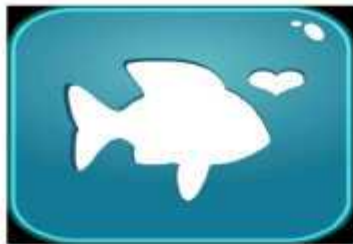


# The Most Desirable Singles of 2014



*This media campaign revolved around the Ideal Single Man and Single Woman of 2014. We used internal data to showcase the ideal singles on PlentyOfFish.*



*"Are you one of NY's most eligible singles?"*



*"This Is What It Takes To Be A Desirable Single In 2014"*



*"Online dating study describes 'ideal' man and woman"*



*"This Is What It Takes To Be A Desirable Single In 2014"*



*"Internet Dating?"*



*"What We Don't Know About Online Dating"*



**REFINERY29**

*"25, Able To Commit, And Have A Dog? You're One Of 2014's Most Desirable People"*



*"Online dating site describes most desirable singles of 2014"*



*"Online Dating Revealed"*



*"Plenty of Fish survey reveals"*



*"What Type Of Women Get The Most Online Dating Profile Messages?"*



*"Here's the Prime Age for Women for Online Dating"*

## Pollex Time

Kill your mobile time!

*"Science Says the Ideal Person for Online Dating Is a Skinny 25 Year-Old Drunk Dog Owner Who Goes to Church"*



*"This Is What It Takes To Be A Desirable Single In 2014"*

## the DATE REPORT

*"Science Says the Ideal Person for Online Dating Is a Skinny 25 Year-Old Drunk Dog Owner Who Goes to Church"*



*"25-year-old female Catholic who likes her booze?"*



*"This Is What It Takes To Be A Desirable Single In 2014"*



*"Internet dating is great if you're 25 years old."*

## nightcap

*"Which Singles Are Most Desirable for 2014"*



*"You're most likely to get a date if you're a 25-year-old thin Catholic woman"*



*Boldly Inclusive*

*"New York City's Most Popular Singles"*



*Successful Single Living*

*"Who Gets the Most Bites on Plenty of Fish?"*



*"Are You a Desirable Single?"*



*"Survey Revealing Most Desirable Traits in Singles in 2014"*



*"Online Dating?"*

**KOST**  
103.5

*"Online's Dating Most Desirable Singles"*



*"Searching For The Ideal Singles In New York City"*



*"A New Study Found the Perfect Online Dating Profile"*



*"PlentyOfFish.com Reveals "Ideal" Online Dating Profiles"*



*"Study: How To Have The Perfect Online Dating Profile"*



*"A New Study Found the Perfect Online Dating Profile"*



*"New Study Found The Perfect Online Dating Profile"*



*"New Study Has Supposedly Found the Perfect Online Dating Profiles"*



# Halloween Costumes for Singles



*This media campaign used Halloween to promote PlentyOfFish. We launched this media campaign during October, asking the question what does your Halloween costume reveal to other singles.*



*"Batmans, chemists and dancing foxes are in for a treat"*



**IdahoStatesman.com**

IDAHO'S #1 WEBSITE FOR NEWS AND INFORMATION

*"Tips and tricks for Halloween "*

## Los Angeles Times

*"Survey: This Halloween, women are sweet on Batman, Jay Gatsby"*

## SHEKNOWS

*"Halloween hookups: Costumes men and women find attractive"*

## THE HUFFINGTON POST

*"What Will Singles Be Wearing This Halloween?"*



*"What Are The Best Halloween Costumes For Singles?"*



*"Halloween: What Women Want Men To Dress Up Like"*



*"Duh! Hot Halloween Costumes Sending Mixed Signals"*

## Halloween Costumes for Singles



*"Survey: This Halloween, women are sweet on Batman, Jay Gatsby"*



*"Which Costumes Will Get You 'Lucky' This Halloween?"*



**thespec.com**

*"This Halloween, women are sweet on Batman, Jay Gatsby"*

## The Valentine's Day Challenge

THE  
HUFFINGTON  
POST

*"The Valentine's Day Challenge: Postmortem"*

THE  
HUFFINGTON  
POST

*"The Valentine's Day Challenge"*



## Radio Broadcast Specials





# The Season for Scandalous Singles

*The holidays are putting singles in a scandalous mood, according to a survey by PlentyOfFish. This annual holiday survey revealed what takes place inside the minds of singles during the holidays.*



