



doubledrummer.com
playing together

a community for active people

site information

doubledrummer.com launched in November 2007, is fast becoming Australia's most popular social networking web site for active people. doubledrummer.com is a portal for all things sport and a place where those who want to lead an active lifestyle can meet and have fun.

Double Drummer will grow to also become Australia's most comprehensive sport and activity directory, covering some 600 sports and activities. Our members will be able to find whomever and whatever they need to keep active... playing partners, teams, coaches, clubs, gyms, physios., sports gear and equipment, health products, sporting event tickets, coaching tips from elite athletes and much more.

member profile

doubledrummer.com aims to attract 20,000 members in its first year of a potential Australian market of at least 200,000 active, net-savvy, 25+ year old adults. From 2012, doubledrummer.com hopes to launch into much bigger markets such as Europe, the Americas and Asia.

Double Drummer's primary target market is the time-poor, 30+ to 60+ year olds who want to start (or continue) an active lifestyle.

- 50/50 male/female
- 30 to 60 plus years old
- majority are employed with high disposable incomes
- time-poor
- comfortable with using Internet
- some are regular travellers
- some are migrants and overseas visitors
- high concern for their health and well-being
- singles and couples who want to meet people through sport or activities

doubledrummer.com will naturally also attract the younger (16 to 29s), net-savvy people who are already familiar with online social networking.



advertising opportunity

In our first 5 years, we're hoping to attract about 200,000 Australian members from the 11 million who according to the ABS: "actively participate in a weekly sport." These people spend some **\$4 billion a year** on sport-related products and services.

So Double Drummer is a great opportunity for advertisers to access thousands of active Australians (and later, people from all over the world) who need sport-related products and services and are actively looking to buy. Our members are not mere sport spectators; they are **participants**.

Online advertising was previously the domain of big-budget advertisers. However, using Double Drummer's 'pay per contact' advertising model, small businesses and one-man operations (e.g. individual coaches) can now afford to advertise. If (e.g.) over a period of two weeks, a swimming coach is 'searched and contacted' 50 times, the coach pays just \$1 per contact or \$50 for 50 qualified prospects. There are no ongoing fees or big advertising and mail-out costs. And you can limit your spend to match your advertising budget.

We're keen for you to try doubledrummer.com, so we're offering advertisers their first 10 'contacts' or leads for FREE if you **join by 31 June 2011**.

Non-sport-related advertisers such as financial institutions, telecommunications providers, entertainment, food and wine companies can also benefit from being part of doubledrummer.com. Our site will feature a Chill Out Zone for 'after-sport' activities (e.g. dining, fine wines, concert tickets, etc.) where our members will receive exclusive offers from relevant advertisers.

Note: see Advertising Rate card for details of membership entitlements and advertising options.