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"Helping idating businesses grow"

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uk 020-8133-1835 usa 212-444-1636

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

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Dating Worth £3.6 Billion Annually To UK Economy



FRESH BUSINESS THINKING - Sep 9 - UK singles spend £3.6 billion a year in their pursuit of love, according to match.com's research. Supplemented by The Centre for Economic Business Research, the survey of 1,000 British singles shows that ~37M dates take place each year and the average couple spend £103 on each date. The overall spend on entertainment, restaurants and bars in 2013 was £2.1 billion, up from £1.3 billion in 2012. The average dater also spends ~£281 every year on clothing, cosmetics and beauty when specifically preparing for a date.

by Daniel Hunter

See full article at Fresh Business Thinking

Sep 12, 2013 | Permalink | Comments (0)

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Van Doran: New York City Elite Matchmaker



NY POST - Sep 10 - Unlike some of the traditional elite matchmakers in New York, Van Doran, who is in her late 20s, is happy to take on attractive female clients in their 40s and 50s. Statistically they are harder to match. In New York City, 60% of single men date women who are ~10 years younger. She specializes in introducing "gorgeous, artistic ladies" to "interesting Bohemian types". Van Doran limits her number of clients to just 14. A six-month retainer fee of $5K covers introductions, feedback after dates, invitations to dinner parties and larger events, image consulting and managing online profiles.

by Jane Ridley

See full article at NY Post

Sep 12, 2013 | Permalink | Comments (0)

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INTERNET DATING AFFILIATES

news, tips and payouts for internet dating affiliates

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EasyFlirt Renamed Its Affiliate Program To Prelink

PRELINKER 01AMOUR – Sep 10 – EasyFlirt decided to change its name and is now called **Prelinker**. EasyFlirt.biz white label platform launched in 2001 and attracted 50K webmasters. It now operates in 34 countries. Thanks to **Vincent Abry** for letting us know about this.

See full article at 01Amour

Sep 10, 2013 | **Permalink** | **Comments (0)**

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TheDatingStudio.com Partners With WhiteLabelDating.com

ide PRESS RELEASE – Aug 29 – IDE Group chose WhiteLabelDating.com to migrate **TheDatingStudio.com**'s white label sites and member database. WLD is also offering all their previous partners a 100% revenue share for six months when they launch a new site on the company's platform.

This post also appears on OnlinePersonalsWatch.

Aug 30, 2013 | **Permalink** | **Comments (0)**

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Avalanche Centralizes Its Affiliate Programs

onlinedatingcash PR WEB – **Avalanche**, the company which owns and operates 18 niche and general online dating sites, including **Date.com**, **Matchmaker.com**, and **Amor.com**, among others, now offers one centralized portal – **OnlineDatingCash.com**. "We currently receive 40% of our website traffic from affiliates, and consider them to be our most important media buying channel," said Meir Strahlberg, CEO of Avalanche, LLC. Online Dating Cash offers multiple options for affiliates including: CPA, CPL, and Rev-Share programs.

See full artile at Virtual Strategy

Aug 15, 2013 | **Permalink** | **Comments (0)**

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Cupid plc

FriendFinder Networks

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Match

Meetic

MeetMe

SNAP Interactive

Herpes Dating Site Seeks New Owners

IDI – Sep 10 – **MPwH.net** was started in 1998. Its a valuable public service. The owners are burned out and ready to hand over the reigns to someone willing to revamp and regrow the site. **Here's the letter they sent to members**. They're not willing to hand over their member database because of privacy (**and the fact their main competitor PositiveSingles.com was sued**) but will happily market and refer them over. They have **a strong list of domains**. The domains and some business advisory are for sale for $35k. The code base and members aren't for sale. The owners believe the site needs a refresh, and some TLC from an existing and trustworthy dating site operator. Email **jodi@antopia.com** if you're interested.

09/10/2013 | **Permalink** | **Comments (0)**

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InternetDatingJobs.com Launches Recruitment Service For iDating Professionals

OPW – Sep 6 – **InternetDatingJobs.com**, in partnership with **RedExecutive.com**, is now providing recruitment services specific to the Internet Dating industry. The service is exclusively for marketing, business development, product development managers and executives for internet dating companies.

Only experienced people in North America and Europe are recruited, from igaming, entertainment and digital media businesses. The charge is a straight 25% of first year earnings. Please email **mark@courtlandbrooks.com** if you have job openings you would like to engage InternetDatingJobs.com to assist with.

Clients will receive exposure on InternetDatingJobs.com, in the monthly jobs listing on **OnlinePersonalsWatch.com** and via Red Executive's extensive network.

09/06/2013 | **Permalink** | **Comments (0)**

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the top jobs in the internet dating industry

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12/31/2013 | Permalink | Comments (0)

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Dating Industry Jobs Listing – September 2013



INTERNET DATING JOBS – Sep 12 – Another update of dating industry job offers is ready for you.

See some of the most interesting offers below:

—

From our esteemed Courtland Brooks clients:

Global Personals USA (Webdate, Fling, WealthyMen)
- Product Manager / USA – FL, Miami Beach
- Multimedia Ad/Traffic Analyst / USA – VA, McLean
- Country Web/Net Affiliate Marketing Manager / Various
- UK affiliate manager / UK
- Social Media Community Manager / USA – FL, Miami Beach

More info: http://www.globalpersonalsmedia.com/careers.php

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Scamalytics Launches Complimentary Scammer Health Check For Online Dating Sites

Site Monitored By
Scamalytics
Advanced Scammer Control

Online dating security experts Scamalytics offer to scan dating sites for scammers and fake profiles and generate a free performance report.

September 10, 2013 -- /PR WEB/ -- The new service typically works without any technical implementation on behalf of the dating site, allowing executives to get a feel for whether they have a problem or not without involving the development team.

Publicly-available profile data, such as photos and profile text, are scanned, analysed and compared with Scamalytics' blacklists to produce a report identifying profiles which are of concern.

Scamalytics co-founder Nick Tsinonis commented: "Whilst we get the best results by including data such as IP addresses and behavioural information, our shared industry blacklists are now of such a size that we can pick up a proportion of scammers just by the information in their profiles".

"This allows us to scan the majority of dating sites just by getting the go ahead from the relevant person within the business, who can then sit back and wait for our report".

Scamalytics are sponsoring the dating industry's annual European Online Dating Conference, iDate in Cologne, where Tsinonis and his team will be on hand to discuss the new service.

For more information, or to request a free site scan, contact Nick Tsinonis: info(at)scamalytics(dot)com

About Scamalytics
Scamalytics Ltd, based in London (UK), has been designed from the ground up specifically to tackle the issue of scammers on dating and social networking sites. Founded by a group of industry veterans, the team has years of experience in both detecting scammers, and in applying the latest machine learning techniques to make sense of user behaviour.

Clients benefit not only from less scammers on their sites, but also from a reduction in the chargebacks that result from organised fraud.

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Email us and we'll review your press release. Only press releases with real news make the cut.

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Facebook Shares Close At New High Over $45

USA TODAY - Sep 11 - Shares of Facebook closed above $45 a share which is a significant event for Facebook. Shares of Facebook are up 18.7% from their IPO price of $38 a share.

by Matt Krantz
See full article at USA Today

See all posts on Facebook

Sep 12, 2013 | Permalink | Comments (0) ShareThis

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Greylock Raises $1 Billion

BLOOMBERG - Sep 11 - Greylock Partners, the venture capital firm behind LinkedIn, Facebook and Workday, raised $1 billion for its 14th fund to back startups focused on consumer and business-focused technology. Greylock, founded in 1965, has flourished in recent years even as the broader venture industry has struggled. Based on the performance of companies that have gone public from its 2001 and 2005 funds, the firm has more than doubled its money.

by Ari Levy
See full article at Bloomberg

See all posts on Facebook
See all posts on LinkedIn

Sep 11, 2013 | Permalink | Comments (0) ShareThis

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Facebook's Sandberg Goes To China



BUSINESS INSIDER - Sep 11 - If Facebook's dream is to reach 7 billion members, then it will need to expand to China. Unfortunately, Facebook has been blocked in China since 2009. That was the reason

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Social Media for Customer Service Summit

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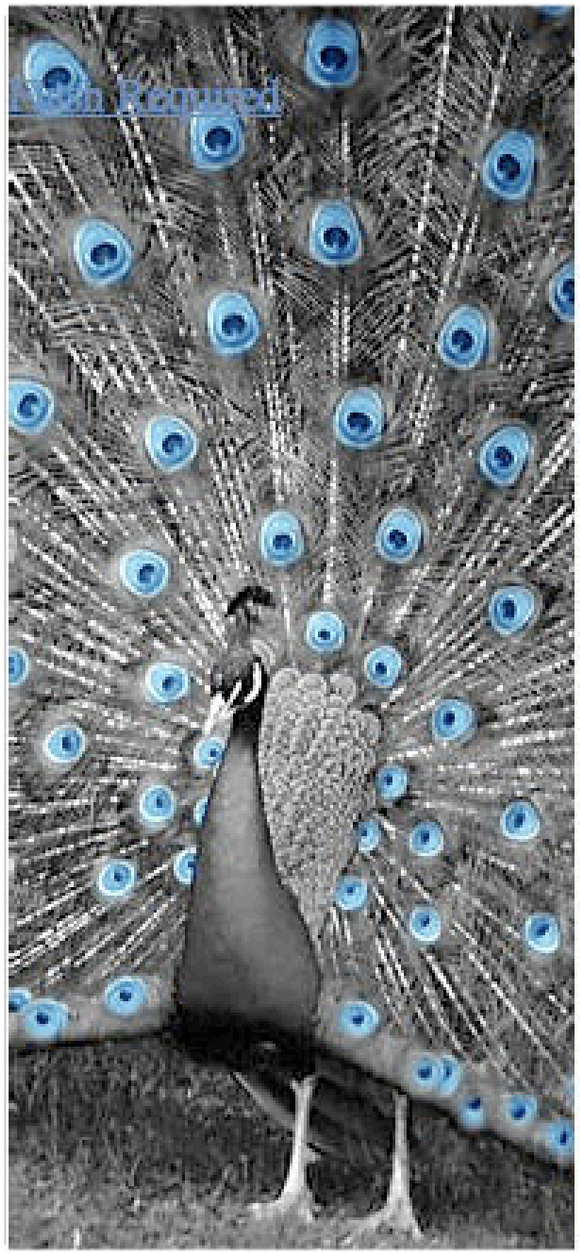

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Courtland Brooks exclusively serves Internet Dating services, and companies that want to talk to them.

Media Relations
We provide media relations services to help you shape your messaging and deliver compelling stories for maximum impact and credibility with the press. We help the press discover your story, monitor your reputation and amplify and quantify your press hits. Good PR is what builds brands, advertising maintains them.

Business Development
We guide your business development strategy so you identify sustainable revenue channels and we help you find and negotiate good deals with the right partners.

Product and Marketing Strategy
We help get product and marketing strategy right first time, so you make efficient ad spends, generate word-of-mouth exposure and build long term user trust and reputation.

Full Disclosure:

Cupid
Dating Factory
POF
Twoo
White Label Dating

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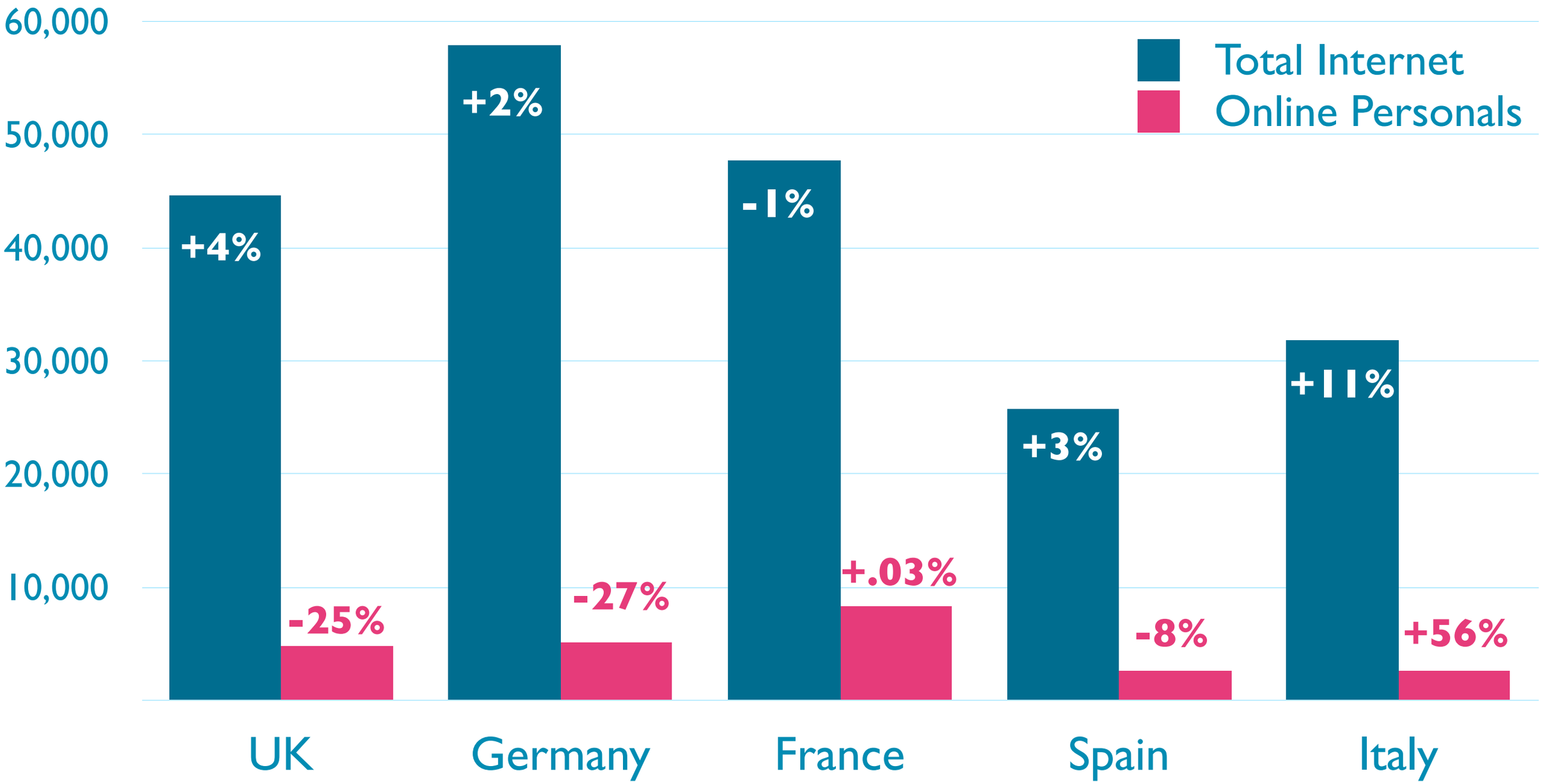
Some Key Metrics

