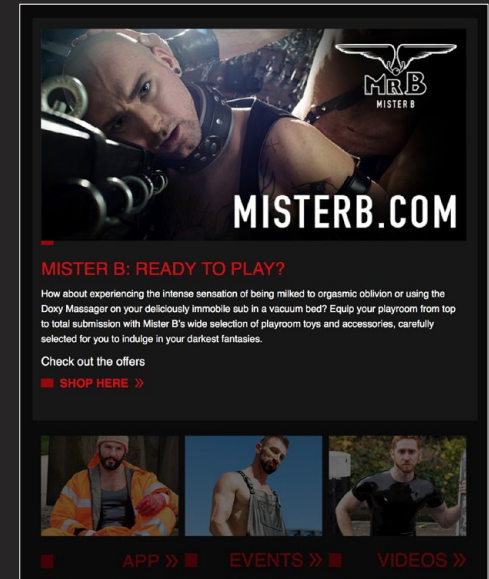
SMARTPHONE BANNER

The Smartphone Footer Banner appears on most pages throughout the app for standard members. Every 25 seconds, a new ad loads.

Ads can be targeted by geo and set amounts of impressions are available over a calendar month.

From £70 + VAT

EMAIL ADVERTISING PLACEMENTS



NEWS ITEM

Each week The Recon Weekly Cruise Email provides all 189K Recon members around the globe with a round-up of featured content from Recon.

One exclusive sponsor can run a news item within this email, with an image, text and a link.

£500 + VAT

REPORTING

All advertisers receive a comprehensive report that allows you to see how your campaign is doing and which banners are performing the best. This puts you in control and you can adapt your campaign to suit the behaviour of our members.

CONTACT

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Recon is a trading name of T101 Limited

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