

Online Advertising for Dating Services

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Companies offering dating services are investing increasing amounts in advertising, according to a new study, with online advertising seeing particular growth.

Research carried out by Nielsen Monitor-Plus found that such firms in the US, in particular online dating sites, spent \$127.3 million advertising online in 2006. This is up from \$88.9 million spent the previous year and the second highest area of investment for dating services. Of the 12 dating services firms advertising online, seven companies were “almost exclusively using the internet for advertising”, the report found.

The top ten dating services firms accounted for 96 per cent of the total advertising spend for the industry, some \$290 million of \$302 million.

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It only makes sense to advertise your Dating Site online and it's even more important if your site is new in the industry.

Best Habit is an advice column to the markets you seek. We provide timely articles on subjects your markets are looking for right now and therefore this is the best opportunity to attract other dating members to your venue.

Please complete the [advert form at the website](#) and we will review your information and return a custom quote.

You need to know her likes and dislikes and if she has any allergies, but after that the sky is the limit. Dinner does not have to be fancy. If you are comfortable grilling a steak that is great! Add a salad and some crusty French bread and a baked potato and you have a meal. Make dessert special, chocolate fondue is especially easy and very romantic. After all, chocolate is an aphrodisiac. Here is a great fondue recipe:

Ingredients:

- ¾ cup of heavy whipping cream, reserve ¼ cup to thin if fondue gets too thick
- 4 bittersweet chocolate bars, chopped, 3 1/2 oz. each
- 2 tablespoons of Amaretto or Frangelico liqueur, (optional)
- ¼ cup finely chopped hazelnuts or almonds, optional

Directions:

1. Heat ½ cup cream in heavy non-reactive saucepot over medium heat until cream comes to a low boil.
2. Remove pan from heat and add chocolate. Let stand for 3-5 minutes to soften and then

Chocolate Aphrodisiacs - Chocolate is likely the most popular of all the aphrodisiacs. There is something about it that activates the most passionate of feelings in people. Hot or cold, chocolate gives people a sort of sensuous rush that makes love all that much better. There are several creative ways to make chocolate a part of your romance.

Chocolate and Sexual Desire - Chocolate has an euphoric impact on a person's senses. It contains chemicals, which change a person's mood, causing a person to experience a feeling of euphoria. This feeling is very addictive. Chocolate has been known to increase sexual appetite and produce elation, which is very much like the feeling of an orgasm.

Chocolate an Aphrodisiac - Chocolate has long been thought to help improve libido and was given as an offering by the Aztecs to the God of Fertility. Casanova was known to take a cup of cocoa before bed as an aphrodisiac. Chocolate contains substances called Phenylethylamine and Serotonin, both of which (put simply), are mood lifting agents found naturally in the human brain. They are released into the nervous system by the brain when we are happy and when we are experiencing feelings of love, passion or lust. This causes rapid mood change, a rise in blood pressure and increasing heart rate, inducing those feelings of well being, bordering on euphoria usually associated with being in love.

whisk cream and chocolate together.

3. Stir in liqueur and nuts if desired and transfer to fondue pot or put in mixing bowl above a small lit candle.
4. If fondue becomes too thick add reserved cream to fondue one tablespoon at a time.
5. Arrange your dipping items (biscotti, pretzel sticks, strawberries, banana slices, pound cake chunks, fresh cubed pineapple, orange segments) and add fondue forks or skewers for dipping.



Now that your meal is planned you need to arrange the setting. Flowers and candles are always appropriate, but try to be more creative. Think outside the box. Rose petals covering the table offer a unique perspective. Instead of using traditional taper candles, make a candle garden in the center of the table by using pillar candles of different heights. Tealights around the room are another alternative. Make your table look like you have made an extra effort for that

very special person no matter what you do.

If it is a special occasion like an anniversary or birthday, a gift is the order of the day. Give your gift in an original fashion. Instead of leaving her gift and card at her place at the table, you can plan a treasure hunt for after dinner. Leaving a card with a clue on her plate will make her curious and eager to start the game. Place cards and clues that only you and she would understand throughout the house and let her follow the trail to her big surprise.

After dinner planning is just as important as planning the whole event. Do you want to curl up on the sofa together and watch a romantic movie? How about dancing arm in arm under the stars? What about lounging on pillows in front of the fireplace and consuming your fondue there while listening to your favorite music? Remember chocolate isn't just for eating.

Not hot enough? Well check out these articles that beg to differ:

- [Chocolate Aphrodisiacs](#)
- [Chocolate and Sexual Desire](#)
- [Chocolate an Aphrodisiac](#)

Not healthy enough? Well check out these articles that beg to differ:

- [Chocolate is Fattening but Worth it!](#)