EU5 Online Dating Audience

Uniques (000), YOY Growth



ComScore, July 2013

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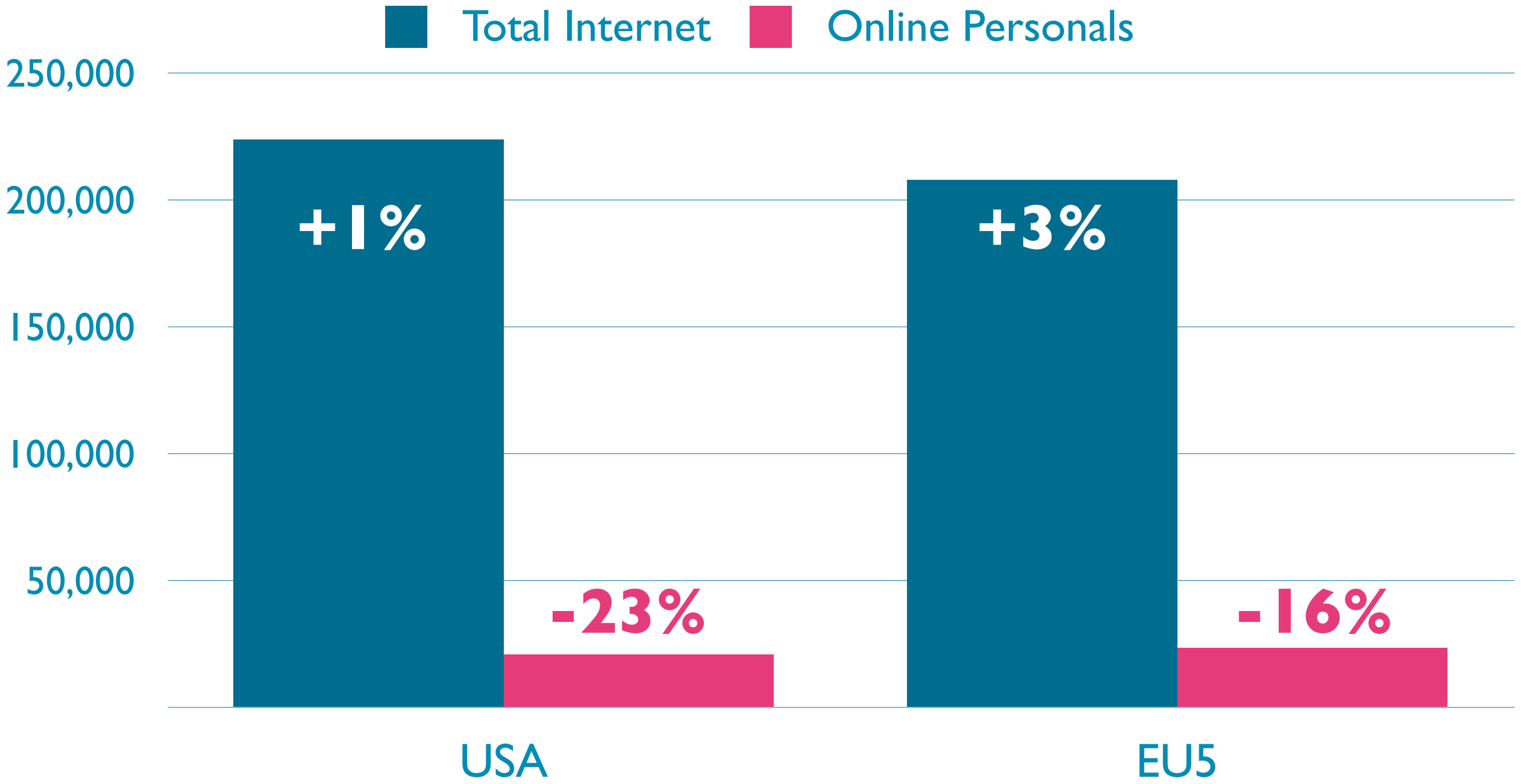
USA vs EU5

Unique visitors (000)



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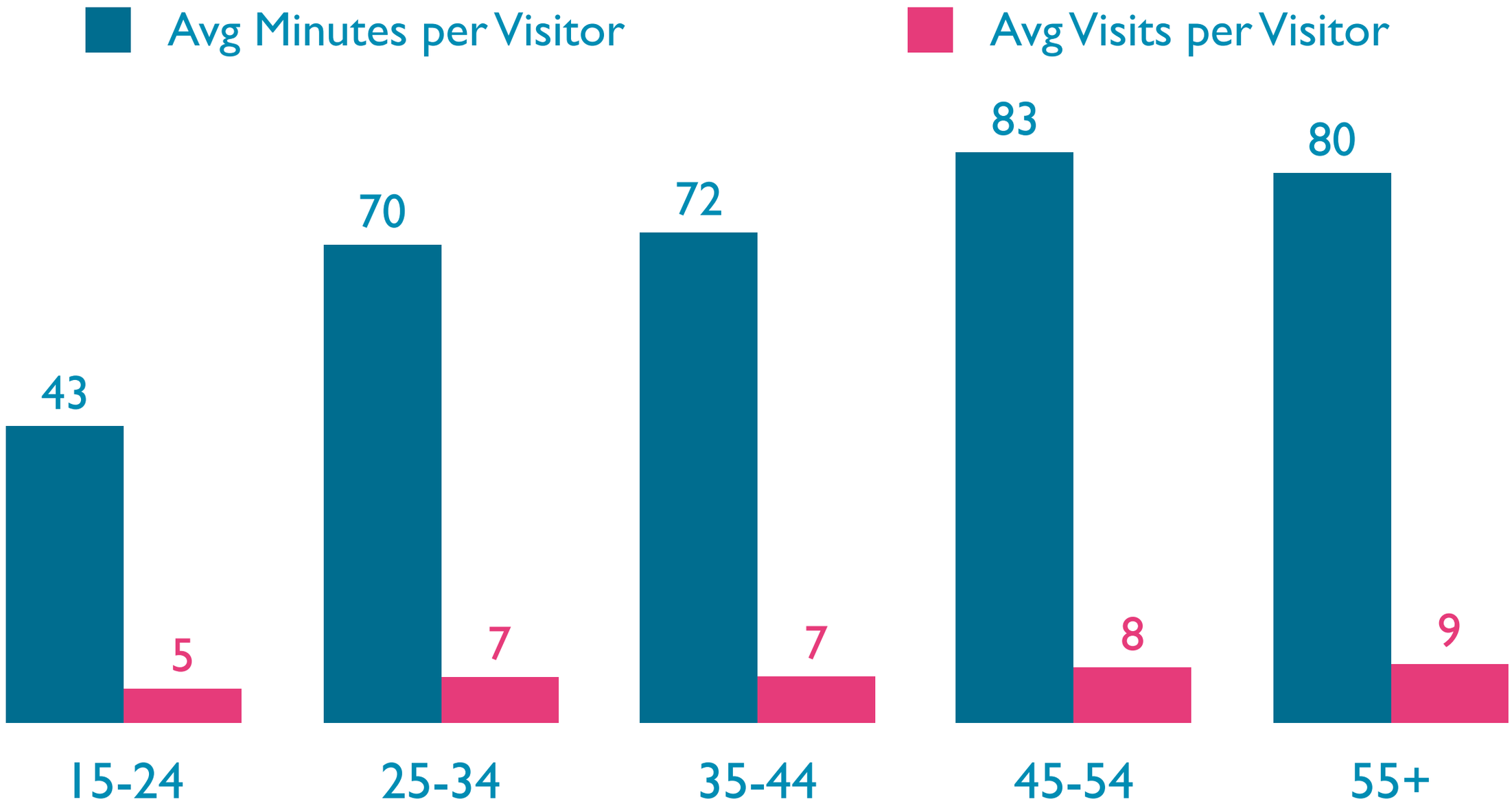
Time Spent & Avg Visits per Visitor to Online Dating Sites - EU5



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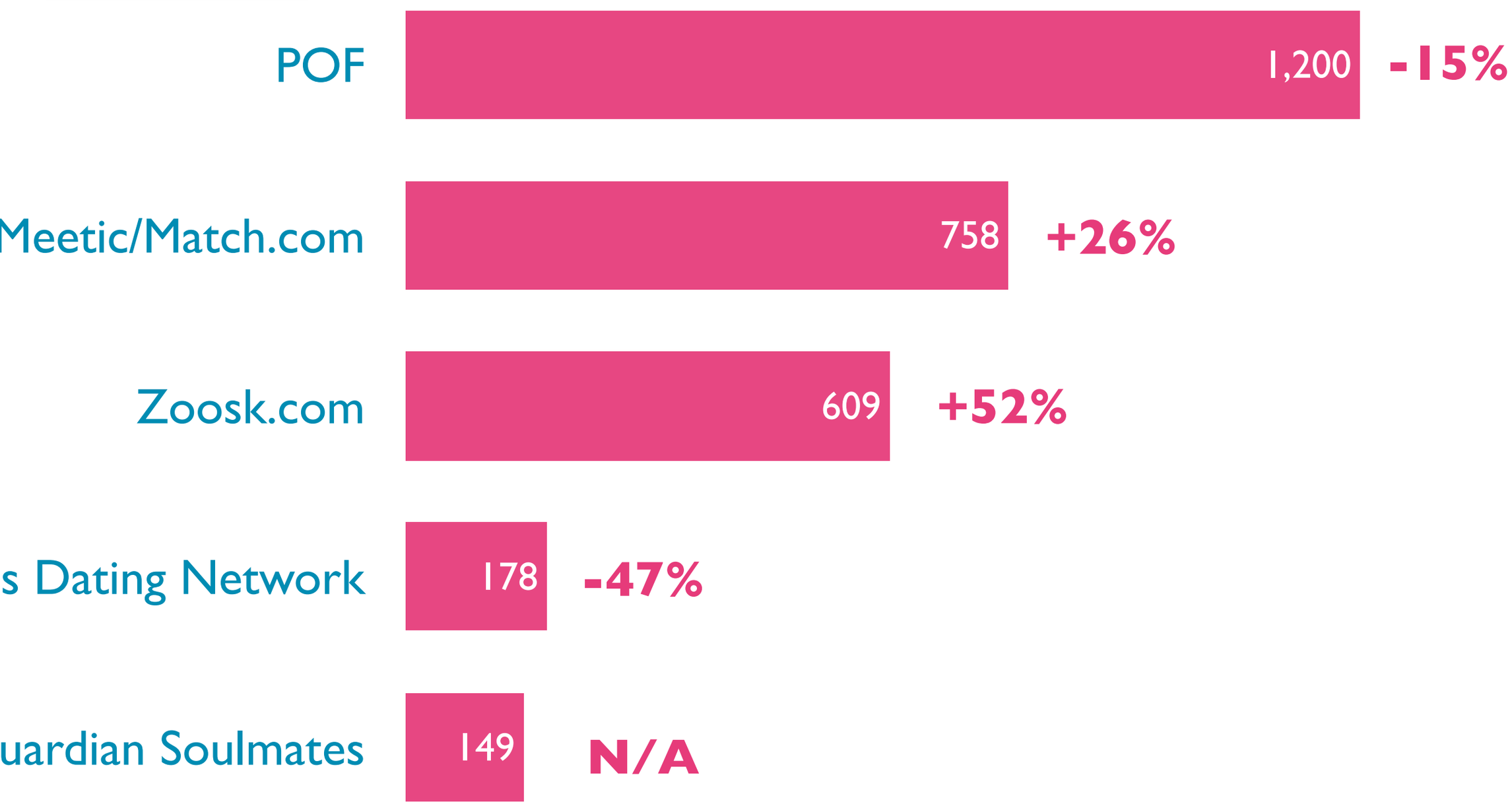
Top UK Dating Sites

Unique visitors (000)



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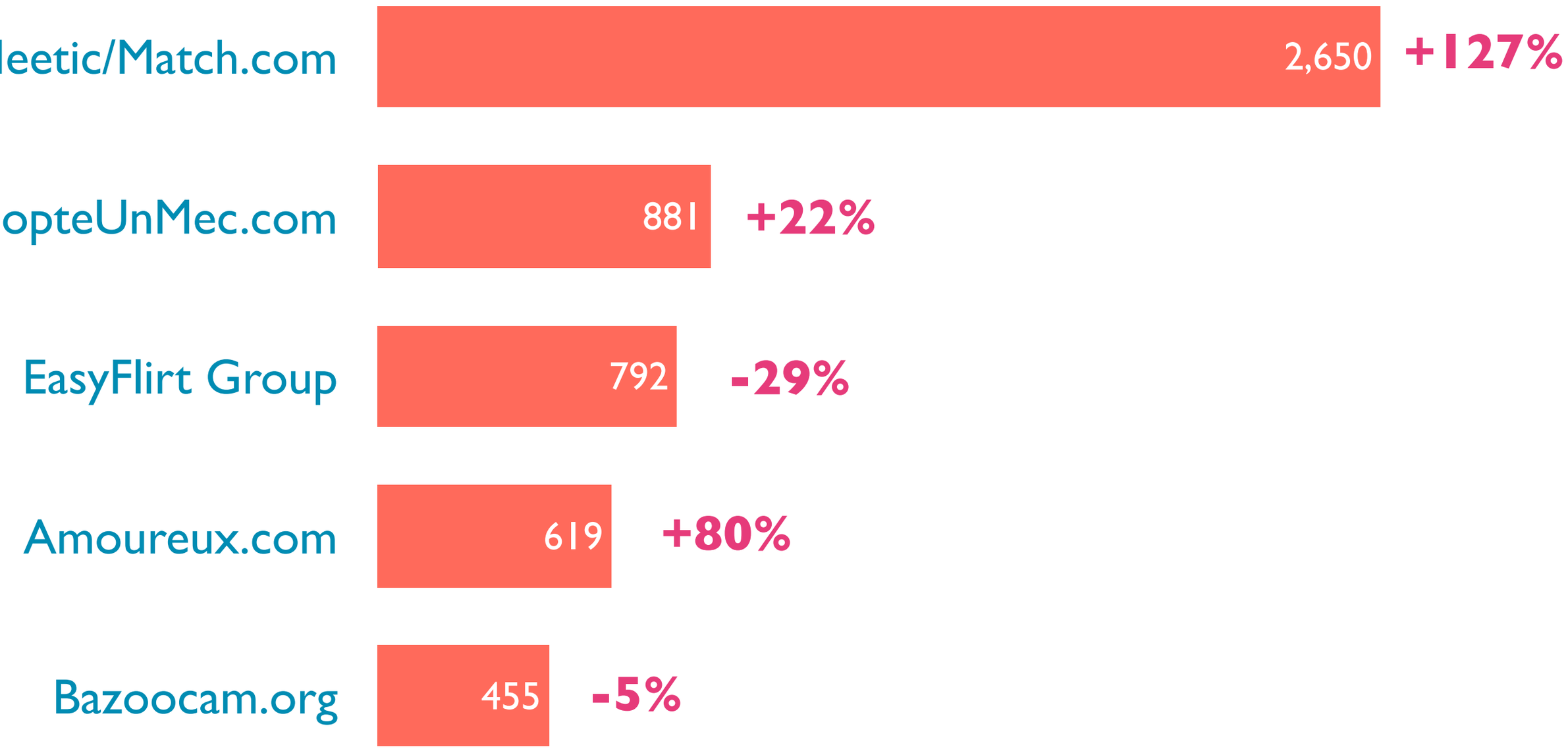
Top French Dating Sites

Unique visitors (000)



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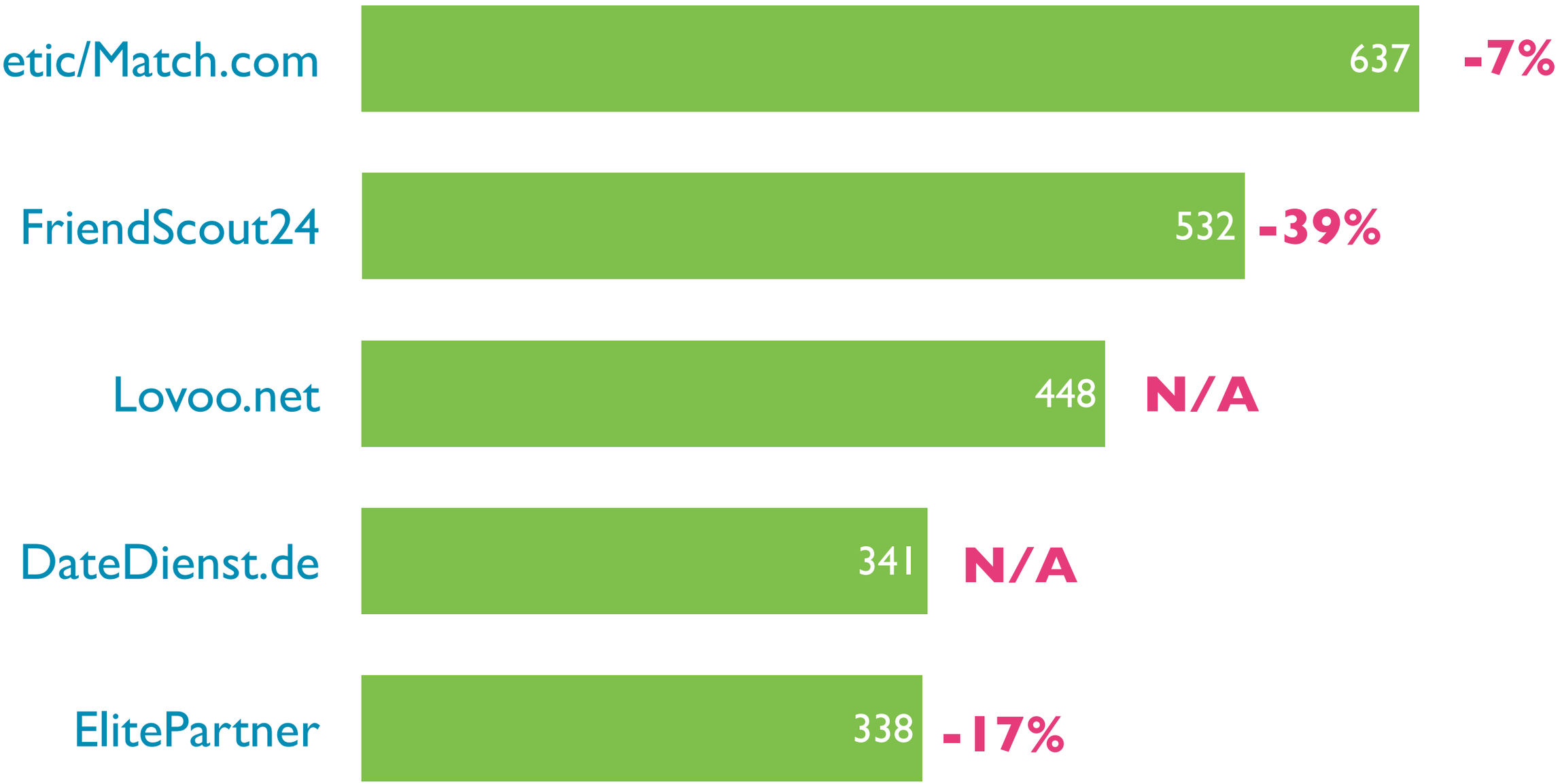
Top German Dating Sites

