

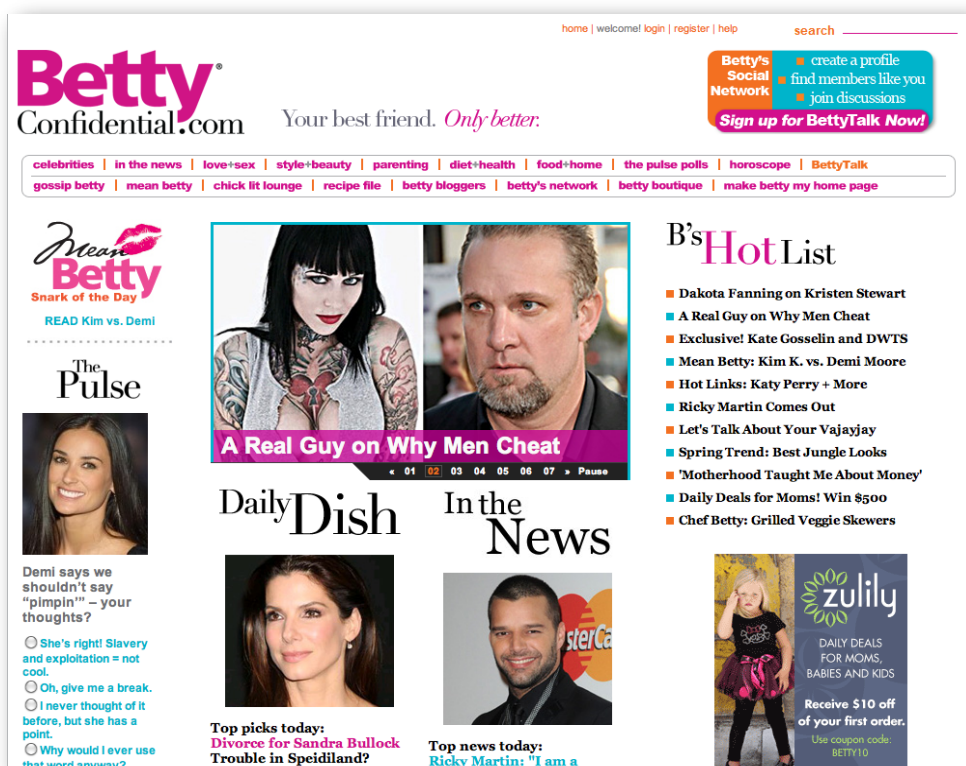
# WOMEN'S LIFESTYLE:

Reach over 44.2 Million\* Women with Purchasing Influence.



## Put Your Brand in Front of the Household CEO.

Six Apart Media connects you with hundreds of thousands of influential women who leverage the power of the web to stay organized, connect with friends and family, get trusted advice, and make personal and household purchases.



Betty Confidential: One of our many Women's Lifestyle blogs

## Advertising Opportunities:

- Conversational Marketing Programs
- Branded SuperFan Communities
- Custom Twitter Solutions
- Social Publishing & Moderation Platform
- Video Overlays
- Site Skins
- Engagement Ads
- Pushdown Ads

## Leading Voices Across Key Channels:

- Fashion & Beauty
- Parenting
- Food & Drink
- Fitness
- Crafts

\*Source: comScore Media Metrix, Quantcast & Adify, July 2010

## OUR READERS ARE:

**4x** more likely to start planning for a baby in the next 12 months

**53%** more likely to have 3 or more children in their household

**39%** more likely to search for information on women's clothing and shoes

**17%** more likely to have the attitude that shopping online saves money

\*Source: comScore Plan Metrix, U.S., February 2010

## A FEW OF OUR PUBLISHER PARTNERS:

