

RESEARCH — How HubPeople's Adult Brands Present Themselves

Purpose: Source material for the visual/creative dimension of reporting - the exact language and imagery these brands use to market themselves. All copy below is quoted verbatim from each brand's own public landing page (their advertising), captured 22 July 2026. All are confirmed running on HubPeople infrastructure (CDN [hub-cdn.com](#) / [hubpeople.com](#), shared [/w/{id}/account/...](#) or [terms.aspx?partnerId=](#) legal URLs).

Confirmed HubPeople adult brands (verified by fingerprint — no inference)

Each below verified via HubPeople CDN ([hub-cdn.com](#) / [hubpeople.com](#)) and/or the shared white-label auth/billing pattern ([auth-excite.com](#) / [auth-affinity.com](#) [/w/{id}/account/...](#), or [members./portal.{brand}/...?partnerId=](#), or "Powered by Hubpeople"):

1. **JustBangMe.com** — [cdna.hubpeople.com](#);
[members.justbangme.com/terms.aspx?partnerId=17567](#)
2. **TheAdultHub.com** — [b.hub-cdn.com](#); [app.theadulthub.com/w/dda8bed1...](#)
3. **LetsMeetup.com** — "Powered by Hubpeople"; [cdnw.hubpeople.com](#);
[partnerId=1246](#)
4. **ShagDating.com** — [b.hub-cdn.com](#); [members.shagdating.com/w/306b62f4...](#)
5. **Shush.dating** — [cdnw.hubpeople.com](#); [members.shush.dating/w/57fb72de...](#)
6. **DirtyMaturesPlace.com** ([dirtymatures.co](#)) —
[members.dirtymaturesplace.com/...?partnerId=8039](#)
7. **DirtyDoggersPlace.com** —
[members.dirtydoggersplace.com/login.aspx?partnerId=8037](#)
8. **contacts.bdsm-secrets.com** — [b.hub-cdn.com](#);
[auth-excite.com/w/1e88c68a...](#)
9. **MeetaMILF.club** — on HubPeople's BuiltWith tech-list;
[members.meetamilf.club/Login.aspx](#) white-label stack

Same-operator family (same billing system, footer-linked, high confidence — fetch individually if you want them airtight): [DirtySwingersPlace.com](#), [DirtyBDSMPPlace.com](#) (siblings of [DirtyMatures](#)/[DirtyDoggers](#), consecutive partner IDs).

Broader confirmed set: BuiltWith detects **727 live sites** on HubPeople technology (see main research file) — the names above are the illustrative, individually-verified core.

The single most useful finding: they're the same site wearing different names

ShagDating and **Shush Dating** are, structurally, the identical page — same four-step "How It Works," the same verbatim FAQ block ("How Much Does It Cost? ... How Private Is It? ... Will You Spam My Inbox? Spam in your inbox? No. Our email systems are SenderScore certified."), and both display a member counter of ~**40 million "Rated Members"** (ShagDating "40.1M / 4.6"; Shush "40.2M / 4.5"). Two "different" brands, one template, one claimed 40-million-person database. This is the white-label factory in plain sight: mass-produced storefronts drawing from one shared member pool, dressed up as independent communities.

Every one of them also carries a **"Modern Slavery Policy" / "Anti-Slavery Policy"** link in the footer — the same compliance veneer HubPeople advertises corporately.

Brand-by-brand

JustBangMe.com — "Sex Dating For You"

- **Tagline / hero:** "Join for free TODAY and get laid TONIGHT."
- **Visual:** Dark, neon "seedy" styling; per an industry review, a looping video of a woman exposing herself and a scrolling feed of member images.
- **Solicitation copy:** "Meet Hot Women Near You... No feelings, no stress. Just casual fun! Flirty women are ready to play"; "The Dirtiest Photo & Video Galleries."
- **Discreet billing:** "our site name won't show on your bank/credit card statement, a more discreet name will show instead."
- **Fingerprint:** images on [cdna.hubpeople.com](https://cdn.hubpeople.com/members.justbangme.com/terms.aspx?partnerId=17567);
members.justbangme.com/terms.aspx?partnerId=17567.

ShagDating.com — "Sometimes We Just Want Fun"

- **Tagline / hero:** "Get Lucky — ShagDating." Meta: "Make New Connection With Local Like Minded Adults Instantly."
- **Solicitation copy:** "meet likeminded playmates for unforgettable sizzling encounters"; "instantly flirt with likeminded naughty members seeking a steamy liaison"; profiles surfaced include handles like "Mistress Emily," "Goddess," "SweetCandy."