Unique visitors (000)



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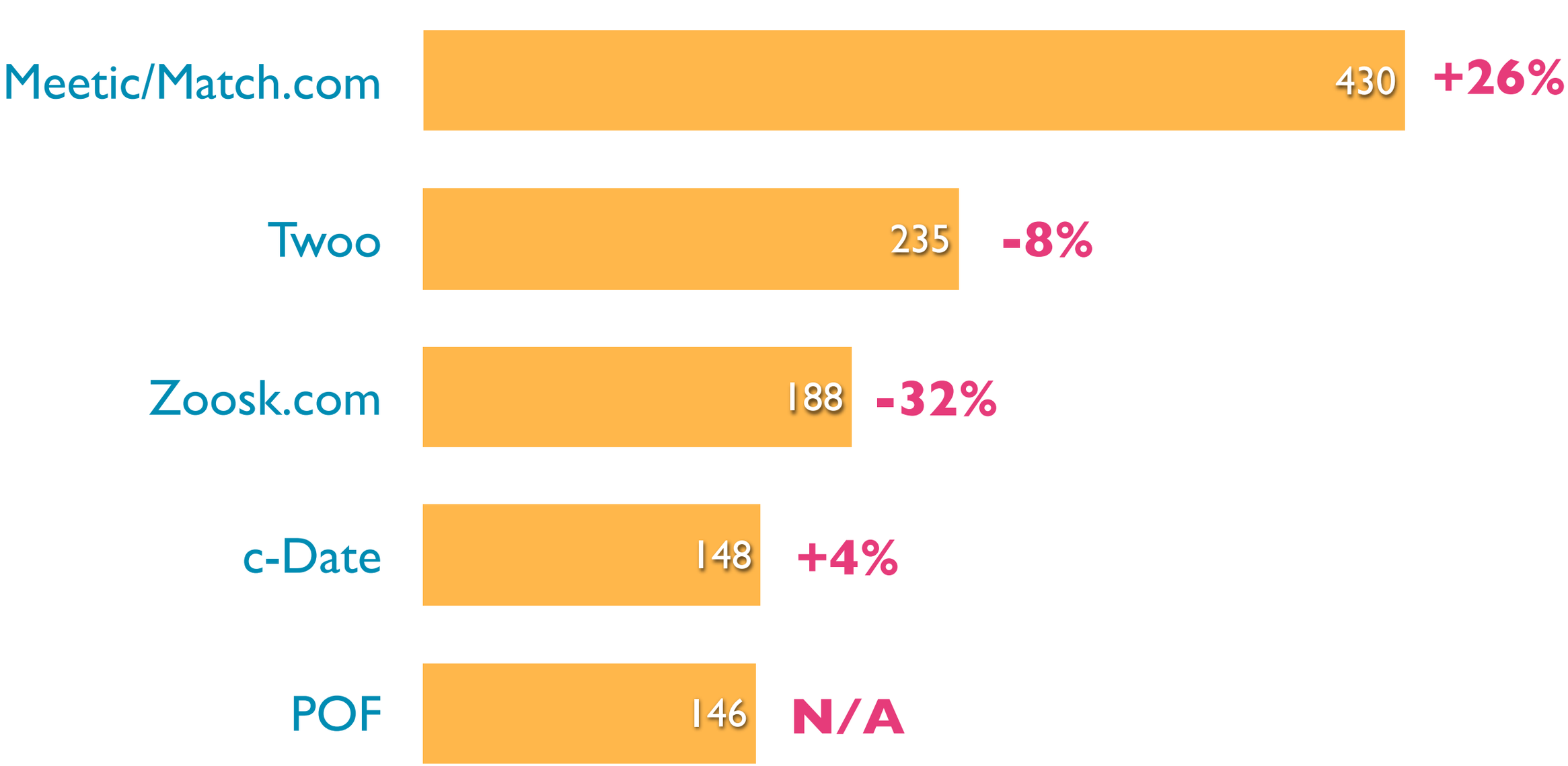
Top Spanish Dating Sites

Unique visitors (000)



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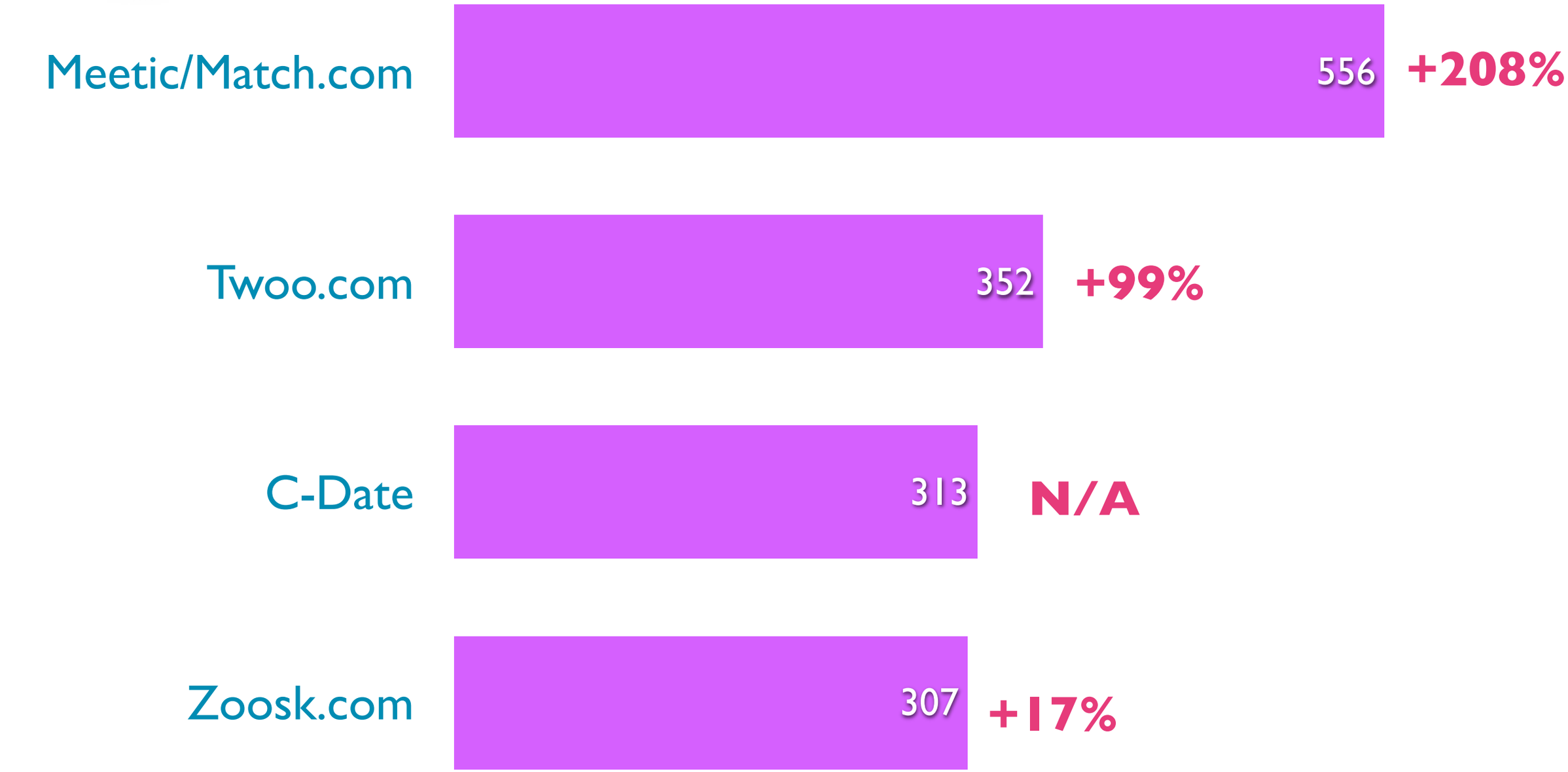
Top Italian Dating Sites

Unique visitors (000)



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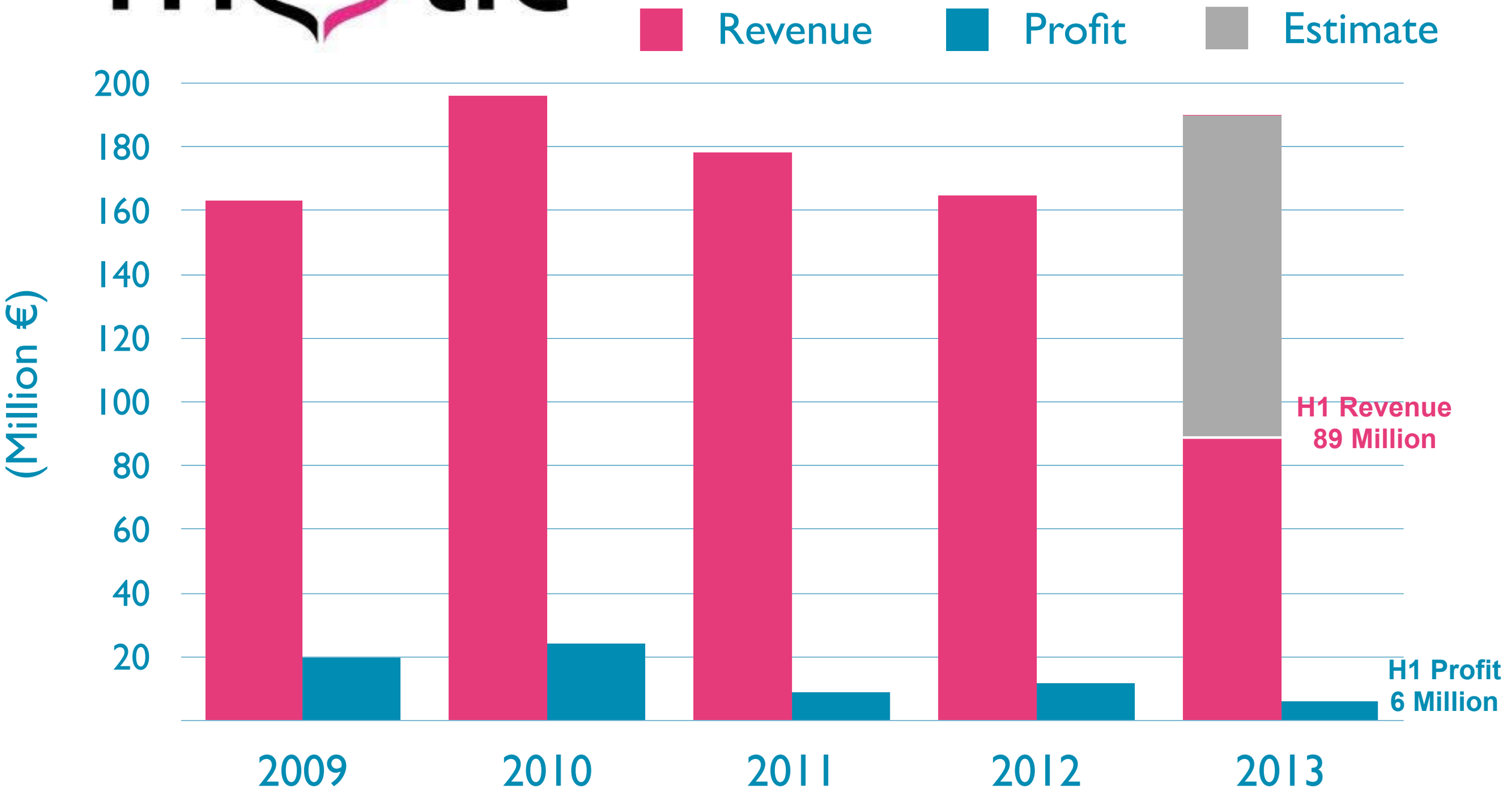
Industry Leaders Revenues

meetic



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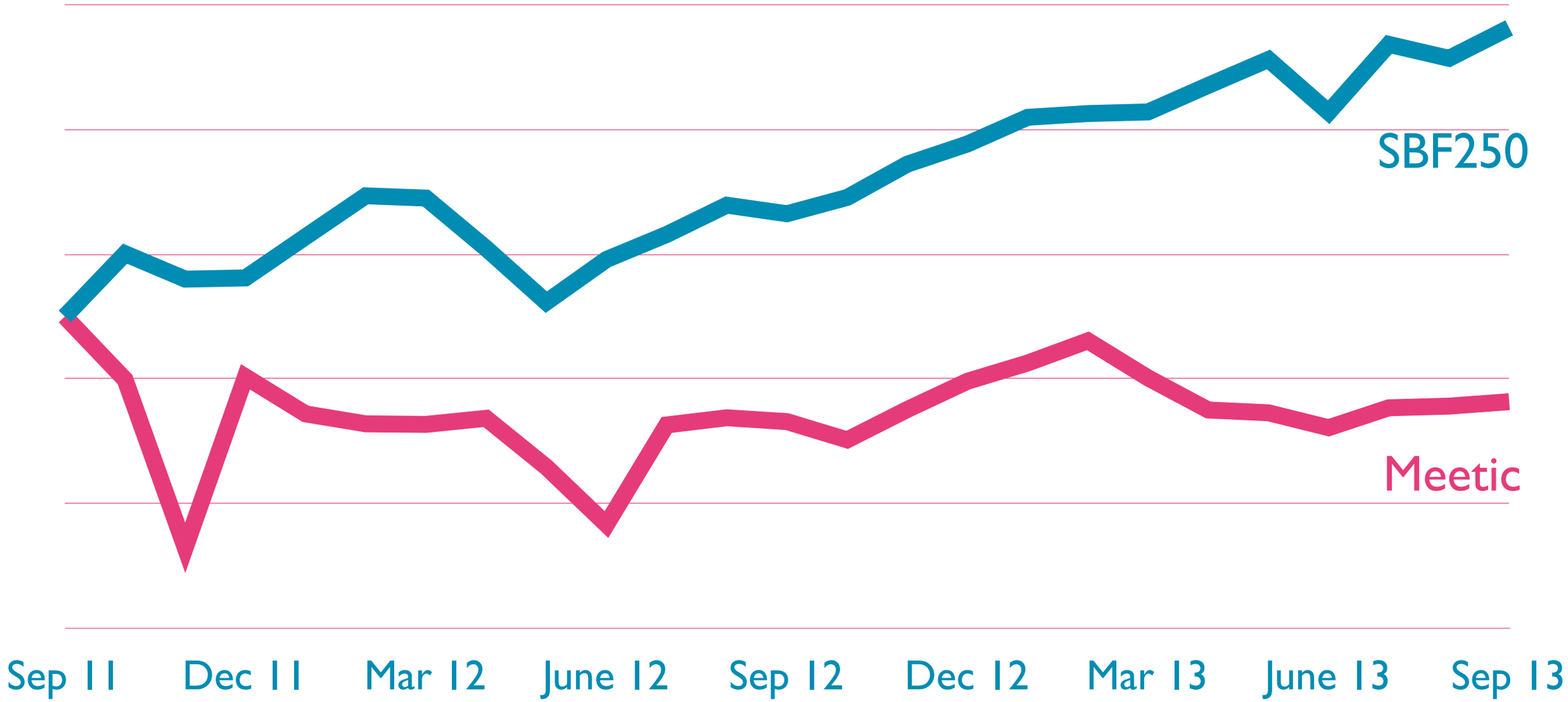
Stock Closing Prices (€)



