

Potential Revenue Scale

Potential Revenue Scale

Below shows a scale of potential membership income. This scale only shows the potential. Your site could potentially produce different income. It all depends on your marketing efforts. The below scale is based on membership prices of \$24 (Monthly), \$59 (Quarterly), \$99 (Annually) and \$149 (Lifetime). Your membership plans and prices could be different. Be sure to read our article about [Lifetime Memberships](#).

Premium Users	Monthly	Quarterly	Annual	Lifetime
500	\$12,000	\$29,500	\$49,500	\$74,500
1000	\$24,000	\$59,000	\$99,000	\$149,000
5000	\$120,000	\$295,000	\$495,000	\$745,000

Average Membership Breakdown

The below graph shows the average membership purchase breakdown. This will give you an idea of what memberships your users will most likely purchase. This is based on a monthly, quarterly, annually and lifetime membership plans.

MonthlyQuarterlyAnnuallyLifetime43%29%10%18%

Gender Membership Breakdown

The below graph shows the average gender membership breakdown. This will give you an idea of the memberships that the male/female gender types are purchasing. Custom genders were not cited in this revenue scale.

MalesFemales41%59%

Niche Market Income Study

The below graph shows the average monthly income from customers that reported their income in the first 6 months of 2013. We surveyed 3 participating sites within each of the below 6 niche markets. Each month shows the average income that the market brought in. These were established WordPress Dating Plugin customer sites. These numbers do not show how much you will make but show a potential of what you could possibly make.

AdultAsianChristianRussianSpanishGayJan2013Feb2013Mar2013Apr2013May2013Jun201301,5003,0004,5006,000
Gay

The criteria for participating customer sites was that they had to have 10,000 users or more, charging for memberships (Not in free mode)and on average more than 100 visitors per day.

The key to a successful dating site is traffic. If you do not have traffic to your site then your dating site will not make any money. You must do SEO for your dating site as well as Social Media Marketing. For SEO and Marketing tips, be sure to check out our [Marketing Forum](#).