- **Member claim:** "40.1M Rated Members."
- **Fingerprint:** [b.hub-cdn.com;](https://b.hub-cdn.com/members.shagdating.com/w/306b62f4-.../account/terms)
members.shagdating.com/w/306b62f4-.../account/terms.

Shush.dating — "Shhh! It's our little secret!"

- **Tagline / hero:** "Naughty Fun Awaits! ... Find steamy nights of pleasure here! Shh, we won't tell anyone."
- **Solicitation copy:** "Start connecting with people who want spicy fun"; "Find Your Perfect Playmate For Casual Encounters." Surfaced member handles include overtly sexual usernames ("SpunkSucker," "Legally hoeing," "Lilihotwifeformen").
- **Member claim:** "40.2M Rated Members" (identical template to ShagDating).
- **Fingerprint:** [cdnw.hubpeople.com;](https://cdnw.hubpeople.com/members.shush.dating/w/57fb72de-.../account/terms)
members.shush.dating/w/57fb72de-.../account/terms.

MeetaMILF.club — "Hookup dating at its best"

- **Tagline / hero:** "Where Hot MILFs Meet The Guys That Worship Them!"
- **Urgency mechanic:** live counter — "**35876 members currently online looking for fun right now.**"
- **Solicitation copy:** "Want a site that let's you check out the merchandise for free?"; "naughty webcam chat"; keyword meta includes "fuck a milf," "cougar fuck."
- **Compliance tell:** carries a **USC §2257** disclosure and "This website contains explicit content of a sexual nature."
- **Fingerprint:** members.meetamilf.club/Login.aspx (ASP.NET white-label stack).

DirtyMatures.co / DirtyMaturesPlace.com — "Real Sex, Mature Casual Dating"

- **Most explicit solicitation copy in the set (verbatim):** "these worldly women are after one thing — **SEX! Hard and Fast! No Dating — just raw action.**"; "connect to filthy, local MILFs, bored housewives and cougars all looking for sexy fun tonight!"
- **Discreet billing:** "Even your bank statement won't show dirtymatureplace.com on it."
- **Cross-promotion web (important):** page runs actual banner ad units cross-advertising other sites — and this is the only place genuine *ad units* (vs. on-site art) surfaced.
 - [crossad-dogging.png](#) → **DirtyDoggersPlace.com** — VERIFIED same platform:
members.dirtydoggersplace.com/login.aspx?partnerId=8037
(same white-label billing system as DirtyMatures/8039, JustBangMe/17567, LetsMeetup/1246). Part of a one-operator "Dirty___Place" family (DirtySwingers, DirtyDoggers, DirtyBDSM, DirtyMatures), consecutive partner IDs. **This banner = HubPeople sex brand advertising another HubPeople sex brand.** Attributable.

- [crossad-bdsm-secrets.png](#) → **bdsm-secrets.com** (WordPress SEO/content blog) → funnels to **contacts.bdsm-secrets.com**, which is CONFIRMED HubPeople: images on [b.hub-cdn.com](#), auth/billing on [auth-excite.com/w/1e88c68a.../account/terms](#) (same workspace-URL pattern as hubpeople.com + TheAdultHub), identical clone template + "Modern Slavery Policy," and the SAME feature-icon asset GUIDs as ShagDating (2d272ead..., cd8bb808..., 2f246dac...). So: the *blog* is an affiliate wrapper, but the dating product it feeds is HubPeople. Attributable to the network.
- [go.mshago.com](#) token-giveaway redirect — third-party/cam monetization; unverified.
- **Fingerprint:** [members.dirtymaturesplace.com/terms.aspx?partnerId=8039](#); "Online-Dating-Guardian" trust badge.

TheAdultHub.com — "Find Local Couples For Adult Fun" (5.1M members)

- Positions as a swinging/"lifestyle" community: "Couples Seeking Couples," "Find Unicorns," "Find Bulls," hotwifing/cuckolding, "Threesomes, Foursomes & Moresomes."
- **Discreet billing:** "Nothing on your statement traces back here."
- **Fingerprint:** [b.hub-cdn.com](#); [app.theadulthub.com/w/dda8bed1-.../account/terms](#). Footer network links to [letsmeetup.com](#), [couples-who-play.com](#), [sub-or-dom.com](#).

LetsMeetup.com — "Casual sex dating and hookup ads: hot photos and videos"

- Footer states outright: **"Powered by Hubpeople."**
- **Fingerprint:** [cdnw.hubpeople.com](#), [excite-media.hub-cdn.com](#); [portal.letsmeetup.com/terms.aspx?partnerId=1246](#).