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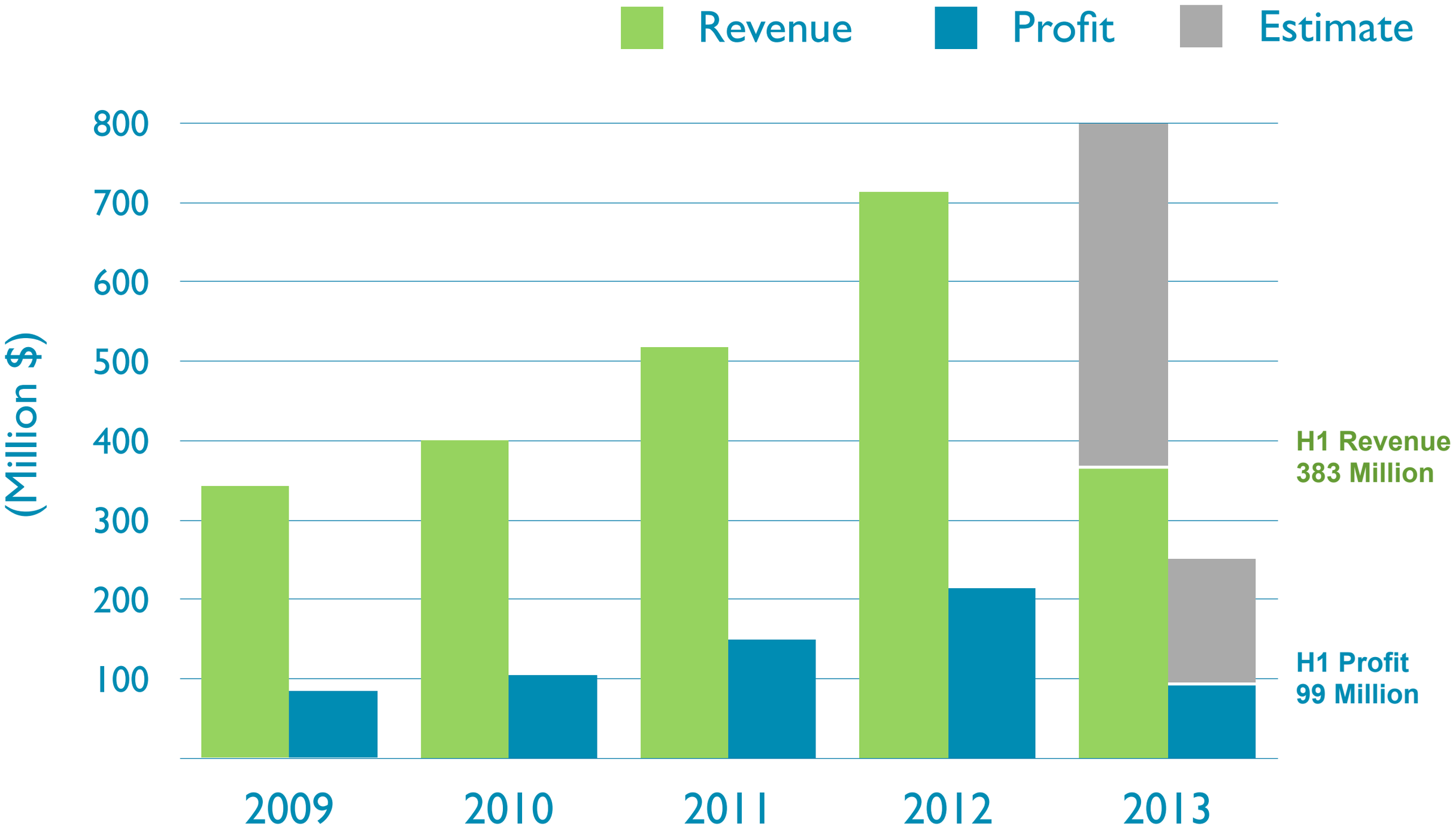
match.com



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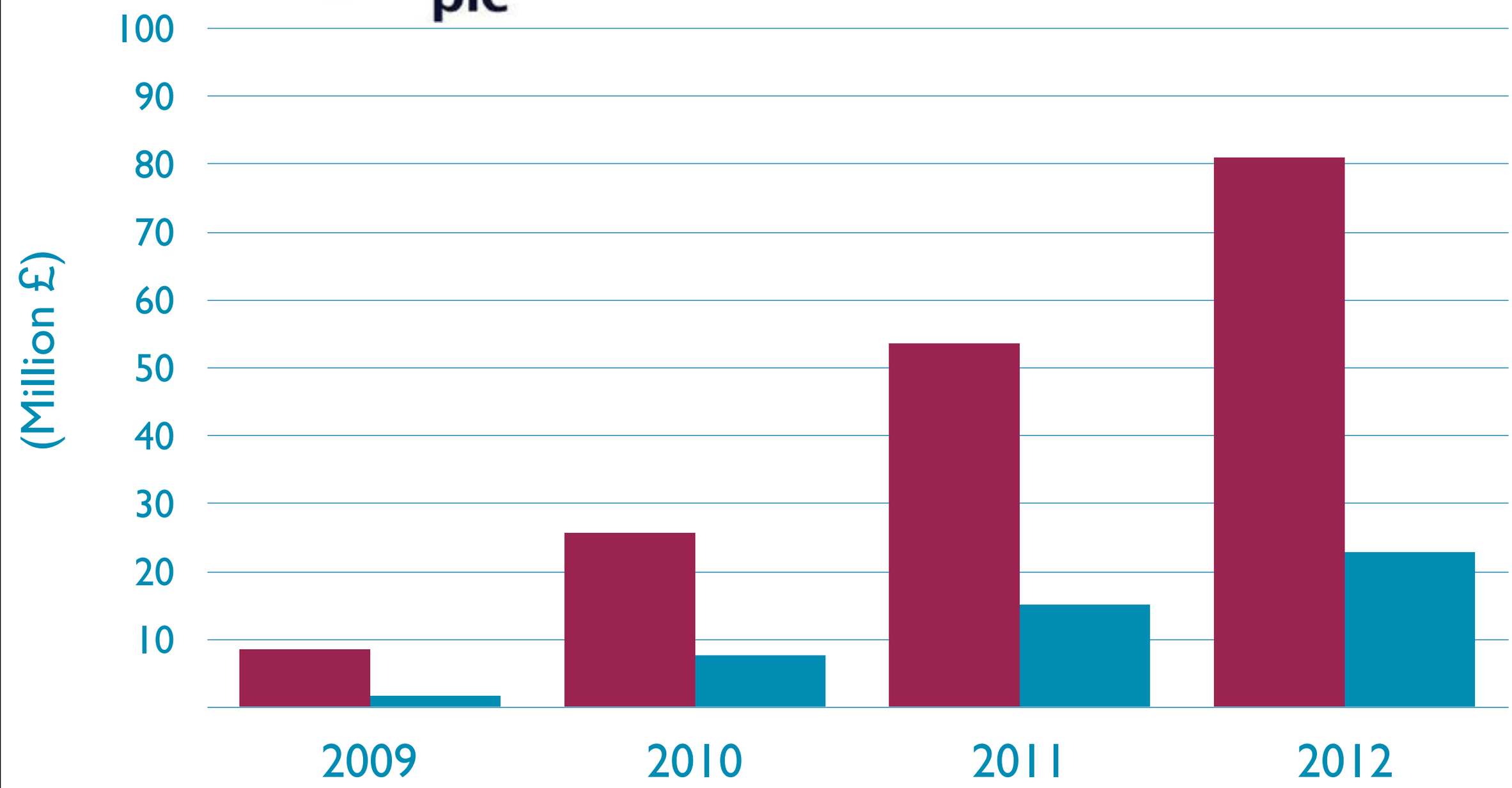
Cupid plc



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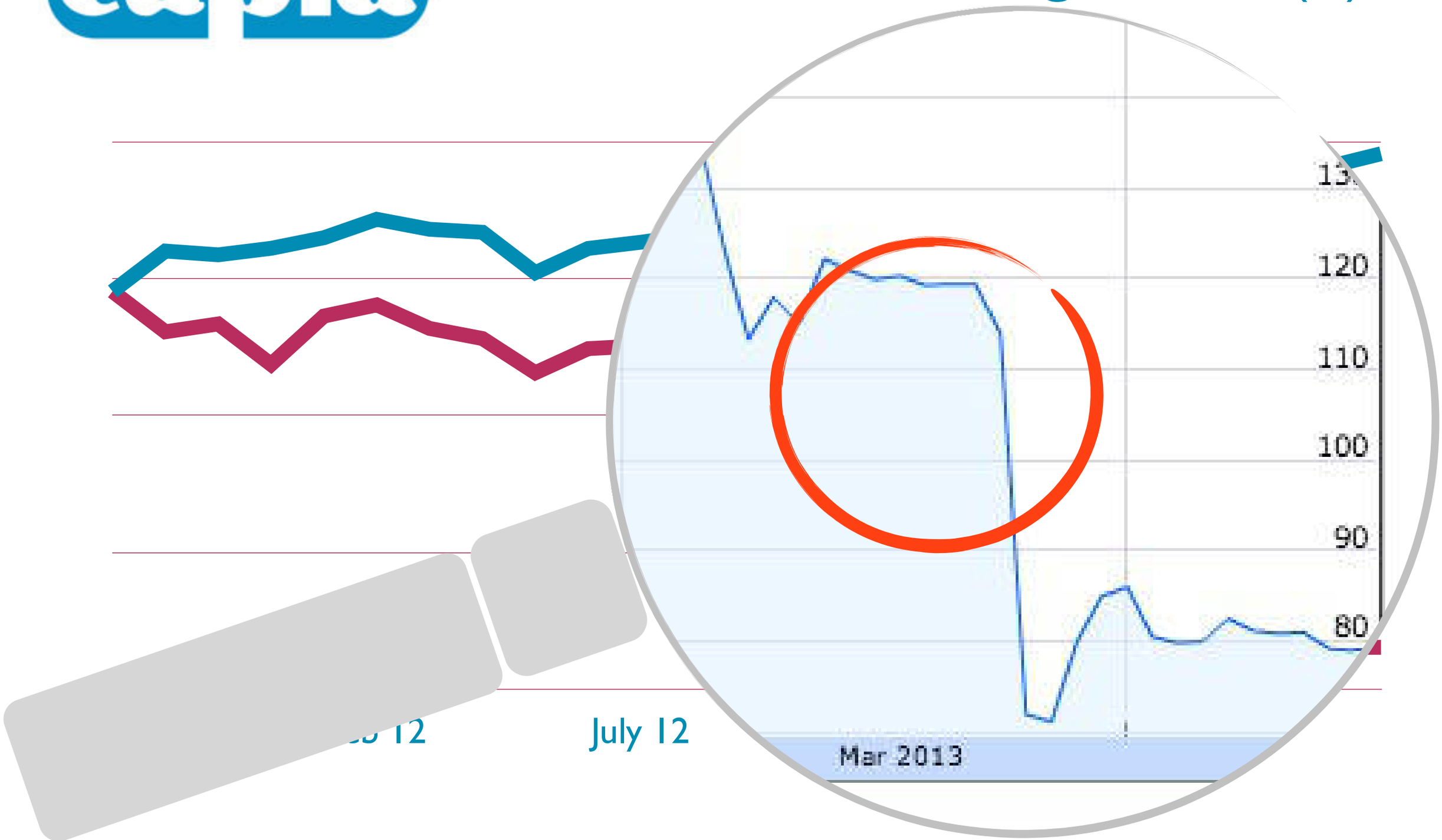
Industry Reputation

Stock Closing Prices (£)



Stock Closing Prices (£)



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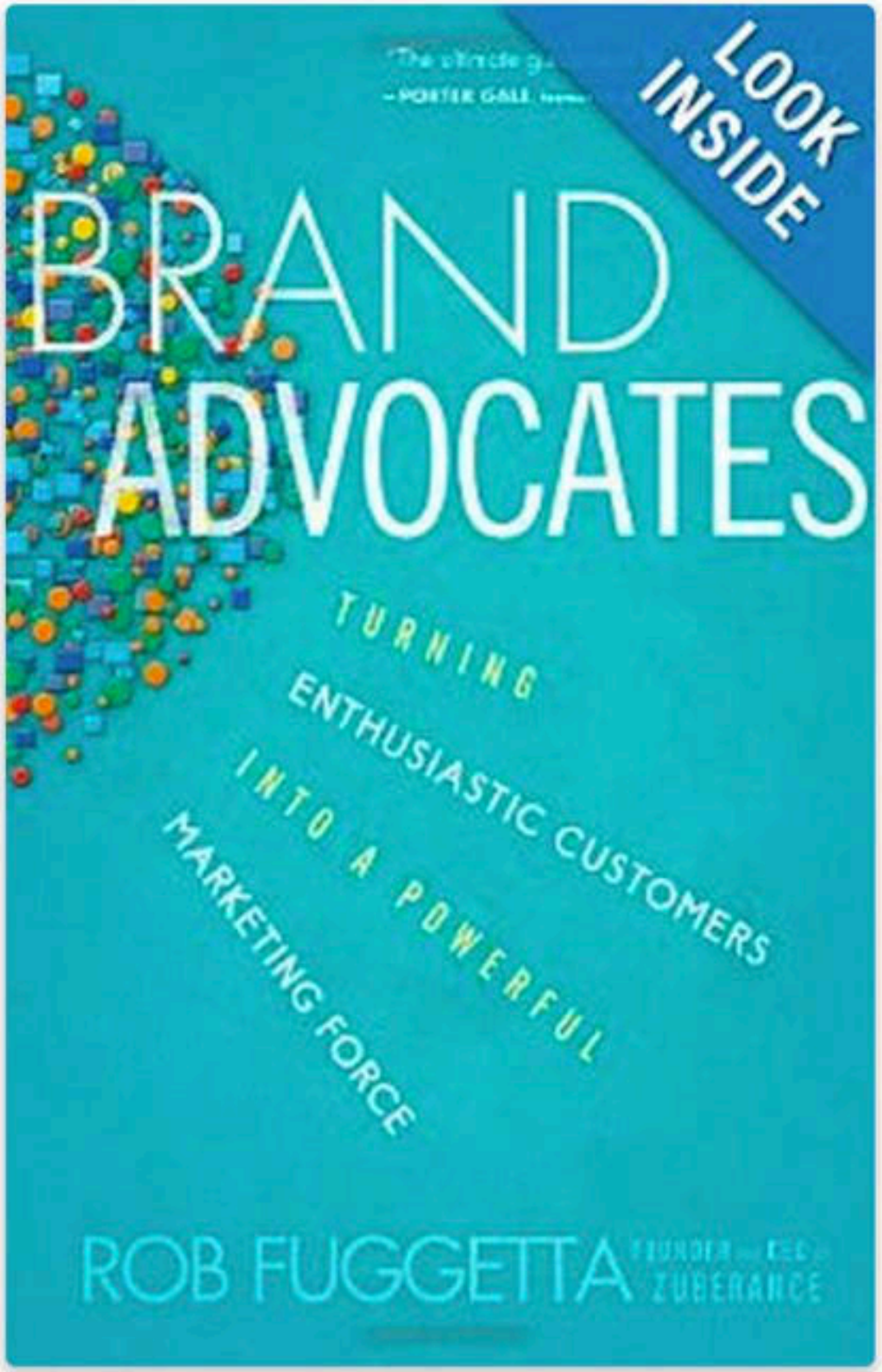
Association?

