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Primary household shoppers

Grocery decision makers who shopped online for groceries and drugs/remedies (last month)
18.1% Reach | Index 214

Homemakers who provide frequent advice on food/beverages and household products
13.3% Reach | Index 158

Grocery decision makers who downloaded coupons online (last month)
12.6% Reach | Index 150

Homemakers who searched online for recipes/meal planning suggestions (last month)
12.3% Reach | Index 146

Adults who shopped online (last month) for:

Gourmet food/gift baskets
17.6% Reach | Index 209

Fitness & diet products
16.7% Reach | Index 198

Vitamins/nutritional supplements
15.6% Reach | Index 186

Drugs/remedies
15.2% Reach | Index 180

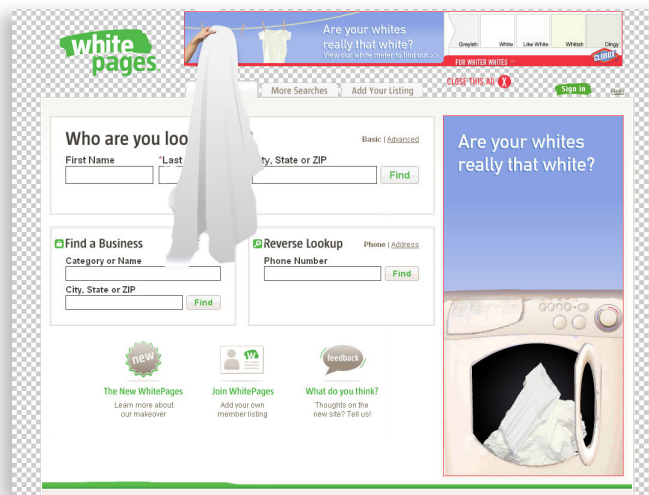
Pet products/supplies
14.6% Reach | Index 173

Groceries
14.6% Reach | Index 173

Source: Nielsen Netratings @Plan Release 1, 2010

The Total Package

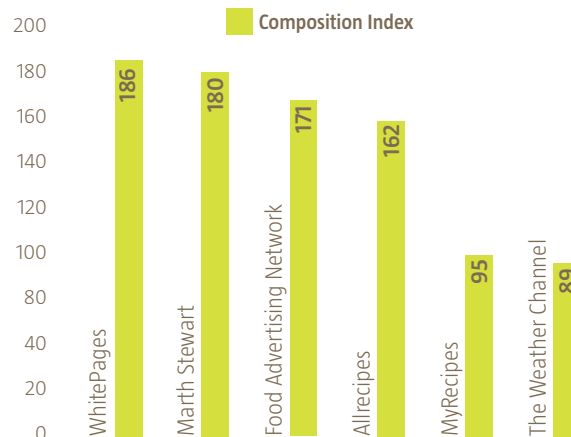
People trust WhitePages for accurate contact information—especially when they are balancing such things as work, major life events and running a household. With high reach and advanced targeting expertise, we can help you reach busy household decision makers.



Tools to target household decision makers

- **Business search contextual:** Real-time category targeting to people searching for grocers, pharmacies and more
- **Business search behavioral:** Retarget people who have searched for grocery stores, drugstores, cosmetics, and superstores
- **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for food, recipes, and home-making
- **Custom solutions:** We'll help you develop impactful rich-media ads specific to your needs
- **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated
- **Home page takeovers:** Stand out during peak traffic hours, days and seasons

Primary grocery shoppers (dual head of hh) who searched online for groceries/food staples (last month)



Source: comScore Plan Metrix, Jan 2010