



Getting married and having a baby¹

Adults who are pregnant
15.0% Reach | Index 138

Getting married, next 6 months
19.0% Reach | Index 175

Married couples very likely to have a baby, next year
15.5% Reach | Index 142

Buying a home and moving²

Buying 1st home, last/next year and shopped online for mortgages, past 6 months
20.0% Reach | Index 180

Performed home renovations, last year and shopped online for real estate, last month
19.5% Reach | Index 176

Definitely will move, next year and shopped online for real estate, past 6 months
14.7% Reach | Index 133

Career and business¹

Changing jobs and starting own business, last/next year²
15.2% Reach | Index 137

Started new job, last year
17.0% Reach | Index 156

Started new business, last year
15.9% Reach | Index 146

Source
1 comScore Plan Metrix, February 2009
2 Nielsen Netratings @plan, Spring 2009

Where People Manage Life Events

People typically visit WhitePages during major life changes such as; having a baby, getting married, moving, starting a business and buying big ticket items (like a car or home). In the face of life's big changes, our audience responds enthusiastically to advertisers who can offer help. That's why financial institutions, home-improvement and auto advertisers are all among our top-performing partners.



Tools for targeting life stages

- **Behavioral**
To visitors searching for insurance, child care centers, bridal boutiques, caterers, real estate agents, mortgages, auto dealers, business services and much more

- **Custom solutions**
We help you develop eye-catching rich-media creative

- **Home page takeovers**
Be seen during peak traffic hours, days and seasons

- **Demographic**
By gender, age, HHI, house value, personal or professional use

