



She's more than a woman

She's a music lover. More than 7M women check out their favorite music on AOL Music.

She's a shopper. Women's Apparel Shoppers on our ad network are nearly 4x more likely to spend money on apparel & accessories.

She's an entertainment buff. Family Planners are 4x more likely to spend money on music, movies and videos.

She's a world traveler. Women view 11 pages per month on AOL Travel.

She only has eyes for you. Get 100% share of voice with IAB-recognized Premium Formats.

WOMEN



AOL knows what women want

AOL connects women with the content, tools and conversations they care about.

Fast facts

- AOL Advertising reaches more women than almost anywhere else on the web – 92%.
- Women spend more time on AOL sites than most other sites – 18 minutes per day.
- AOL's editors, contributors and content are regularly featured in the mainstream publications women love like Access Hollywood, People and USA Today.

AOL's Huffington Post Media Group properties engage and entertain women

- Over 34M women visit AOL sites every day.
- Women spend an average of 34 minutes per day on Games.com playing Solitaire, IceBreakers and more.
- More women visit AOL Shopping than visit Bloomingdales.com or Neimanmarcus.com.
- Women with a HHI of \$100K+ are 62% more likely to be on Patch.

Reach your ideal woman across the web's largest network

- Use Behavioral targeting to reach Style Mavens, Trendy Homemakers or Country Music Enthusiasts.
- Use Content targeting to reach visitors to retail and women-focused sites.
- Use MRI Lifestyle targeting to reach females in households most likely to purchase specific products or brands.





Create something just for her with AOL Advertising products and opportunities

- AOL's Branded Experiences offerings feature womens' favorite celebrities like Ellen, Heidi Klum and Queen Latifah.
- Original video series on AOL.com, like "You've Got" and "Kids Act Out" reach women when they're most likely to watch.
- IAB award-winning Premium Formats boast an interaction rate that is 2x the industry benchmark.

- Target family planners during back-to-school and year-end holidays with large sponsorship opportunities that live on AOL.com and across our sites.
- Reach the woman-on-the-go with mobile applications that make her life easier.

Women spend more time on AOL sites than Amazon, NBC Digital or Glam Media.

AOL Media properties consistently overindex with women:

Property	Index
	147
	129
	129
	125

Women in the Family Planner segment are more than 11x as likely to spend on CPG products than the average internet user.

Women spend more time on AOL pages every day:

AOL: 1.2 mins/page vs. Facebook: 0.6 mins/page

Women come to AOL more frequently:

AOL: 6x/month vs. iVillage: 2.9x/month

Women view more pages on AOL:

AOL: 113 pages/visitor/month vs. People.com: 76 pages/visitor/month