Detractors

Advocates



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♡	Positive	Positive Reviews, Testimonials
✓	OK, Relevant	Press releases Commercials Mentions in the Press Company Profiles
✗	Negative	Negative Reviews, Complaints
⊗	Irrelevant	

	♡	✓	✗	⊗
Page 1	0	10 (2)*	0	2
Page 2	0	9 (1)*	1	1
Page 3	1	9	0	2
Page 4	1	7 (1)*	0	3
Page 5	0	10	0	1
Total	2	45(4)*	1	9

* CourtlandBrooks entries

Mobile Key Metrics



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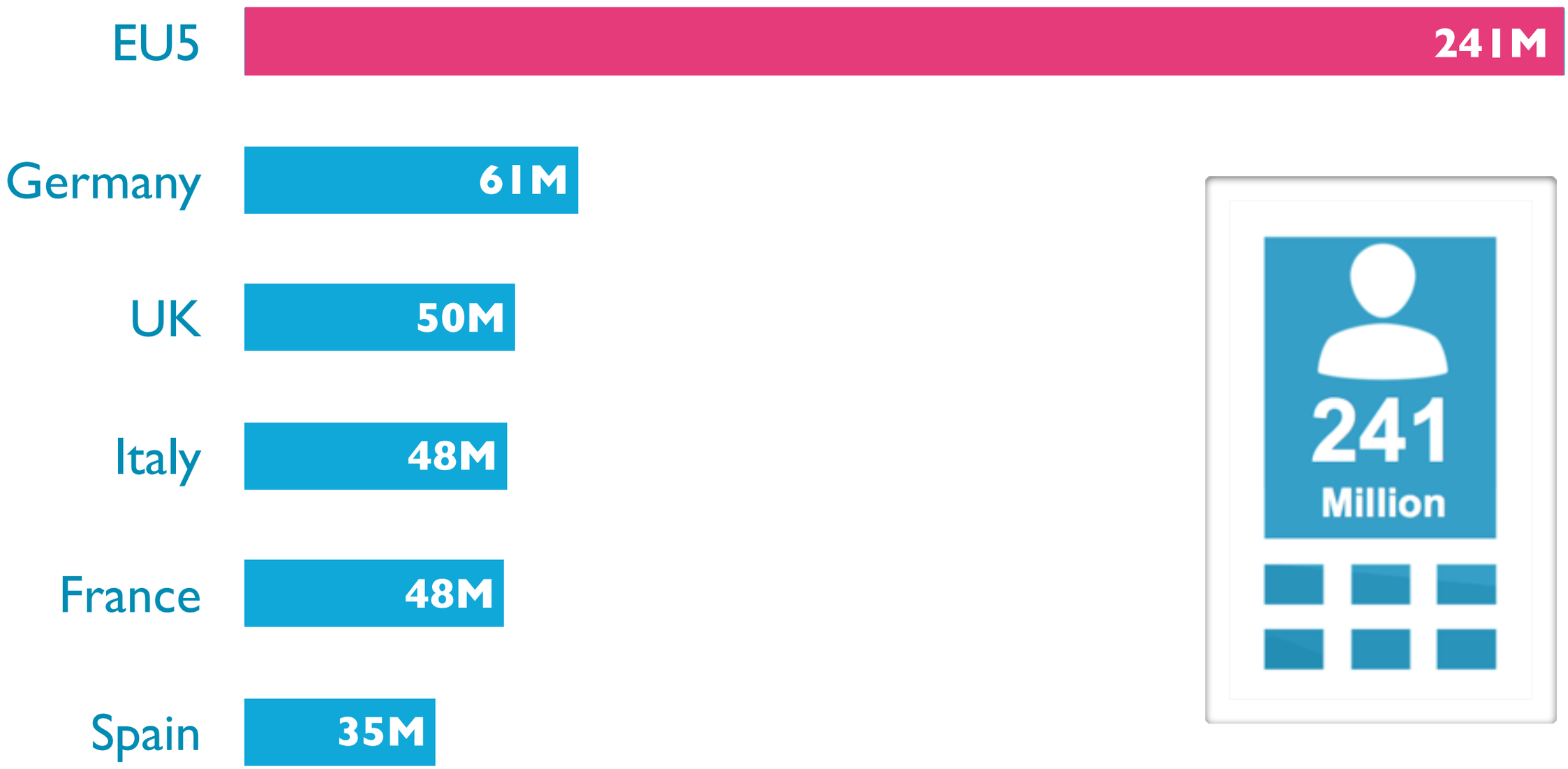
Mobile Audience in EU5



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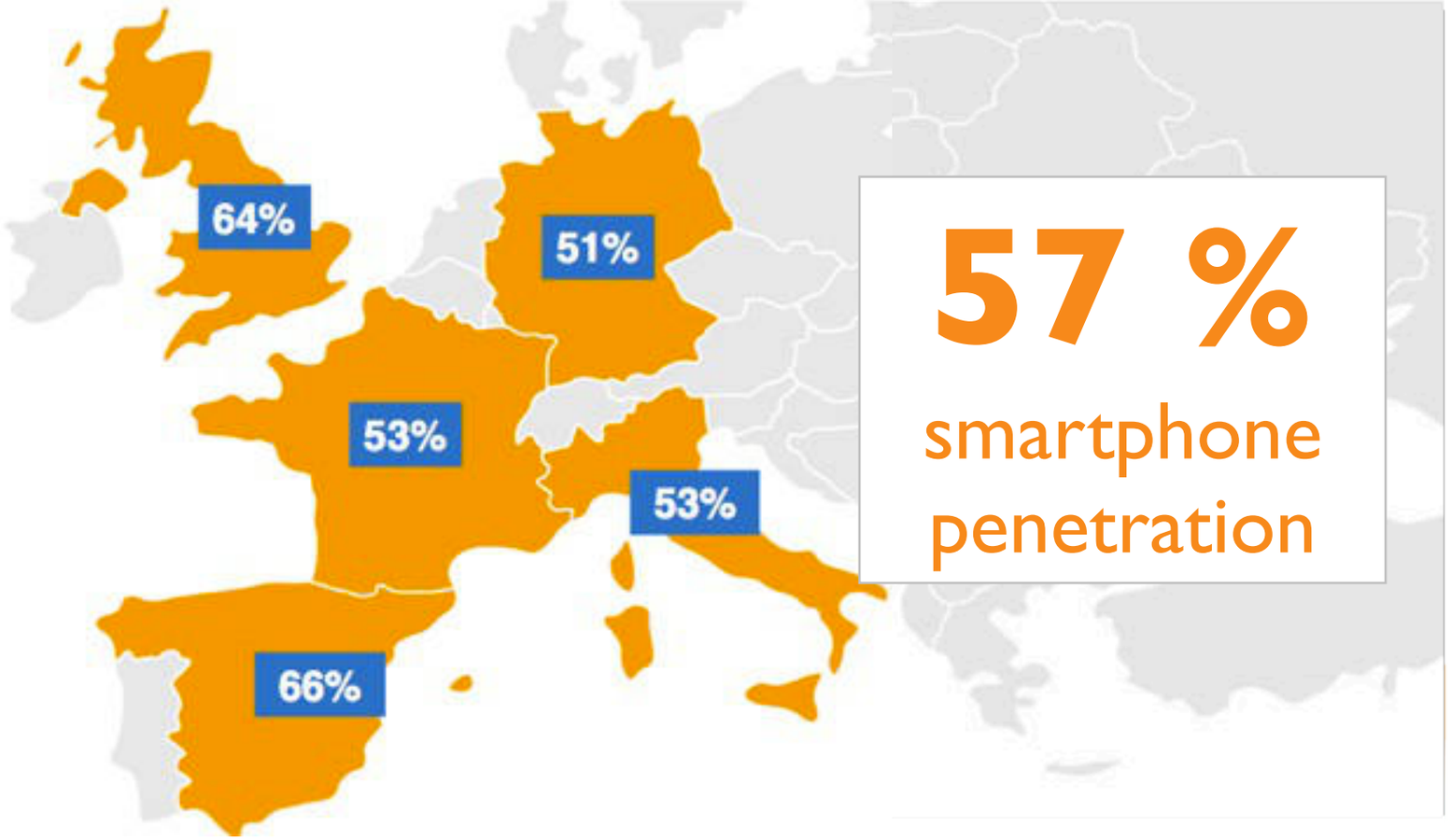
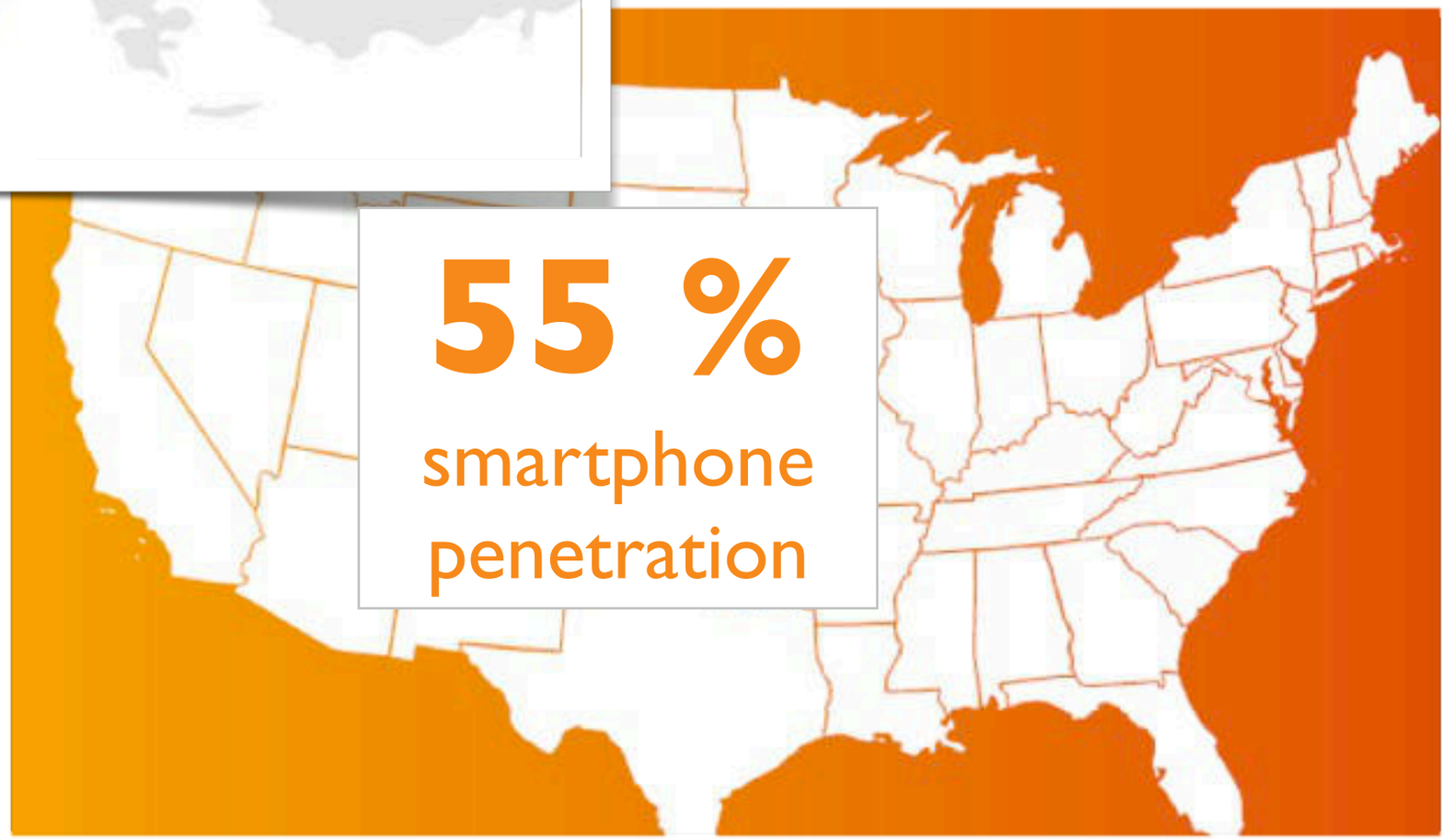


57 %

smartphone penetration



55 %

smartphone penetration

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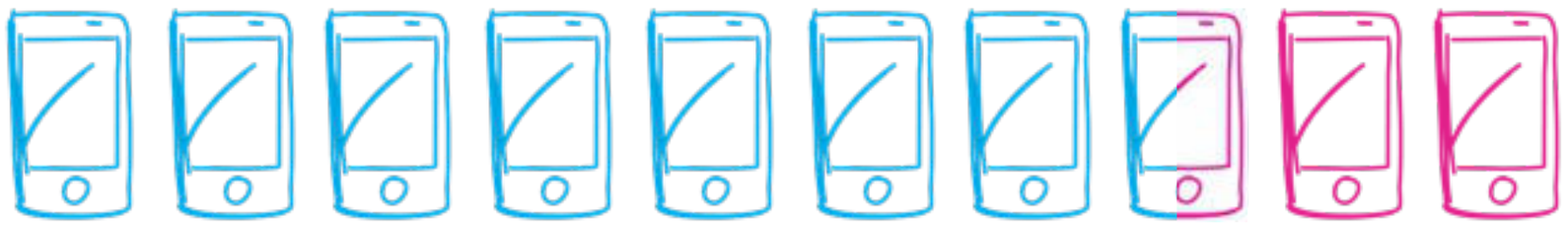
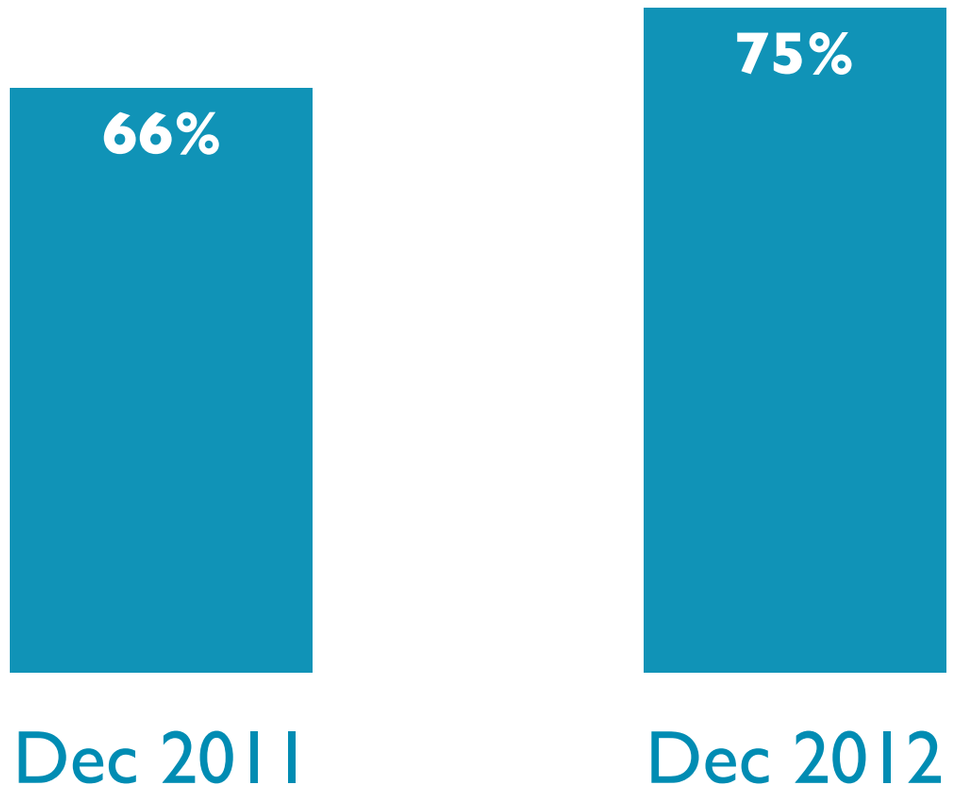
In Dec 2012, 75% of Newly Acquired Phones in EU5 were Smartphones





