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1301 5th Ave, Ste 1600
Seattle, WA 98101

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WhitePages.com
206.973.5100



Moving

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

Adults who definitely will move (next year) and shopped online for real estate (last month)
10.9% Reach | Index 129

Adults who shopped online (last month) for:

Mortgages and real estate
19.4% Reach | Index 231

Home insurance
14.6% Reach | Index 174

Home improvement

Adults performing home renovations (next year) who shopped online (last month) for:

Home improvement
19.6% Reach | Index 233

Appliances/housewares
21.2% Reach | Index 252

Furniture/home accessories
17.8% Reach | Index 211

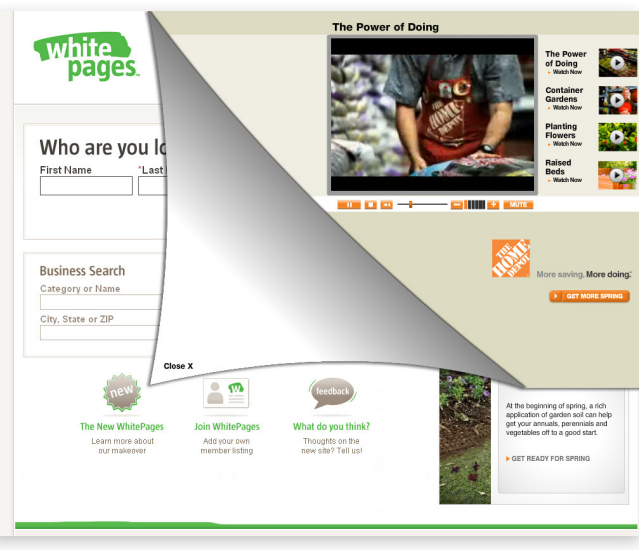
Gardening tools/supplies
20.0% Reach | Index 238

Home insurance
26.0% Reach | Index 309

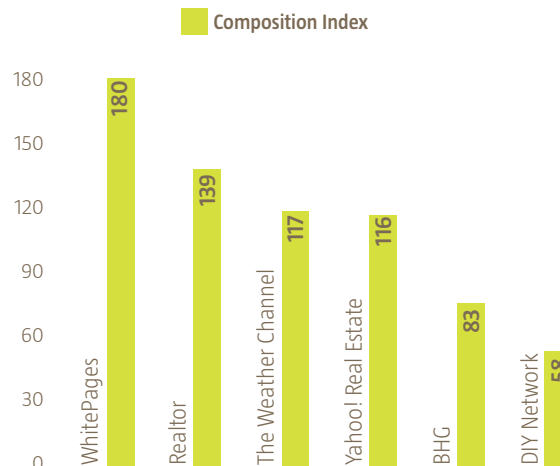
Source: Nielsen Netratings @Plan, Release 1 2010

Make a Move in the Right Direction

As the leading online destination for contact information, WhitePages attracts many people who are moving or tackling home-improvement projects. People use WhitePages when they move to update their contact info, meet new neighbors or to organize parties in their new or improved homes. We help advertisers reach people in this prime life stage, which is why consumer electronics, telecommunications, utilities, home-improvement stores and lending institutions are some of our top-performing partners.



Adults who sold or changed their primary residence (last 6 months)



Source: comScore Plan Metrix, Jan 2010

Tools to target movers and home improvers

- **Business search contextual:** Real-time category targeting to people searching for real estate, moving or home and garden
- **Business search behavioral:** Retarget people who have searched for real estate, home inspectors, mortgages moving, home and garden, contractors and more
- **Syndicated behavioral:** Retarget people on WhitePages by their recent web-surfing for mortgages or real estate on a major US news site
- **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