Recurring visual/rhetorical patterns (the piece's throughline)

1. **Manufactured urgency:** live "online now" counters and "tonight/right now" framing (MeetaMILF's 35,876; JustBangMe's "get laid TONIGHT").
2. **The pay-to-reply wall:** every site is "free to join," steamy profiles visible, but real messaging is gated behind VIP — the classic architecture behind fake-profile complaints.
3. **Discreet billing everywhere:** JustBangMe, DirtyMatures, TheAdultHub all promise the charge won't name the site — engineered for a customer expected to feel ashamed.
4. **Compliance veneer:** identical "Modern Slavery Policy" / "Dating Guardian" badges across brands selling "raw action."

5. **The clone tell:** ShagDating = Shush, verbatim, both claiming ~40M members — one factory, many masks.

Suggested pairing for the article: side-by-side visual — HubPeople's homepage showcase (Christian Love Finder, Widowed Life, Live Vegan) next to these hero lines ("get laid TONIGHT," "raw action, no dating"). Same platform, same billing system, same owner's revenue share.

Sources: justbangme.com; shagdating.com; shush.dating; meetamilf.club; dirtymatures.co; theadulthub.com; casual.letsmeetup.com (all captured 22 July 2026).

Direct image links (open and screenshot yourself)

These are the exact creative assets referenced on each landing page, with their live CDN URLs. I have not downloaded or reproduced them — open the link to view/grab. **Flagged (explicit):** likely nude/lingerie/sexual imagery; everything else is branding/marketing (logos, cards, "how it works" panels, trust badges).

JustBangMe (CDN: [cdna.hubpeople.com](https://cdn.hubpeople.com))

- Logo / hero banner:
<https://cdn.hubpeople.com/tmp/eb61e34c-c895-4bf5-8286-316608439bf4.png>
- "Flirty woman ready to play" — *explicit*:
<https://cdn.hubpeople.com/tmp/67a0f5dd-1997-4943-94f2-b0fa674ea334.jpg>
- "Woman in lingerie ready for fun" — *explicit*:
<https://cdn.hubpeople.com/tmp/031a6dc8-74f3-403f-819e-bd9443717da2.jpg>
- "Flirty singles ready to be naughty" — *explicit*:
<https://cdn.hubpeople.com/tmp/399c8d58-51ce-4f6a-a074-ac9e45c1c7cb.jpg>
- "Dating Guardian" trust badge:
<https://cdn.hubpeople.com/fronts/5/images/gpw-icon-black.png>
- Secure-payment footer bar: <https://cdn.hubpeople.com/fronts/5/images/footer-bar.png>

ShagDating (CDN: b.hub-cdn.com)

- Social share / og card:
<https://b.hub-cdn.com/images/generic/4b138e1e-45a8-432e-b127-b1b9c8ca955e.png?width=1200&height=630>
- Hero image:
<https://b.hub-cdn.com/images/generic/6dc59f2f-2859-4c19-9b09-5bc10fa3d0c1.webp?q=100>
- "How it works" step 1:
<https://b.hub-cdn.com/images/generic/7d17f2b4-f591-48b3-b9b1-afe42d421226.webp>

- Step 2:
<https://b.hub-cdn.com/images/generic/e630b230-b59b-4298-9f5a-44436d843b05.webp>
- Step 3:
<https://b.hub-cdn.com/images/generic/5160dbdd-cef2-4e6e-a00f-5240271ca084.webp>
- Step 4:
<https://b.hub-cdn.com/images/generic/09d4376c-0c74-421a-8ec4-177576188a37.webp>
- Feature panel image:
<https://b.hub-cdn.com/images/generic/af89ea3f-3af5-44bd-8b1b-5ca1676d7383.jpeg>

Shush Dating (CDN: cdnw.hubpeople.com / b.hub-cdn.com)

- Logo / og card:
<https://cdnw.hubpeople.com/web/5416e4f3-bb06-4727-9610-01e14c353937.png>
- Hero image:
<https://b.hub-cdn.com/images/generic/dd62f14c-a996-4b59-a67f-d9cc566d83bc.jpg?q=100>
- "How it works" step 1:
<https://b.hub-cdn.com/images/generic/84162d47-cb24-497d-a7c7-d0b1935fe4d7.jpg>
- Step 2:
<https://b.hub-cdn.com/images/generic/92fc71bd-df79-4027-aa8e-02958e1526de.jpg>
- Step 3:
<https://b.hub-cdn.com/images/generic/df8a917a-d0b0-499e-97db-a9a7fb02b3dc.jpg>
- Step 4:
<https://b.hub-cdn.com/images/generic/8878a045-77e3-4a20-a98f-d146b0defdfb.jpg>
- Feature panel image:
<https://b.hub-cdn.com/images/generic/4c2cdf08-2340-4626-b215-9707808f46df.jpg>