ComScore, Dec 2012

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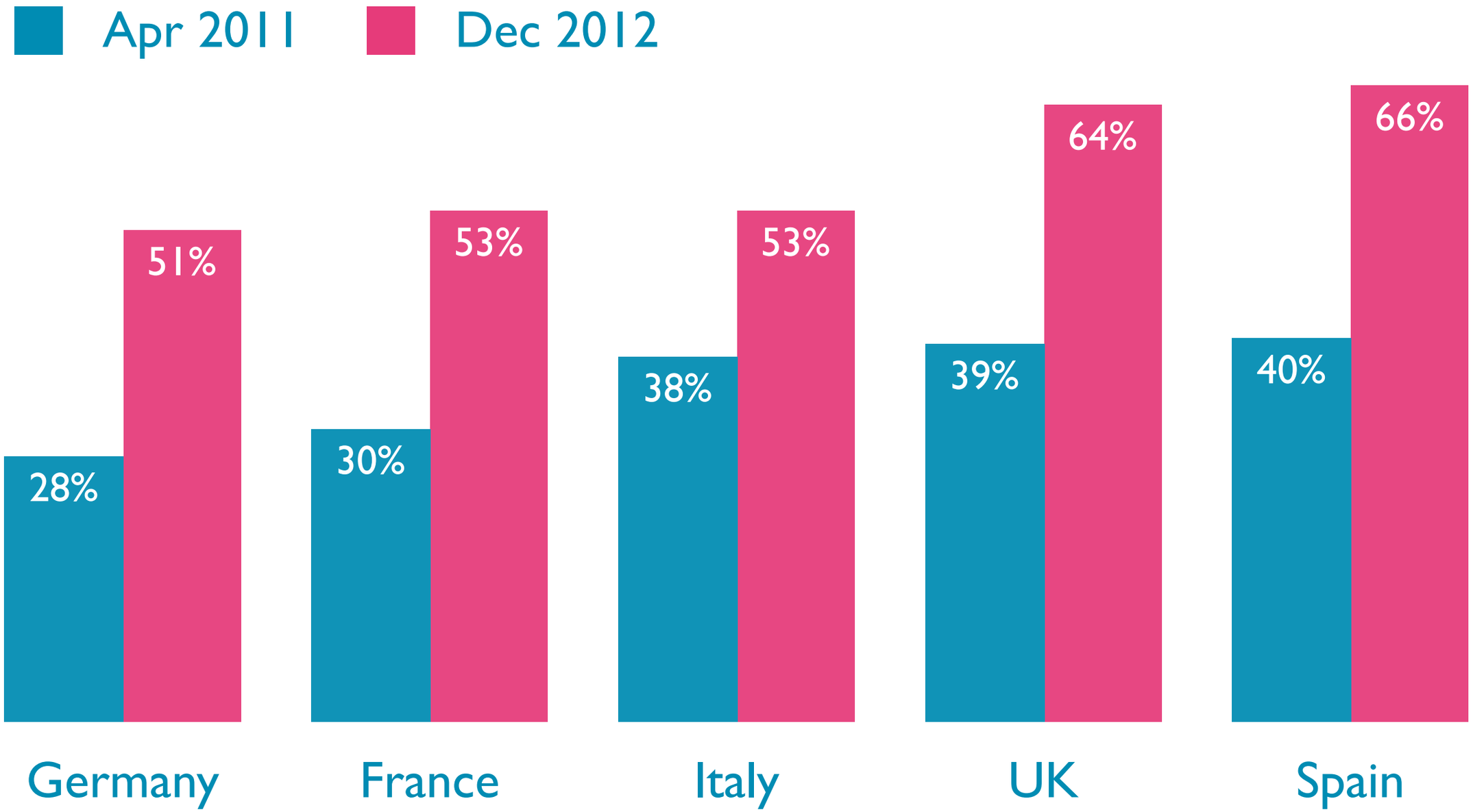
Smartphone Penetration Growth

% of mobile subscribers



ComScore MobiLens, Dec 2012

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Most Popular mInternet Activities EU5

Smartphone Users





















ComScore MobiLens, Dec 2012

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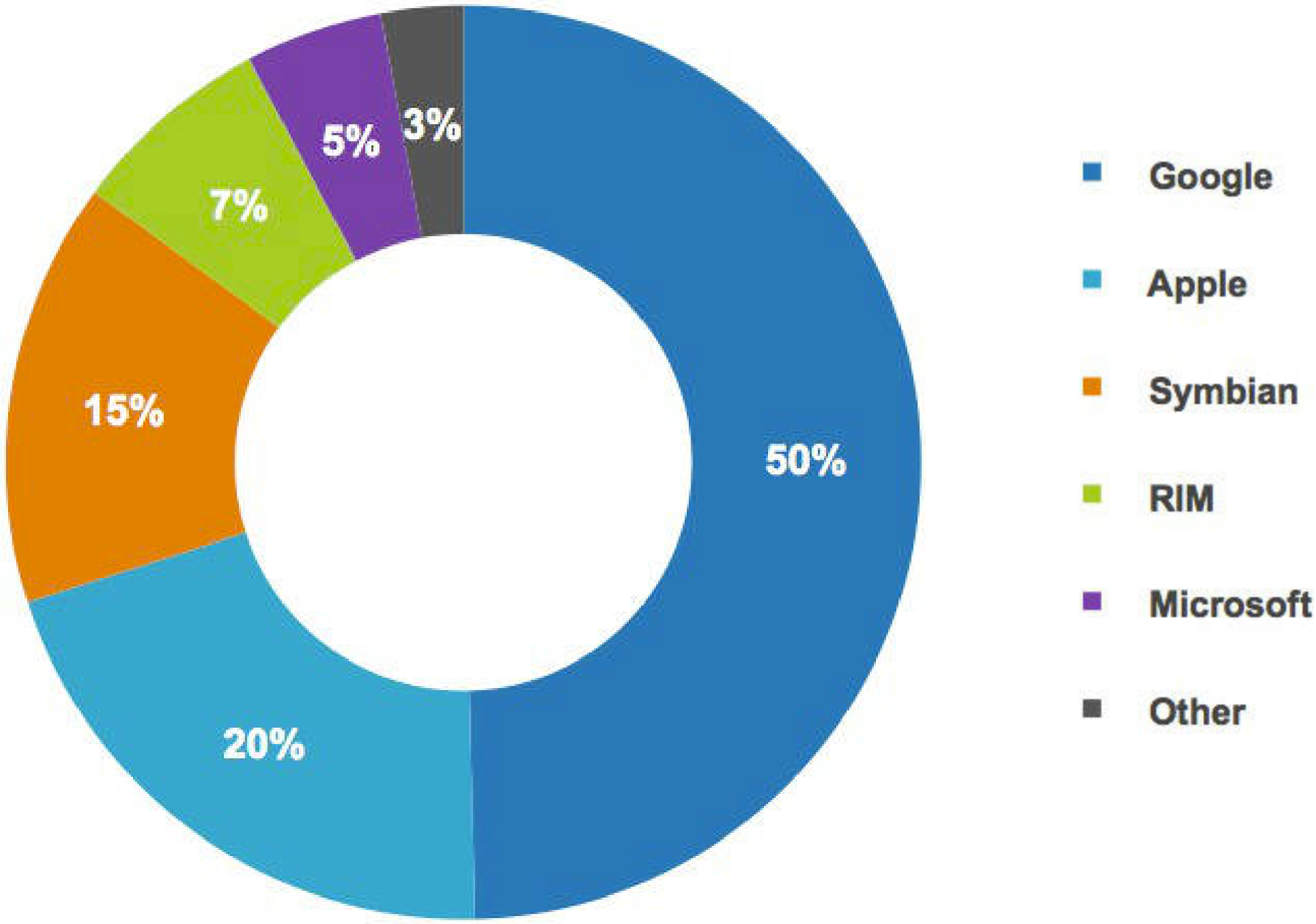
Top Smartphone OS

EU5



ComScore, June 2012

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Global Mobile Dating Revenue



Juniper Research

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40% of **Match** logins are from mobile



May ’12

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70% of **POF** use is from mobile

May 2013

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Top Grossing iPhone Apps

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1. Match
2. Zoosk
3. Grindr
4. Badoo
5. POF

5. Are You Interested?

1. Lovoo
2. Badoo
3. Zoosk
4. Friend Scout24
5. Grindr

1. Adopte UnMec
2. Badoo
3. Meetic
4. Grindr
5. Zoosk

1. Badoo
2. Meetic
5. Grindr
4. Zoosk
5. Scruff

1. Badoo
2. Grindr
3. Meetic
4. Zoosk
5. Twoo

App Annie Sep 2013

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Top Free iPhone Apps

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Free For All?



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1. Tinder
2. POF
3. Badoo

1. Lovoo
2. Friend Scout24
3. Down

1. Adopte UnMec
2. Badoo
3. Zoosk

1. Badoo
2. Adopta UnTio
3. Zoosk

1. Badoo
2. Skout
3. Zoosk

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Interesting News

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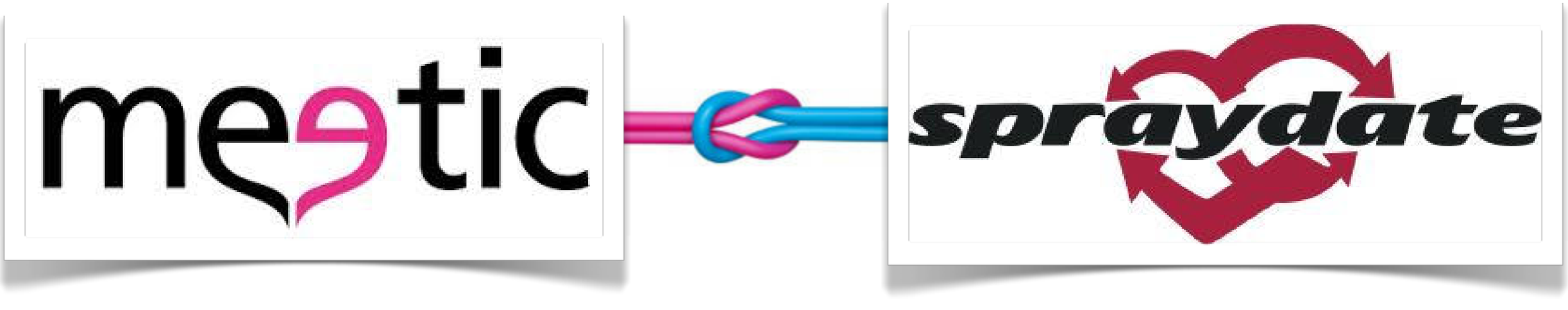
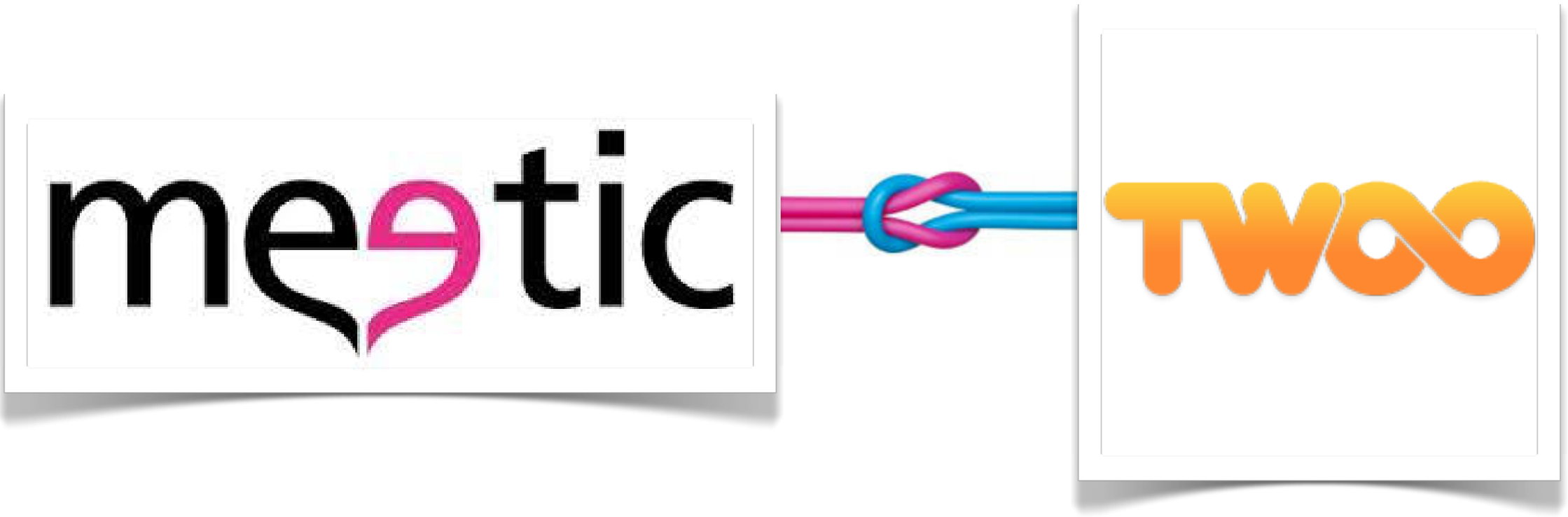


Meetic bought Swedish SprayDate



Meetic bought Massive Media (Twoo)

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Channel 4
Big Breakfast



Gaydar

Channel 4‘s Big Breakfast bought Gaydar

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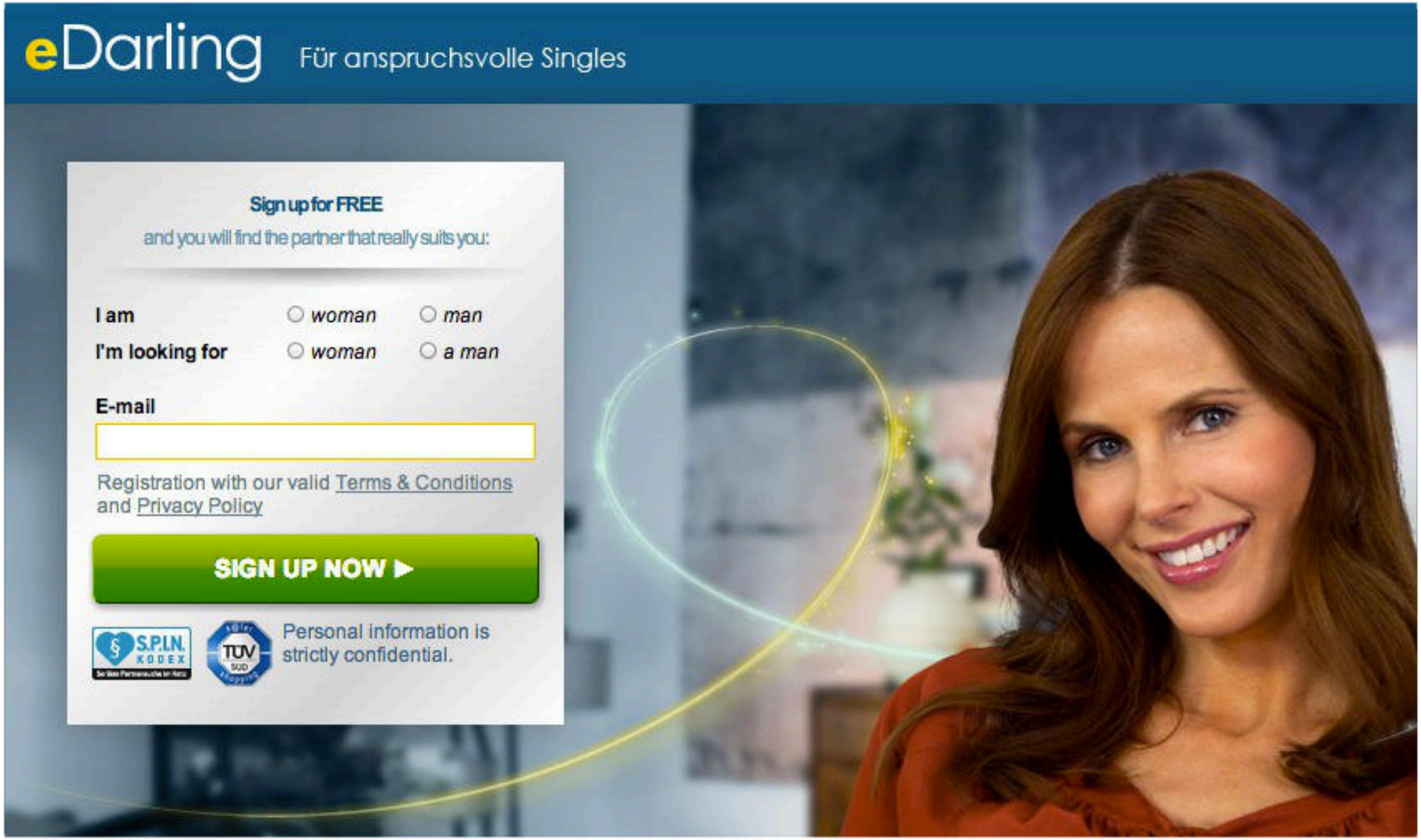

