



Guide to Online Communities

The internet is a fast-paced environment where change is constant. This list contains the online communities that have a significant population and high ranking at the time of publication (fall 2009).

Most sites listed are currently ranked within the top 100 in their individual categories as reported by Hitwise (www.hitwise.com) and/or ComScore (www.comscore.com).

The demographic information provided within this document is from the individual website or obtained through marketing/rating sites such as quantcast.com, compete.com, and Google Ad Planner. The information below is provided as an educational guide with estimated traffic and ranking data, and should not be considered 100% accurate.

For questions, additions, or comments, please contact Stephan Adelson sadelson@sadelson.com.

Ranking provided by Quantacst and is based on US traffic. <http://www.quantcast.com/top-sites-1>

Adam4Adam (www.adam4adam.com) Adult gay/MSM Dating - ranked 3,674, with about 620,000 unique visitors monthly. 44% White, 38% Black, 12% Hispanic, 43% College educated, 16% with graduate degrees, ages 18-34 (43%), 35-29 (24%),

AsianAve (www.asianave.com) Asian dating /SNS - online since 1997, ranked 7,388, partner sites are BlackPlanet, Faithbase, and MiGente all owned by Interactive One (<http://www.interactiveone.com>). 56% Male, 52% Asian, ages 18-34 (72%)

Batanga (www.batanga.com) SNS - online since 1999, the first online community for Latino lifestyle, entertainment, and music, ranked at 3,207, over 5.5 million unique monthly visitors. Social Networking site separate from main site focused on music and social networking, with over 400,000 members: www.mybatanga.com.

Bebo (www.bebo.com) SNS - online since 2005, ranked 207, "Blog Early Blog Often" catering to a younger population, the third largest social networking services in the US, UK based, over 700,000 unique daily visitors, 60% Female, 44% White, 43% Black, ages 13-17 (42%), 18-34 (31%)

BlackGayChat (www.blackgaychat.com) Adult gay/ MSM dating – focused on blacks, 550,000 members, over 35,000 unique monthly visitors, 81% Black, 7% White, ages 18-34 (49%)

BlackPeopleMeet (www.blackpeoplemeet.com) Dating – Online since 2002, catering to Blacks, a top 5000 site ranked at 2,631. Parent company People Media about 430,000 unique visitors monthly, estimated demographics; 53% Male, 85% Black, ages 35-49 (50%), 50+ (25%)

BlackPlanet (www.blackplanet.com) SNS - online since 1999, over 15 million users reaches over 1.6 million people monthly with 82% in the US., the largest site catering to Blacks, ranked at 844, 45% Male, 55% Female, majority 18-34.

BlackSingles (www.blacksingles.com) Dating – online since 1998, ranked 3,875, over 350,000 unique visitors monthly, catering to Blacks, estimated demographics; 51% Male, 78% Black, ages 35-49 (42%), 18-34 (32%)

CafeMom (www.cafemom.com) SNS focused on Moms- online since 2006, ranked 1,164 with an estimated 840,000 unique visitors monthly, estimated demographics: 62% Female, 87% White, 56% with children, ages 18-34 (49%)

Chemistry (www.chemistry.com) Dating – online since 2005 ranked 1,431 with over 470,000 unique visitors monthly. Estimated demographics: 56% Female, 86% White, ages 35-49 (43%), 18-34 (32%), 50+ (25%)

Christian Mingle (www.christianmingle.com) Dating – online since 2007, ranked 1,879 with over 510,000 unique visitors monthly, 55% Female, 79% White, ages 35-39 (41%), 18-34 (32%), 50+ (25%)

Classmates (www.classmates.com) SNS for school alumni – online since 1997, ranked 199 with over 9 million unique visitors monthly, demographics unavailable.