MeetaMILF.club (self-hosted)

- Blog tile 1 ("Who is Meet a Milf for?"): <https://meetamilf.club/images/blog1.jpg>
- Blog tile 2 ("Hunting Cougars!"): <https://meetamilf.club/images/blog2.jpg>
- Footer logo: <https://meetamilf.club/images/footer-logo.png>
- Twitter/X account (creative feed): https://twitter.com/Cougar__MILF

DirtyMatures (self-hosted)

- "Mature Casual Sex Women" hero — *possibly explicit*:
<https://www.dirtymatures.co/img/g-22.jpg>
- Login button asset: <https://www.dirtymatures.co/img/log-but.png>
- Cross-ad → BDSM-Secrets:
<https://www.dirtymatures.co/images/crossad-bdsm-secrets.png>
- Cross-ad → DirtyDoggersPlace:
<https://www.dirtymatures.co/images/crossad-dogging.png>

- "Online Dating Guardian" badge:
<https://www.dirtymatures.co/images/Online-Dating-Guardian-White.png>
- Comodo SSL / secure-payment badges:
<https://www.dirtymatures.co/images/comodo-ssl.png> ·
<https://www.dirtymatures.co/images/sec-payment.png>

TheAdultHub (CDN: b.hub-cdn.com)

- Logo (SVG):
<https://b.hub-cdn.com/images/generic/d556ac1a-4e07-4af9-a927-42afda7b6426.svg>
- Social share / og card:
<https://b.hub-cdn.com/images/generic/671a389a-331b-41ce-92ef-72dbf1ad6f6c.webp?width=1200&height=630>
- "Couples Seeking Couples" tile — *possibly explicit*:
<https://b.hub-cdn.com/images/generic/f537885f-ee16-4581-ae90-b843ce49288d.webp>
- "Find Unicorns" tile — *possibly explicit*:
<https://b.hub-cdn.com/images/generic/c1f6aec3-c1e2-4a12-8c29-e18876b9dd79.webp>
- "Find Bulls" tile — *possibly explicit*:
<https://b.hub-cdn.com/images/generic/6ecd96d6-14bd-4091-9f9c-70e7dacb2d90.webp>

LetsMeetup (CDN: cdnw.hubpeople.com /
excite-media.hub-cdn.com)

- Logo:
<https://cdnw.hubpeople.com/web/16213/526/logos/fd12d202-900d-429f-bf86-e8fe72c1dad6.png>
- "Sexy couple" banner — *possibly explicit*:
https://casual.letsmeetup.com/images/casual_couple.jpg
- Member-photo feed (all *explicit*, hosted on):
<https://excite-media.hub-cdn.com/> ... (thumbnails load dynamically on the live page)

Off-site ad units — where to pull them yourself

I could not render a live ad unit in-session (Google's tool wouldn't settle; the browser extension dropped). More important is *why* these are hard to find: **adult/ hookup brands are banned categories on Google Ads and Meta**, so they don't appear in the mainstream ad libraries. Their real creatives run on **adult ad networks** (ExoClick, TrafficJunky, JuicyAds, EroAdvertising), whose inventory is only archived inside **paid ad-spy tools**. Direct self-serve links:

- **Brand social feeds (most accessible, in-the-wild, explicit):** MeetaMILF posts ad creatives on X at https://twitter.com/Cougar__MILF ; TheAdultHub at

<https://x.com/theadulthub> and <https://www.instagram.com/swingersadulthub> ; check each brand's footer for its own handle.

- **Google Ads Transparency Center** (search by advertiser domain — expect hits for the *wholesome* brands / HubPeople, little/nothing for the sex sites):
<https://adstransparency.google.com/?region=anywhere&domain=shagdating.com> (swap the domain: justbangme.com, theadulthub.com, hubpeople.com, groundeddating, christianlovefinder, etc.).
- **Meta Ad Library** (same expectation — mainstream brands only):
https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=GB&q=s hagdating&search_type=keyword_unordered
- **Adult ad-spy tools (paid; where the explicit creatives actually live):** AdPlexity Adult (<https://adplexityadult.com/>), Anstrex / AdPeriscope (dating-focused). Search the brand domains above.