

# SameSame.com.au Becomes #1

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Australia's leading gay and lesbian community website, SameSame.com.au, broke records last month with over 135,000 unique browsers visiting the site in March, making it the #1 gay and lesbian lifestyle website in Australia, according to Nielsen Online\*.

Same Same has been steadily building its audience every month since launching in January 2007. Over 10,500 signed up members now contribute regularly to the site by writing stories, taking photographs, chatting in the forums, commenting on stories, blogging and meeting new people.

During the month of March, almost 1 million pages were viewed on the site reinforcing Same Same's position as *the* place for the community to connect following the 30<sup>th</sup> Anniversary of Sydney's Gay and Lesbian Mardi Gras. During this period, Same Same provided an essential social media platform for people to discuss local and international news, browse photo galleries, use the interactive What's On guide and more.

SameSame.com.au's recent list of The Gayest Songs of All Time, as voted by thousands of its members, was covered in newspapers all over the world and discussed in over 1,000 blogs. It joins the announcement of the 25 Most Influential Gay and Lesbian Australians at the Art Gallery of NSW last October in positioning Same Same as the emerging voice of gay and lesbian Australia.

It is a message that is increasingly echoed by advertisers. Household brands like MBF, Telstra BigPond, Virgin Blue and more have jumped on board Same Same since the site launched, seeing the value in the unique audience. "Same Same has cornered an elusive target market that is hard to reach elsewhere," says co-founder Tim Duggan. "Our members are predominantly university educated with no kids and high disposable incomes. We've built a great niche community and look forward to it growing even stronger as more gay and lesbian people embrace Same Same as the first place to go for local news, entertainment and to connect with like-minded people."

(\*Nielsen Online, Market Intelligence, Total Traffic, March 08)

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## About SameSame.com.au

SameSame.com.au is Australia's #1 gay and lesbian lifestyle website (Nielsen Online). Same Same is a member of The Sound Alliance, one of Australia's most innovative and exciting new media companies. As well as Same Same, Sound Alliance is the publisher of [inthemix.com.au](http://inthemix.com.au) and [FasterLouder.com.au](http://FasterLouder.com.au), which combined make it the largest independent online entertainment publisher in the country.



## Press Release

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