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### Busy moms rely on the internet

**Affluent (HHI \$75K+) working moms who:**

Provide frequent advice on online shopping/e-commerce  
**13.7% Reach | Index 162**

Did any online shopping (last month)  
**12.9% Reach | Index 153**

**Working moms who:**

Are online every day and have internet access at both home and work  
**11.4% Reach | Index 136**

Downloaded online coupons (last month)  
**11.8% Reach | Index 140**

**Moms who shopped online (last month) for:**

Fitness and diet products  
**19.0% Reach | Index 224**

Appliances/housewares  
**16.6% Reach | Index 198**

Drugs/remedies  
**14.4% Reach | Index 172**

Clothes/shoes/accessories  
**13.0% Reach | Index 155**

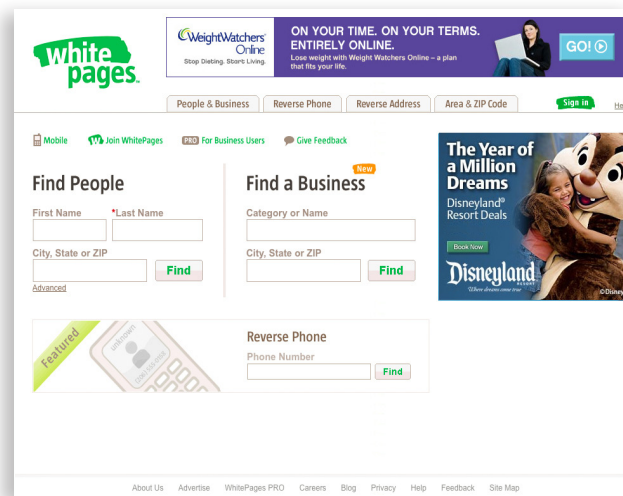
Hair care or fragrances  
**12.8% Reach | Index 152**

Toys/non-computer games  
**12.5% Reach | Index 148**

Source: Nielsen @Plan Release 1, 2010

# 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, we help you reach this premium demographic which is why health and medicine, CPG and retail advertisers are some of our top-performing partners.



## Tools to target busy moms

- **Business search contextual:** Real-time category targeting to people searching for pediatricians, baby gear, child care and much more

- **Business search behavioral:** Retarget people who have searched for family healthcare, child services, women's clothing, home & garden retailers and much more

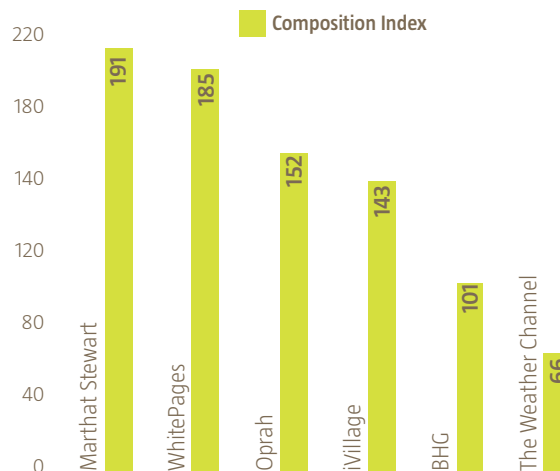
- **Syndicated Behavioral:** Retarget people on WhitePages by their previous web-surfing on a popular mom or baby site

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

- **Home page takeovers:** Stand out during peak traffic hours, days or seasons

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

Working moms who say shopping online is a real time-saver (5/5 rating describes completely)



Source: comScore Plan Metrix, Jan 2010