Club Penguin (www.clubpenguin.com) SNS for children (under 18) – online since 2005, a Disney product, ranked 562 with over 5.1 million unique visitors monthly. 54% Female, 76% White, 10% Hispanic, ages 13-17 (39%), 3-12 (29%),

Craigslist (www.craigslist.org) Classified site with dating section – online since 1995, ranked 13, over 5 million visitors monthly. 55% Male, 78% White, ages 18-34 (39%), 35-49 (38%)

Cupid (www.cupid.com) Dating – started as a bulletin board in 1998, ranked 6,484 with over 94,000 unique visitor monthly. 50% Male, 94% White, ages 35-49 (41%), 50+ (29%)

DateHookup (www.datehookup.com) Dating –online since 2002, ranked 1,471 with over 570,000 unique visitors monthly. 53% Male, 86% White, ages 35-49 (37%), 18-34 (32%), 50+ (30%)

Deviant ART (www.deviantart.com) SNS focused on art – online since 2000, ranked 177 with over 19 million unique visitors monthly, 52% Male, 80% White, ages 18-34 (39%), 13-17 (22%)

Digg (www.digg.com) SNS focused on media sharing – online since 2005, ranked 63 with over 23 million unique visitors monthly, 65% Males, 80% White, ages 18-34 (39%), 35-49 (33%)

Dream-Marriage (www.dream-marriage.com) Adult Dating – online since 2003, advertising Russian Brides, ranked 3,643 with 23 million unique visitors monthly, 80% Male, 78% White, 12% Black, ages 18-34 (40%), 25-29 (30%) 50+ (24%)

eHarmony (www.eharmony.com) Dating (matchmaking/ matrimony) – online since 2000 ranked 297, 57% female, 80% White, 9% Black, ages 35-49 (45%), 18-34 (30%), 50+ (24%)

Eons (www.eons.com) SNS for baby-boomers – online since 2005, part of www.eonsboommedia.com, ranked 8,030 with a reach that is over 296K people monthly, of which 219K (74%) are in the U.S., 57% female, 93% White, 58% ages, 50+ (58%) 35-49 (27%)

Facebook (www.facebook.com) SNS – online since 2004, more than 300 million active users, ranked 3, 50% of all users login everyday, 70% of all users are outside of the US, fastest growing demographic is those over 35. Estimated demographics, 54% female, 77%White, 11%, Black, ages 18-34 (46%), 13-17 (20%), 50+ (13%)

Gaia Online (www.gaiaonline.com) SNS focused on games in a virtual world setting, for teens and young adults, online since 2003, more than 7 million unique visitors monthly, ranked 581, 58% female, 69% White, 12% Hispanic, 11% Asian, ages 13-17 (33%), 18-34 (33%), 3-12 (12%)

Gather (www.gather.com) SNS for adults (30-55), online since 2007, ranked 2,017, with about 908,000 unique monthly visitors, 54% Female, 83% White, ages, 35-49 (36%), 18-34 (18%) 50+ (29%)

Glee (www.glee.com) GayLesbianEveryoneElse - SNS focused on the LGBTI community, ranked 9,204, owned by Interactive One (www.interactiveone.com) about 165,000 monthly US visitors, 51% male 78% White, 14% Black, ages 18-34 (45%), 35-49 (36%)

Growing Bolder (www.growingbolder.com) SNS for 50+, Growing Bolder Media Group and Bolder Health are part of BolderNet, ranked 2,552 with over 649,000 unique monthly visitors, 53% Female, 88% White, ages 50+ (69%)

Habbo (www.habbo.com) SNS/game/virtual world for teens, offered in 32 countries ranked at 3,278, with over 381,000 unique monthly visitors. 59% Female, 42% White, 20 % Black, 15% Asian, ages, 13-17 (37%), 18-34 (23%), 3-12 (21%)

Hi5 (www.hi5.com) SNS – online since 2003, ranked 244, Hi5.com is a popular site that reaches over 57 million monthly people, of which 4.5 million (8%) are in the U.S. The site is popular among a Hispanic and Black, young adult, slightly male slanted audience. 58% Male, 37% Hispanic, 24%White, 23% Black, ages 18-34 (50%), 35-49 (35%)

LinkedIn (www.linkedin.com) SNS employment focused – online since 2003, ranked at number 50, the site has over 47 million members, with 12.5 million unique visitors per month. 53% Male, 84% White, ages 35-49 (41%), 50+ (37%)

