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# Shine this Holiday Season

As the leading online destination for contact information today, WhitePages makes it fantastically simple for people to connect during the busy holiday season. We help people reach friends, family and business associates, and plan travel during the year-end rush.

## What are people doing on WhitePages over the holidays?

- Sending cards, party invitations and gifts
- Locating businesses such as retailers, restaurants, caterers and banquet facilities
- Updating address books and creating mailing labels

### Holiday shoppers

Adults HHI \$75K+ who shopped for home electronics online, last month  
**15.6% Reach | Index 141**

Moms who shopped for toys/games online, last month  
**17.5% Reach | Index 158**

Women HHI \$75K+ who spent heavily on clothes/shoes/accessories online, past 6 months  
**18.8% Reach | Index 170**

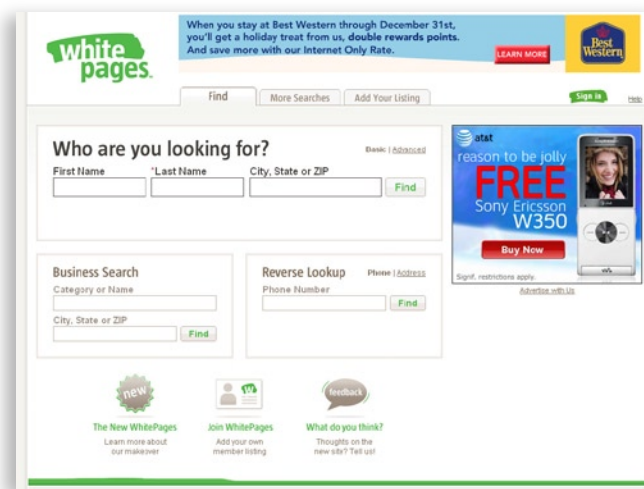
Adults HHI \$100K+ who shopped for jewelry online, last month  
**15.7% Reach | Index 142**

Adults who shopped for gourmet food/gift baskets and flowers, last month  
**22.3% Reach | Index 201**

### Key dates

- Black Friday: Nov. 27
- Mon/Tues in Dec.
- Shipping dates:  
(Our traffic spikes correlate with U.S. postal ship dates)
  - Parcel post: Dec. 15
  - First-class mail: Dec. 19
  - Priority mail: Dec. 20
  - Express mail: Dec. 23

**Source**  
Nielsen Netratings @plan, Spring 2009



### Tools to target shoppers

• **Behavioral**  
To visitors searching for department stores, consumer electronics, office supplies, specialty stores and much more

• **Store locator**  
Dynamically populate nearby locations on WhitePages' maps

• **Custom solutions**  
Rich-media creative that attracts shoppers

• **Home page takeovers**  
Be seen during peak hours, days or shopping seasons

• **Geo**  
High reach in your select markets

• **Demographic**  
By gender, age, HHI or house value for specific promotions and holidays

**WhitePages holiday spike**  
Source: Internal logs

