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Busy moms rely on the internet

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

Provide frequent advice on online shopping/e-commerce
11.1% Reach | Index 159

Did any online shopping (last month)
9.4% Reach | Index 134

Downloaded online coupons (last month)
10.7% Reach | Index 154

Moms who shopped online (last month) for:

Fitness and diet products
13.2% Reach | Index 189

Appliances/housewares
14.4% Reach | Index 205

Drugs/remedies
11.9% Reach | Index 170

Clothes/shoes/accessories
10.2% Reach | Index 147

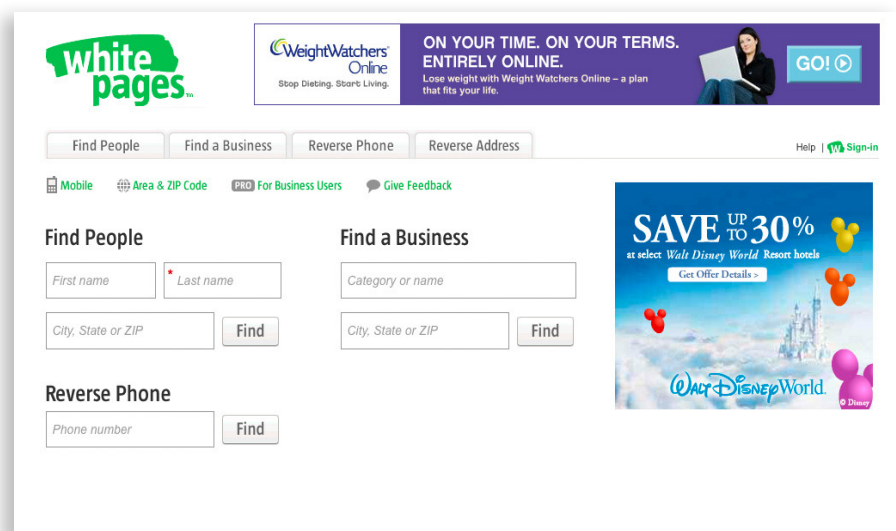
Hair care or fragrances
12.6% Reach | Index 181

Toys/non-computer games
11.7% Reach | Index 168

Source: Nielsen @Plan Release 4, 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