Manhunt (www.manhunt.net) Adult gay/MSM Dating – online since 2001, Not ranked, the site reaches about 400,000 unique visitors monthly, 82% of their daily visits are generated by 29% of their membership (generally termed ‘site addicts’), 16% of their daily visits are generated by 51% of their membership. 81% White, 11% Hispanic, ages 35-49 (51%), 18-34 (32%)

Match (www.match.com) Dating – ranked 136, online since 1995 offered in 24 countries, Match.com works in partnership with MSN dating. 49% Male, 83% White, ages 35-49 (43%), 18-34 (31%), 50+ (26%)

Mate1 (www.mate1.com) Dating – online since 2003, ranked 2,563, over 15 million members with over 650,000 unique monthly visitors. 59% Male, 75% White, 12% Black, ages 35-49 (36%), 18-34 (33%), 50+ (25%)

Men4Now (www.men4now.com) Adult gay/MSM Dating – online since 2001, rank not available, with over 345,000 members with about 30,000 unique logins monthly. 55% Black, 23% White, 11% other, ages, 35-49 (44%), 18-34 (36%)

MiGente (www.megente.com) SNS focused on the Latino community, rank not available, owned by Interactive One (www.interactiveone.com), 53% Female, Ages 12-34 in the majority

Mingle2 (www.mingle2.com) Dating – formally www.JustSayHi.com, rank not available, reaches about 354,000 unique monthly visitors, attracts more males, and is slightly

Monster (www.monster.com) Employment based SNS – online since 1994, ranked at number 37 with a reach over 19 million unique visitors monthly in the US, offered in 50 countries with offices in the US and throughout Europe, 55% Female, 71% White, 14% Black, ages 18-34 (36%), 35-49 (35%), 50+ (22%)

MocoSpace (www.mocospace.com) mobile SNS – online since 2005, ranked 1,170 reaching over 1.3 million unique visitors in the US, 57% Female, 37% Black, 36% White, 25% Hispanic, ages 18-34 (54%), 13-17 (21%)

MSNMatch (www.msn.match.com) see match.com

MyLife (www.mylife.com) People Search and SNS – online since 2009, result of a merger between Reunion.com (2002) and Wink.com, database of 750 million profiles, 50 million registered users, reaches 2 million unique visitors monthly, 56% Female, 81% White, ages 35-49 (34%), 18-34 (31%), 50+ (26%)

MySpace (www.myspace.com) youth focused SNS – online since 2004, ranked 10, 65 million unique monthly US visitors, 57% Female, 69% White, 14% Hispanic, 12% Black, ages 18-34 (46%), 13-17 (26%)

myYearbook (www.myyearbook.com) SNS focused on connecting classmates/alumni – online since 2005, ranked 261, over 20 million users, 4.5 million unique US visitors monthly, 66% Female, 83% White, ages 35-49 (54%), 18-34 (21%), 13-17 (15%)

Neopets – (www.neopets.com) game based virtual pet website – online since 1999, ranked 1,624 <http://en.wikipedia.org/wiki/Neopets> 59% Female, 75% White, 11% Asian, 8% Hispanic, ages 13-17 (37%), 18-34 (22%), 3-12 (18%)

OnlineBootyCall (www.onlinebootycall.com) Adult Dating – online since 2005, rank not available, reaches 1.0 million unique monthly users, 50% White, 42% Black, 60% Male, ages 18-34 (46%), 35-49 (37%)

OkCupid (www.okcupid.com) SNS/Dating – online since 2006, ranked 937, 57% Male, 93% White, ages 18-34 (40%), 35-49 (37%)

Orkut (www.orkut.com) SNS – online since 2004, owned by Google and hosted/managed in Brazil, 51% in Brazil, 20% in India, 18% US, 50% seeking friendship, 16% seeking dating, 40% White, ages 18-25 (57%), 26-30 (14%)

OutPersonals (www.outpresonals.com) Adult gay/MSM Dating – online since 1996, rank not available, 1.4 million members, 1.1 million unique monthly US users, 79% White, ages 35-49 (41%), 18-34 (33%)

PlentyofFish (www.plentyoffish.com) Adult Dating – online since 2001, ranked 200, 90 million visitors, 5.3 million unique monthly visitors, 55% US, 26% Canada, 14% UK, 54% Male, 86% White, ages 18-34 (39%), 35-49 (38%)

PopSugar (www.onsugar.com) Pop culture SNS – ranked 1,141, reaches over 2 million unique monthly users, 64% from the US, attracts mostly younger Females.

