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Maybe You Deserve This Match

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Posted by [Neal Leavitt](#) on January 28th, 2015 at 8:27 pm

A number of years ago I was retained to provide marketing communications services for a San Diego-based dating site. Good concept, decent funding from private sources, number of stories generated across various media genres. Ultimately, however, it wasn't enough. Competition was too fierce; site just wasn't attracting enough eyeballs and the venture folded.

Fast forward to 2015. Buddy of mine asked if I knew of any good dating sites as he was, to quote him, 'back in the game.' Told him I hadn't been following the space for awhile but was curious to see how the industry had evolved.

The dating industry has become huge - \$2.2 billion in 2014 according to market research firm IBISWorld; \$2.7 billion by 2019. And Pew Research says that of Americans in a committed relationship that have used an online dating site, one in three met online.

Decided to have a little fun so did a bit of research/searching for oddball, offbeat and in some cases, truly weird dating sites. All seem to be flourishing; many have attracted advertising. In short, your future significant other may just be a few clicks away, no matter your fetishes.

So here are a few:

[*Vampersonals*](#) – Still searching for that special undead darling? For those with enlarged incisors, this site’s especially for you. *Vampersonals* boasts “whether you want to meet others like you for simple recreation and a drink, or find that special someone to shine within the dark for you, come check us out! We don’t bite...too hard.” Reckon that drink’s probably red-hued.

[*Women Behind Bars*](#) – This started out as a pen pal site but has grown considerably since then. Looking for that special woman doing 5 to 20 but really don’t want to commit to a long-term relationship? This one’s for you then.

Here’s what one satisfied customer posted on the site:

“I purchased an address in January and have been corresponding with a beautiful, warm, funny, loving woman. This past weekend I finally was able to visit her. She is in Texas and I am in Pennsylvania. Well, this woman is the one. I am planning to have her coming home with me when she is released and then both of us want to have our relationship grow (possible marriage). I am just completely amazed that one letter has turned into a great, although long distance, relationship.”

And advertisers apparently like the site’s traffic. According to Todd Muffoletto, who founded the site, *Women Behind Bars* offers a banner rotation ad program; he says the site has also been the subject of 11 TV and 197 radio interviews and numerous print/web based articles.

[*Fat Bastard Dating*](#) – This site originated in the United Kingdom and boasts ‘thousands of members.’ Tired of working out to impress a date? Forget about it – exhale and let that paunch out and allow those love handles to reign supreme. In fact, the site says “being a fat bastard doesn’t mean you have to be single forever...the fatter you are, the better as far as the members on this site are concerned. Girls like a guy who has got presence and men love a cuddly lass.” The site also says there’s no obligation to pay until “you’ve found a fat bastard worth contacting.”

[*Kingsnake After Dark*](#) – OK, this one admittedly creeps me out a bit. Billed as a ‘herp-centric dating site’ for snake lovers, *Kingsnake After Dark* is attracting advertisers, albeit most of them, not surprisingly, are reptilian-centric. The home page has an ad running alongside the site’s main logo for Rodentpro.com®, which offers low prices for mice, rats, rabbits, chicks, and quail – everything you need to keep that seven-foot boa constrictor that lives under your bed well-fed and content.



SaladMatch.com

– If you're a steak and potatoes kinda guy or girl, this site's probably not for you. But there are obviously a lot of arugula-lovers out there. The Facebook page has more than 11,000 Likes; Twitter followers are approaching 4,000. The site was launched by *Just Salad*, a New York City chain of salad restaurants/cafes. You can find your salad 'soul mate' by listing your favorite salad ingredients.

Whatever tickles your fancy, the online data industry's convinced there's someone out there waiting for you.

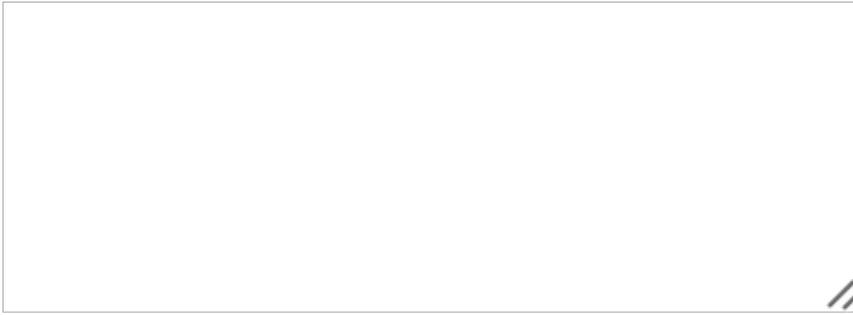
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