*"Holiday Time is Season For Hooking Up With Exes—and Coworkers"*

THE  
HUFFINGTON  
POST

*"Online Dating Anxiety Disorder—Is It Worse During the Holiday?"*



**examiner.com**  
the insider source for local

*"Is Hooking Up With Exes and Your Boss On Your Wish List With Santa This Year?"*

**InTheCapital**

*"Tis the Season For Online Dating"*



*"December A Draw For Newcomers To World of Online Dating"*

**THEWEEK**

*"Tis the Season For Having Sex With Old Flames and Ruining Your Office Reputation"*



*"Single in Vancouver: Single for the Holidays"*



*"When the Holidays are Rockin', the Exes come A-Knockin'"*



*"Holiday Dating Online: Does It Make You Anxious?"*



*"Should You Reconnect with an Ex Online for the Holidays?"*

**xoJane**

*"In Defense of Getting Your Significant Other  
a Terrible Present"*

**VANCOUVER** courier

*"Singles on Relationships and the Holiday  
Season"*

healthyrelationships2013

*"Why the Holidays are Hazardous to Your  
Love Life"*

**Sujeiry Gonzalez**

Love Guru for 93.9FM, Personality, Author  
*"POF Dishes on Frisky Single Behavior  
During The Holidays"*

**Women's Health**

*"Why You're Tempted to Hook Up With an  
Ex This Month"*

**StudioCity Patch**

*"New Year's Eve Doesn't Have to Be the  
Loneliest Night of the Year"*

## Where are The Black Single Men



**ESSENCE**  
your voice. your style. your life.

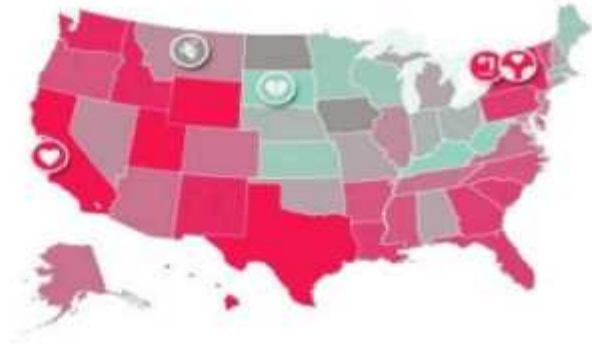
*"Where The Black Men Are"  
February 2014 Issue*



*"Looking for Love with Relationship  
Expert, Charreah Jackson"*

## Most Romantic States

*Where are the most romantic singles in the US? This media campaign used internal PlentyOfFish data to identify where the most romantic singles live. Where does your state rank when it comes to romance?*



*"This Valentine's Day, PlentyOfFish says Vancouver women want.."*

# MailOnline

*"Feeling loved up this Valentine's Day? Head to Michigan, the most romantic state in the country"*



*"Feeling loved up this Valentine's Day? Head to Michigan, the most romantic state in the country"*

# MyNorth

*"This Valentine's Day Michigan is the Most Romantic State"*



*"Detroit is Officially the Most Romantic City in America"*



*"Would You Believe That Michigan Is The Romantic State In The U.S.?"*



*"Maine Is A Romantic State For Singles"*



*"Michigan Is The Most Romantic State In The Nation"*



# Most Attractive Winter Olympic Athletes

*A new survey shows singles aren't watching the Olympics for the sport of it - they're watching it for the attractive athletes.*



THE  
HUFFINGTON  
POST

*"The 9 Hottest Athletes Competing In The Winter Olympics"*

SHAPE®

*"The 10 Hottest Olympic Athletes in Sochi"*



*"The Hottest Winter Olympians At Sochi 2014"*



*"Top 10: Sochi's sexiest athletes in GIFs"*



*"The Olympics, Sports, and Your Love Life"*



*"The 10 Hottest Athletes Competing In The Winter Olympics"*



Around The World

*"The 10 Hottest Athletes Competing In The Winter Olympics"*

actu

*"The 10 Hottest Athletes Competing In The Winter Olympics"*

**CRISTINA GOYANES**

Freelance Writer & Editor

*"Sochi's Top 10 Sexiest Olympic Athletes"*