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1301 5th Ave, Ste 1600  
Seattle, WA 98101

**Connect.**  
WhitePages.com  
206.973.5100



### Busy moms rely on the internet

#### Full-time working moms who:

Shopped online, last month  
**14.9% Reach | Index 135**

Are online everyday and have internet access at work and home  
**14.9% Reach | Index 140**

Have 7+ years of online experience and are online 5+ times per week  
**15.1% Reach | Index 137**

#### Moms who shopped online for:

Investments, last month  
**18.2% Reach | Index 164**

Clothes/shoes/accessories (heavy spending) past 6 months  
**17.5% Reach | Index 158**

Groceries, past 6 months  
**18.9% Reach | Index 170**

Non-prescription drugs/remedies, past 6 months  
**18.8% Reach | Index 169**

Toys, last month  
**17.5% Reach | Index 158**

Vacation packages, airline tickets and hotel/motel reservations, last month  
**19.3% Reach | Index 174**

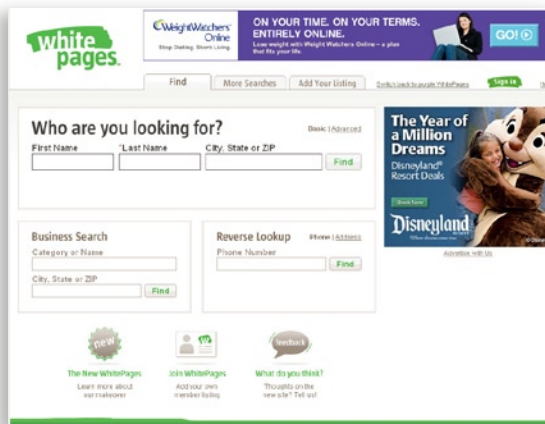
**Source**  
Nielsen Netratings @plan, Spring 2009

# Reaching Busy Moms

Moms use WhitePages to connect with friends, family, neighbors, and their community. They turn to us while organizing social events and during major life stages (e.g. coping with a growing family, remodeling their homes or moving). With high reach and advanced targeting expertise, WhitePages helps you reach the premium moms demographic. That's why health and wellness, CPG and retail advertisers are among our top-performing partners.

## Tools to target busy moms

- Behavioral**  
To visitors searching for drugstores, restaurants, grocery stores, retailers and much more
- Custom solutions**  
Rich-media creative that attracts busy moms
- Home page takeovers**  
Be seen during peak traffic hours, days or seasons
- Demographic**  
By gender, age, HHI, house value, personal or professional use



Working moms with a high affinity for online shopping

Source: comScore Plan Matrix, Feb 2009