Seniorpeoplemeet (www.seniorpeoplemeet.com) Senior Dating - online since 2000, ranked 4,352, reaches over 375,000 unique monthly US users, 62% Female, 87% White, ages 50+ (67%)

Singlesnet (www.singlesnet.com) Dating – online since 1998, ranked 495, over 2.5 million unique visitors monthly, 58% male, 80% White, 10% Black, ages 35-49 (37%), 18-34 (32%), 50+ (28%)

Tagged (www.tagged.com) Dating, online since 2003, ranked 121, over 80 million members, 26 million unique visitors monthly, 29% in the US, 55% Female, 51% White, 29% Black, ages 35-49 (65%), 18-34 (19%)

TRUE (www.true.com) “safer” Dating – screens all members against criminal records, online since 2003, ranked 413, reaches over 3 million unique visitors monthly, 55% Male, 76% White, 12% Black, ages, 18-34 (34%), 35-49 (33%), 50+ (27%)

Twitter (www.twitter.com) micro-blog / SNS – online since 2006, reaches over 28 million unique users monthly, 54% Female, 76% White, 12% Black, ages 18-34 (43%), 35-49 (29%)

Woome (www.woome.com) Webcam based speed Dating – online since 2006, ranked 2,360, about 500,000 unique monthly visitors

Xtube (www.xtube.com) Adult Dating/Pornography – online since 2006, ranking not available, 7.8 million members, over 140,000 at any given moment with 1.6 million unique visitors monthly, 73% Male, 66% White, 19% Black, 11% Hispanic, ages 18-34 (48%), 35-49 (34%)

Yahoo Personals (www.personals.yahoo.com) Dating – ranked 385, reaches over 3.2 million unique visitors monthly, 54% Male, ages 35-49 (42%), 18-34 (30%)

Youtube (www.youtube.com) Video sharing / SNS (video community) – online since 2005, ranked 4, reaches over 82 million unique visitors monthly, 50% Male, 70% White, ages 18-34 (35%) 35-49 (24%)

Zoosk (www.zoosk.com) dating – online since 2007, ranked 2,686, integrated with major SNS sites, over 40 million members with over 610,000 unique monthly visitors, no other data available.

Other MSM Adult Dating Sites:

www.atomicmen.com

www.gaytube.com

www.bear411.com

www.gkiss.com

www.bigjock.com

www.guys4men.com

www.bigmuscle.com

www.hivpassions.com

www.boysgo.com

www.hookuphunter.com

www.cockharmony.com

www.jaketm.com

www.connexion.org

www.justguys.net

www.cruisingforsex.com

www.lifeout.com

www.daddyhunt.net

www.lovetastic.com

www.destinationmale.com

www.m4m-world.com

www.dlist.com

www.manjam.com

www.downelink.com

www.manline.com

www.dudesnude.com

www.outinamerica.com

www.gaydar.com

www.pozpersonals.com

www.gayfriendfinder.com

www.realjock.com

www.gaylounge.com

www.recon.com

www.gaymen.com

www.sexpigs.com

www.gayromeo.com

www.silverdaddies.com

www.gaysinglesonline.com

www.squirt.org

www.thugsforsex.com

www.truespice.com

Demographic and Site Traffic Resources:

www.quantcast.com

www.google.com/adplanner

www.compete.com

www.alexa.com

www.onlinepersoanlswatch.com

http://en.wikipedia.org/wiki/List_of_social_networking_websites

Recommended People Search Sites:

www.pipl.com

www.peakyou.com

<http://people.yahoo.com>

www.zabasearch.com

Recommended Reverse Phone Number Search Sites:

http://www.whitepages.com/reverse_phone

<http://www.anywho.com/rl.html>

<http://www22.verizon.com/utilities/reverselookup/>