eDarling buys itself back from eHarmony

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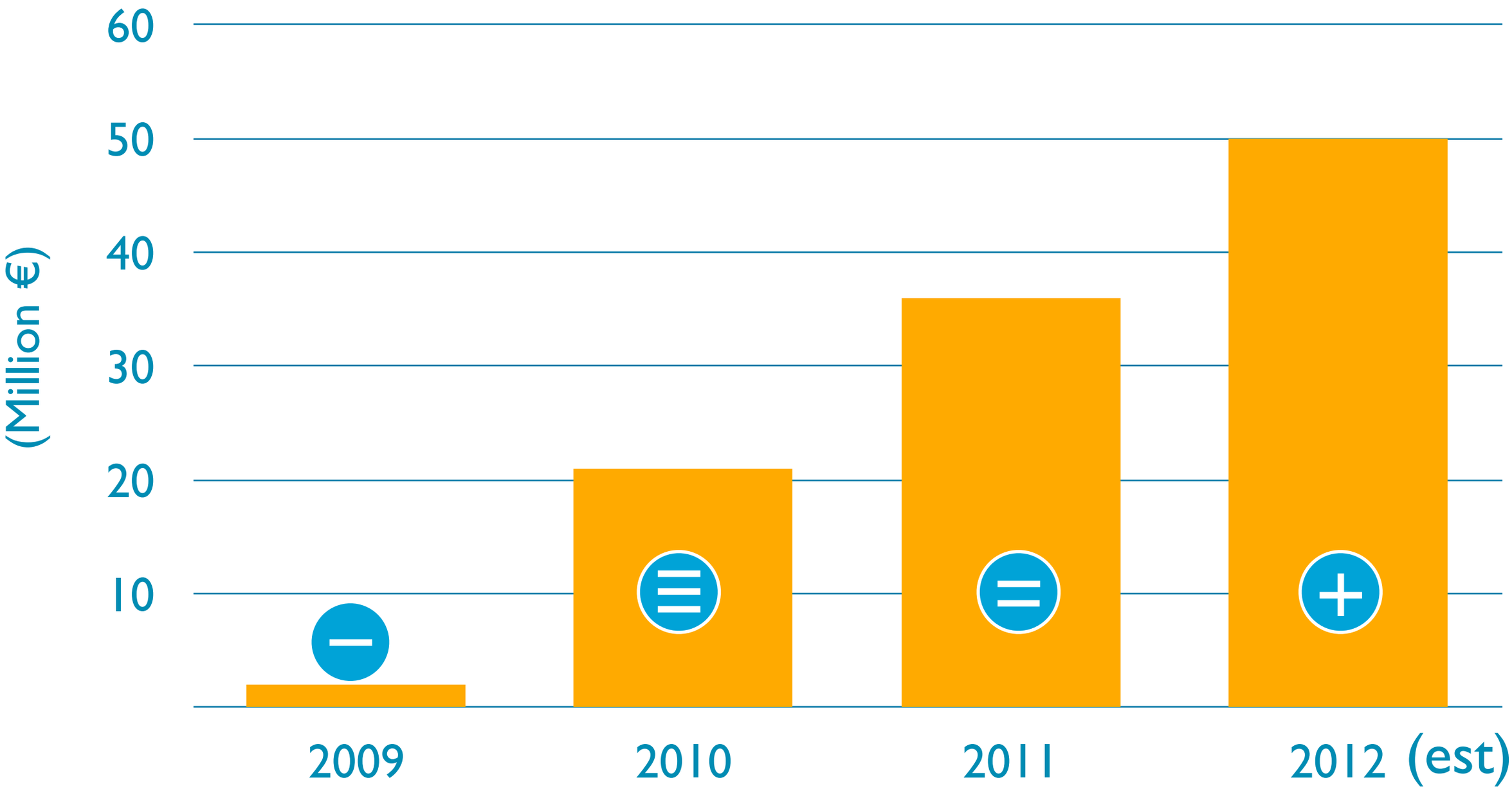
eDarling

+ Profit − Loss



Deutsche-Startups.de Infographic

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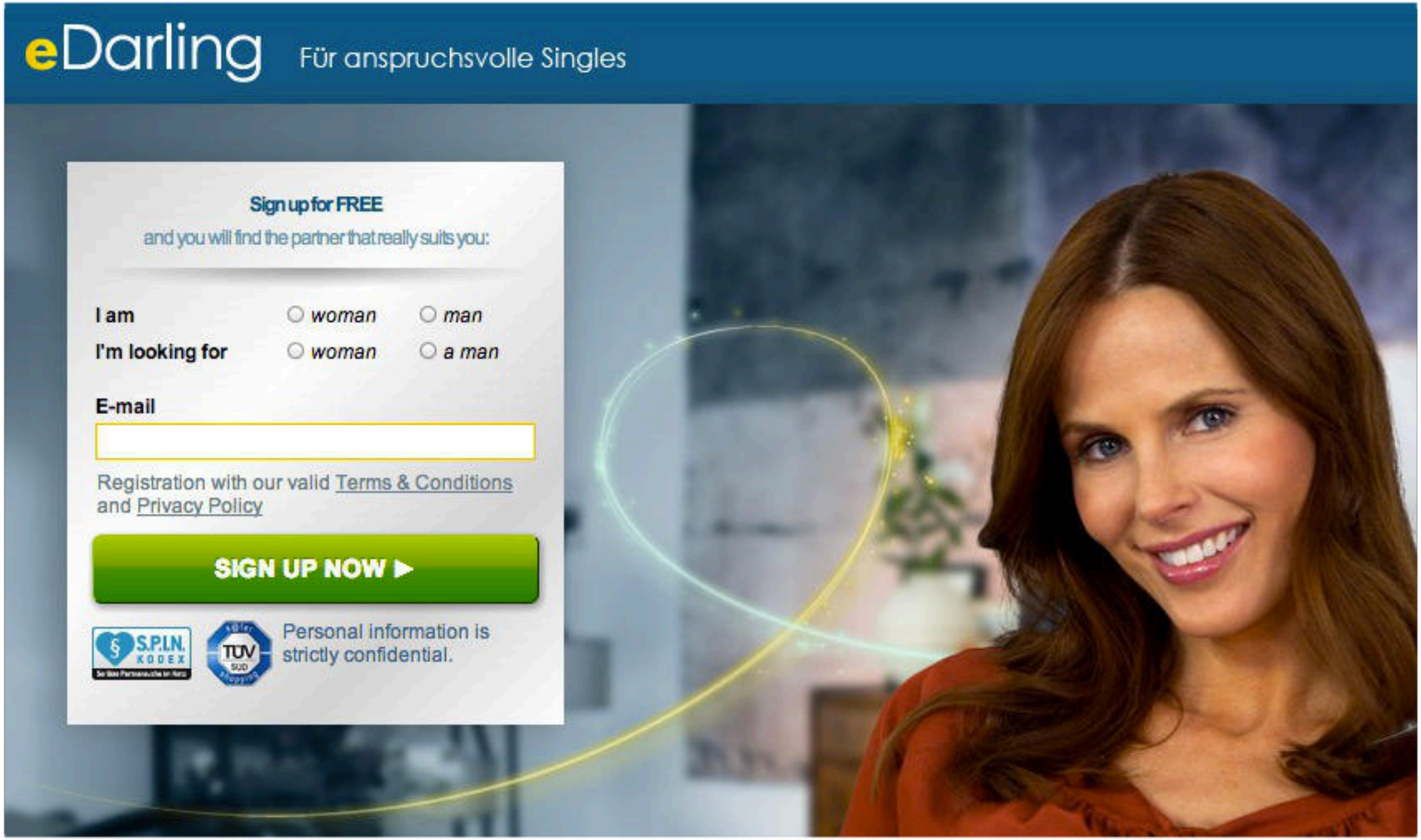

eDarling entering UK and Ireland

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BBC Panorama exposes the tricks of the UK online dating industry.

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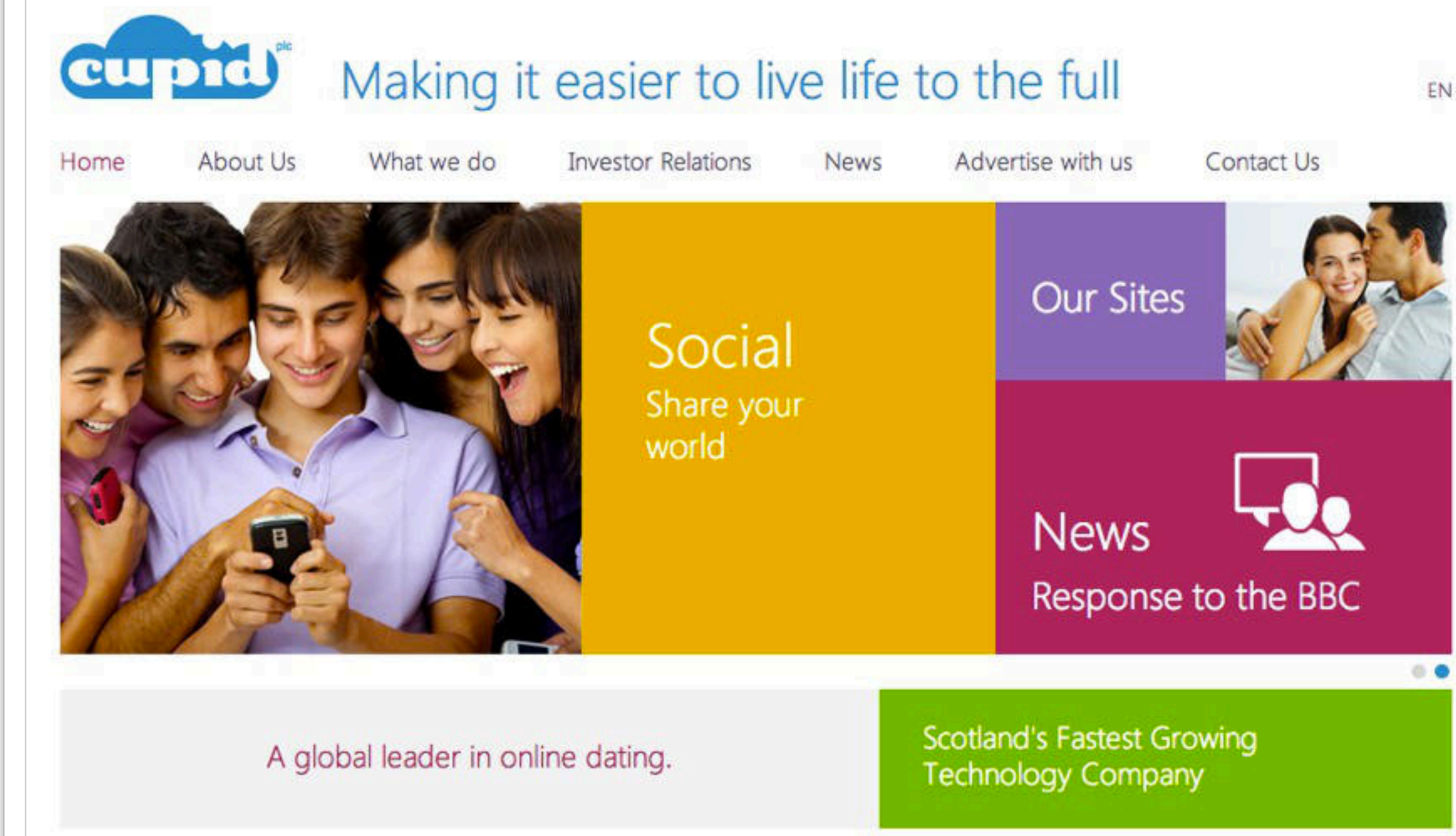

Cupid sold casual dating sites for £43 Million

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Compare: Enter ticker here Add FTSE 100 AFN MONY BLNX CNIC BLUR EVT COMS ERM more »



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Love in the Time of Algorithms



WHAT TECHNOLOGY DOES TO MEETING AND MATING

DAN SLATER

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Trends



Offline Again...

stir by match.com

PASTAS PARTY par meetic





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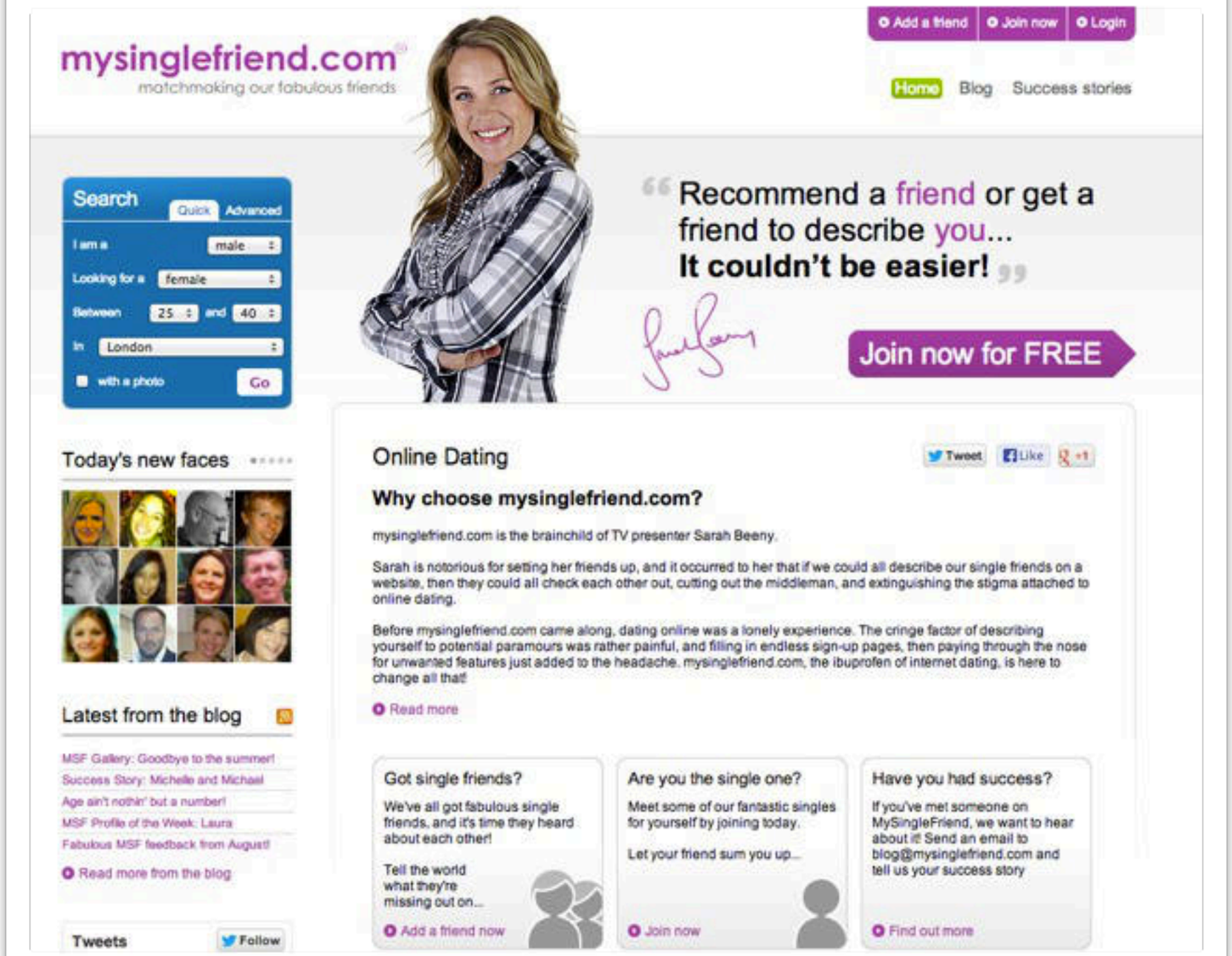

MySingleFriend launches dating events "Date MySingleFriend"

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Social matchmaking



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tinder

Discover those around you.

Tinder finds out who likes you nearby and connects you if you're both interested.

