

About Us



Matthew Skallerud, President of **Pink Banana Media**, began his career in the gay & lesbian marketplace when he founded GayWired.com in May of 1995. He successfully led GayWired.com into one of the premiere and dominant gay websites worldwide, translating that success to LesbianNation.com and QTMagazine.com (gay travel site). In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented web-

sites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of websites, which included GayMonkey.com, GaySports.com, Navigaytion.com, PrideParenting.com and GayBusinessWorld.com, just to name a few.

Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.

Our Business Products

PBM Monthly Gay Business Report

www.PinkBananaMedia.com/BusinessReport



PBM Annual Gay Market Report

www.PinkBananaMedia.com/MarketReport



Gay and Lesbian

...: Social Networking ...

...|...

...: Marketing ...

...|...

...: Advertising ...

...|...

...: Community ...

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GLBT Marketing Services

Specialized Web 2.0 Marketing: Our company specializes in the more unique aspects of online marketing in 2009. Working closely with your product or service, we can help promote your company to the online GLBT community utilizing such services as **Facebook Pages, IgoUgo.com** and **TripAdvisor.com Marketing, MySpace Pages, Blog Creation, YouTube Video** and **Flickr Photos**, just to name a few.



Strategic Online Media Placement: In addition, we can offer you **Banner Advertising** and **E-Mail Marketing** opportunities to help promote your business to the online GLBT community. Working with a network of strong web sites targeting the GLBT community, we can help **Match** your product or service to the online GLBT community that is right for you, targeting by **regions of the world** as well as **themes including travel, sports and more.**

Incorporating some of our best **Specialized Web 2.0 Marketing** with your **Banner Ad Campaign** allows us to **Supercharge** your online advertising... we call it **Banner Advertising Plus!** Every client's needs are custom, so tell us more about your product or service so that we can custom-tailor a **Banner Advertising Plus** solution that's right for you. www.PinkBananaMedia.com/Services/

Websites

PinkBananaWorld.com: Bringing the GLBT audience worldwide news, blogs, podcasts, photos and videos from a wide variety of content sources from around the globe. Also bringing together an online member's various personas on MySpace, Facebook, YouTube, Flickr and more... using RSS and XML to deliver the best side of our GLBT members to their friends, family and new acquaintances found on PinkBananaWorld.com.



PinkBananaWorld.com Strengths!

#1 GLBT Content & News Source

Working with such a wide variety of blogs, video sources, news sources and more, this site is the best primary location for finding anything and everything Gay or Lesbian on the Internet today.

Show Your Best Angle

Integrating a member's profile with their other online personas on MySpace, Facebook, Youtube and more.

Bring Your Gay World Together

Sharing this profile integration with their friends!