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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.

Moving

Adults buying their 1st home (last/next year) and shopped online for mortgages (last 6 months)
13.2% Reach | Index 186

Adults who definitely will move (next year) and shopped online for real estate (last month)
9.5% Reach | Index 134

Adults who shopped online (last month) for:

Mortgages and real estate
16.1% Reach | Index 228

Home insurance
11.3% Reach | Index 160

Home improvement

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

Home improvement
14.7% Reach | Index 208

Appliances/housewares
17.3% Reach | Index 245

Furniture/home accessories
16.1% Reach | Index 227

Gardening tools/supplies
15.3% Reach | Index 216

Home insurance
13.5% Reach | Index 190

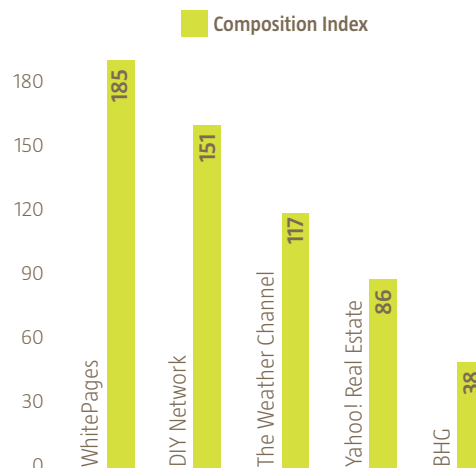
Source Nielsen Netratings @Plan, Release 4 2010



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

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



Source: comScore Plan Metrix, Feb 2011

- **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