Download for iPhone

Download for Android

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BANG WITH FRIENDS

The anonymous, simple, fun way to find friends who are down for the night.

Your friends will never know you're interested unless they are too!
(Completely private & discreet until both friends are down to bang!)
more about Facebook app privacy

Connect with Facebook

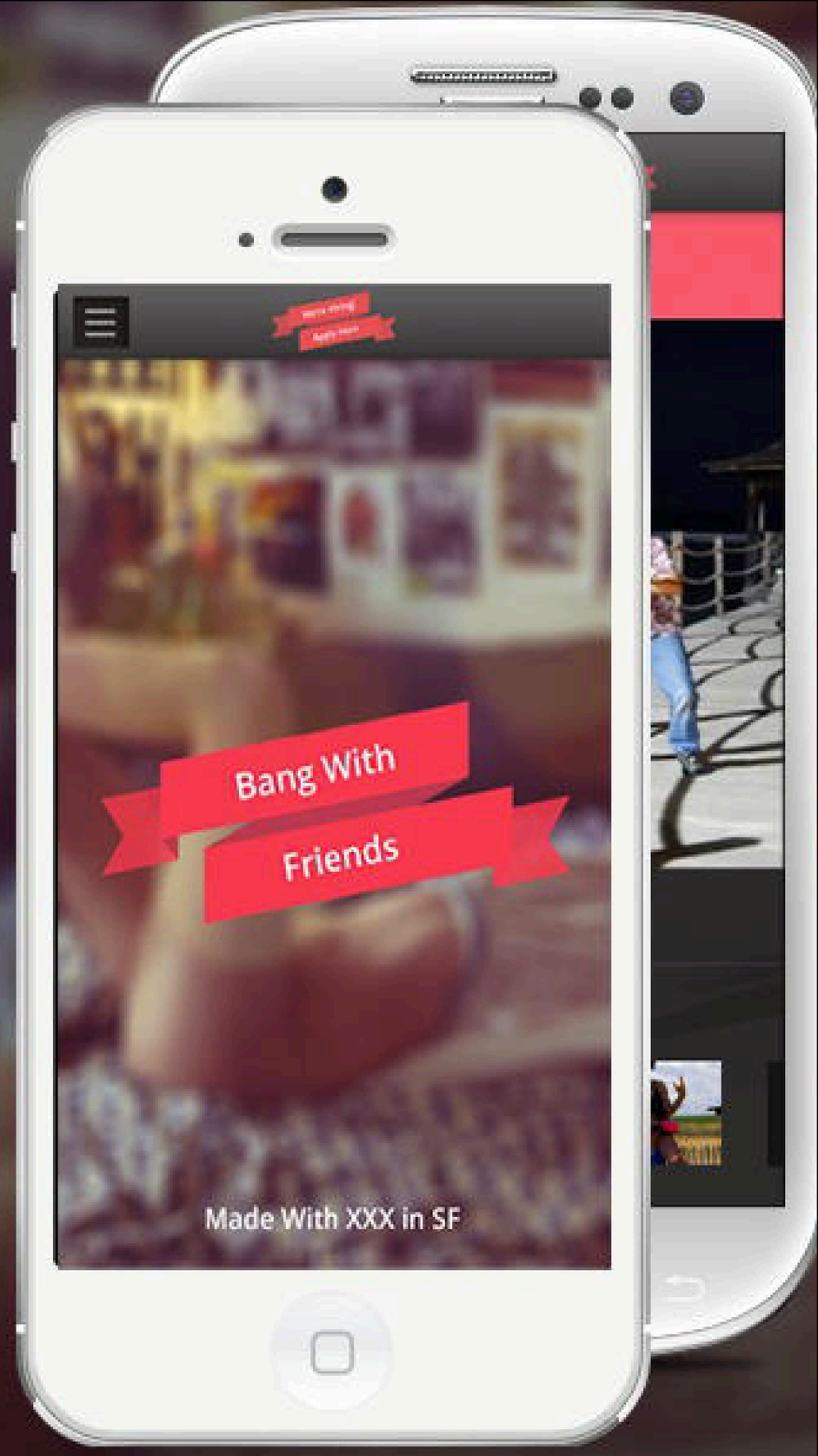
Or download our mobile app

Available on the App Store

Android app on Google play

Follow 4,112 followers

Like 19k



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WOULD

love 2 ®

Taking the rejection out of dating



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The Future

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Social + Mobile + Location?



Technology Cycles Have Tended to Last Ten Years

Mainframe Computing 1960s	*Mini* Computing 1970s	*Personal* Computing 1980s	*Desktop Internet* Computing 1990s	*Mobile Internet* Computing 2000s	*Wearable / Everywhere* Computing 2014+
				 	   Others?

Image Source: Computersciencelab.com, Wikipedia, IBM, Apple, Google, NTT docomo, Google, Jawbone, Pebble.



Vicinity based services
vs
Location based services





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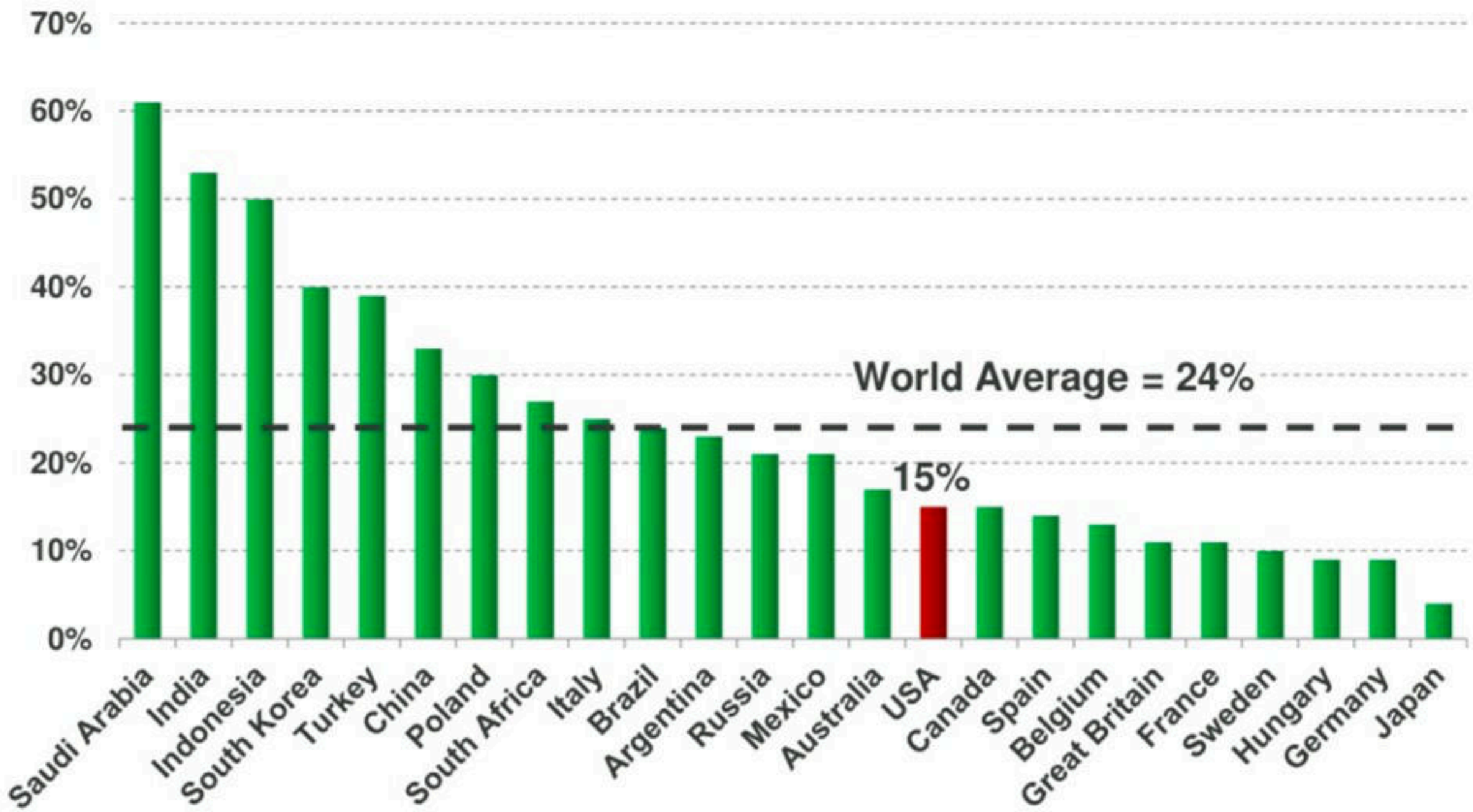
% of Respondents Indicating They Share 'Everything' or 'Most Things' Online, 5/13



Source: Ipsos OTX.

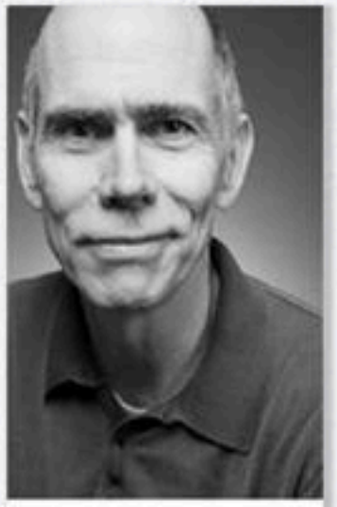
*Survey was published on May 14, 2013, the underlying data derived from an online survey (weighted sample size of 12,000 across 24 countries) conducted between January 1-18, 2013. Survey question is "describe how much you share online (including status updates, feelings, photos, videos, links, etc.)"



Ray Kurzweil
Co-founder & Chancellor, Director



Peter Diamandis
Co-founder & Executive Chairman, Director



Dan Barry
Track Chair AI/Robotics



Catherine Mohr
Medicine Track Faculty



Neil Jacobstein
AI and Robotics Co-Chair



Ralph Merkle
Nanotechnology Co-Chair



Raymond McCauley
Chair, Biotechnology & Bioinformatics



Marc Goodman
Chair for Policy, Law and Ethics and Global Security Advisor



Daniel Kraft, MD
Medicine & Neuroscience Chair



Gregg Maryniak
Chair, Energy & Environmental Systems



Robert Freitas
Nanotechnology Faculty



Andrew Hessel
Biotechnology & Bioinformatics Faculty

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Think Direct Carrier Billing

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Think Microtransactions

Think Post-Date!

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Think Tablets!

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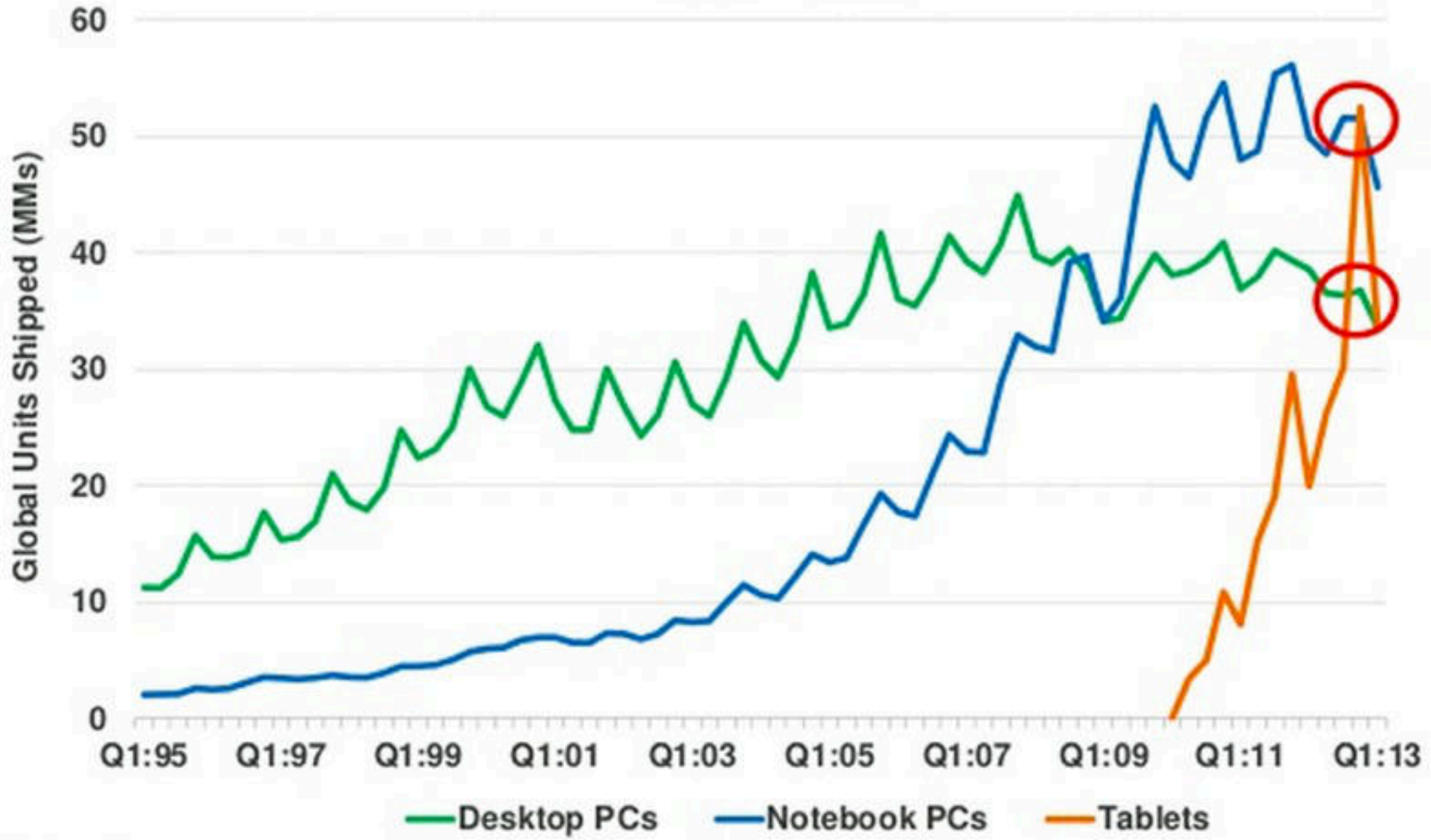
Global PC (Desktop / Notebook) and Tablet Shipments by Quarter
Q1:95 – Q1:13



KPCB

Note: Notebook PCs include Netbooks.
Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Gartner. Data as of 4/13.

- ✓ Vicinity Based Services
- ✓ Social Graph
- ✓ Behavioral Matchmaking
- ✓ preDate
- ✓ Post Match
- ✓ Big Pockets
- ✓ Social Discovery

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How To Value Your Company

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How much would you pay?

1. Domain and Brand

2. Team

3. SEO position

4. PPC program

5. Ad Partners

6. Platform

7. Opportunity Cost

8. Potential For Cost Savings

9. Intellectual Property

10. Assets

I I. Business Risk

ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

powered by Courtland Brooks

Dating Worth £3.6 Billion Annually To UK Economy



FRESH BUSINESS THINKING - Sep 9 - UK singles spend £3.6 billion a year in their pursuit of love, according to match.com's research. Supplemented by The Centre for Economic Business Research, the survey of 1,000 British singles shows that ~37M dates take place each year and the average couple spend £103 on each date. The overall spend on entertainment, restaurants and bars in 2013 was £2.1 billion, up from £1.3 billion in 2012. The average dater also spends ~£281 every year on clothing, cosmetics and beauty when specifically preparing for a date.

by Daniel Hunter

See full article at Fresh Business Thinking

Sep 12, 2013 | Permalink | Comments (0)

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Van Doran: New York City Elite Matchmaker



NY POST - Sep 10 - Unlike some of the traditional elite matchmakers in New York, Van Doran, who is in her late 20s, is happy to take on attractive female clients in their 40s and 50s. Statistically they are harder to match. In New York City, 60% of single men date women who are ~10 years younger. She specializes in introducing "gorgeous, artistic ladies" to "interesting Bohemian types". Van Doran limits her number of clients to just 14. A six-month retainer fee of $5K covers introductions, feedback after dates, invitations to dinner parties and larger events, image consulting and managing online profiles.

by Jane Ridley

See full article at NY Post

Sep 12, 2013 | Permalink | Comments (0)

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"Helping idating businesses grow"



PR
Strategy
Business Development

mark@courtlandbrooks.com