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Getting married & having a baby

Women getting married who researched wedding info online (last month)
13.4% Reach | Index 159

Married women expecting their 1st child (next year)
12.9% Reach | Index 153

Adults expecting their 1st child who shopped online for baby clothes (last month)
16.5% Reach | Index 300

Buying a home

Adults buying their 1st home who shopped online for mortgages (last 6 months)
14.8% Reach | Index 176

Adults who definitely will purchase a new residence and shopped online for home improvement (last month)
10.0% Reach | Index 150

Career & education

Adults starting their own business who shopped online for B2B products/services (last 6 months)
12.2% Reach | Index 145

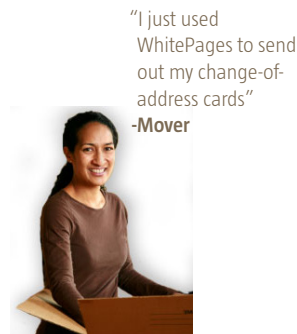
Adults changing careers who signed up or participated in a class online (last month)
11.9% Reach | Index 139

Adults HHI \$100K+ w/kids going to college (last/next year)
11.1% Reach | Index 132

Source: Nielsen Netratings @Plan Release 1, 2010

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, which is why financial institutions, home-improvement and auto advertisers are some of our top-performing partners.



Tools for targeting life stages

• **Business search contextual:** Real-time category targeting to people searching for mortgages, child birth services, bridal boutiques, insurance, B2B services and much more

• **Business search behavioral:** Retarget people who have searched for products/services needed during major life stages like mortgages, wedding planners, pediatricians and more

• **Syndicated behavioral:** Retarget people on WhitePages by their previous web-surfing for weddings, moving or newborn items

• **Custom solutions:** We'll help you develop impactful rich-media ads specific to your needs

• **@Work:** Industry (SIC), Fortune Rank, Domain, Day-Part, Syndicated Business Decision-Makers, Bizographics

• **Demographic:** Gender, Age, HH Income, HH w/Kids, College Educated

