



THE GLOBAL GAYBORHOOD IN YOUR POCKET™

We know **gays**.

Grindr is the world's best-known gay brand. Our audience adopts early, moves fast, and sets the trends the rest of the world follows.



THE AUDIENCE

Source: Grindr internal data, 2026

15M+

Monthly active global users

190+

Countries and territories

1.2M+

Daily active US users

70+ min

Daily time in-app — more than IG, Snap, FB

7 in 10

Single gay men use Grindr

135B+

Chats sent in 2025

32.7M+

Monthly social impressions

2.5M+

Social followers, all platforms

85%

aged 18–44

85%+

don't have kids

35%+

HHI \$100k+

2x

more likely to earn \$200k+

WAYS TO WORK WITH US

Strategy first · built custom, end to end

01 · STRATEGY

We help you show up authentically.

Goal setting

Objectives, audience and what success looks like.

Cultural advisory

A standing read on what's landing with our audience.

Brand strategy

How your brand belongs here, before a single asset.

02 · EXECUTION

We bring it to life, end to end.

Creative, in-app, ads and IRL — one team, one plan, built custom for your brand.

Creative by The Shop

App and social-native assets, made in-house.

Ads in platform

Takeovers, rewarded video (80% VCR), inbox. Brand-safe.

Originals and social

Host or Travel (52M+), Who's the Asshole? (15M+).

In-app integrations

Custom, branded experiences built into our app - livestreams, takeovers, more

IRL and activations

Madonna in Times Square, Halloween Pleasure Ball, VIP events

Proof

Brand lift studies, cultural analyses, retrospectives



Let us run your gay creative.

01

Discovery call

Align on goals, guidelines, campaigns and success.

02

Budget alignment

Agree an investment to right-size the concept.

03

Concept development

Concepts tailored to your brand. You sign off, we bring it to life.

LET'S TALK

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