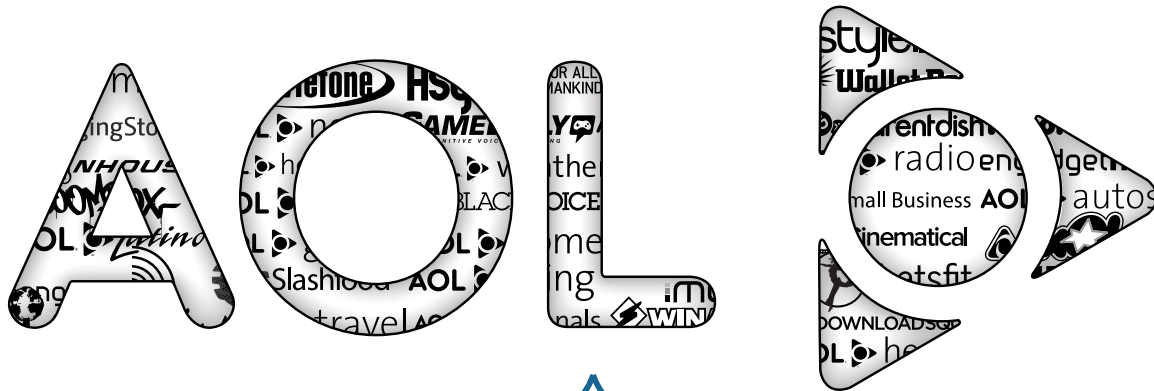# AOL

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AOL Media Kit

| AOL Media | AOL Advertising | AOL Communications | AOL Local & Mapping | AOL Ventures |

AOL's Mission
To inform, entertain and connect the world

All identified AOL key brands have been included in this Pepsi AOL Media Kit for your reference.

Key Competitors relative to AOL are identified as any and all websites across the internet that host compelling editorial content, and are considered qualified to maintain brand integrity within their respective advertising proposition.

AOL Music

AOL Music provides music fans with unsurpassed access to the latest news, and exclusive artist performances; including videos, songs, photos & lyrics. From the young indie fan to the rock 'n roller, marketers connect with a passionate, enthusiastic crowd of today's most active music listeners.

Audience Breakdown:
UV: 30MM
Avg Min Per User: 2.4
PVs: 519MM

Demographics:
Age: 61% 18-49
Gender: 50%M/50%F
HHI: 53.4% of users have a HHI of $60k+

Psychographic Overview**:
AOL Music users are early adopters and are more than twice as likely as average online users to:
Have published/updated a blog (index 248)
Have listened to streaming music/audio on demand (index 241)

Top Visited Sections of the site:
Music main
Songs Hub

Competitor Set: Yahoo! Music, Myspace.com

Key Differentiators to the Competitive set:
AOL Music has more robust content by genre than our top competitors.
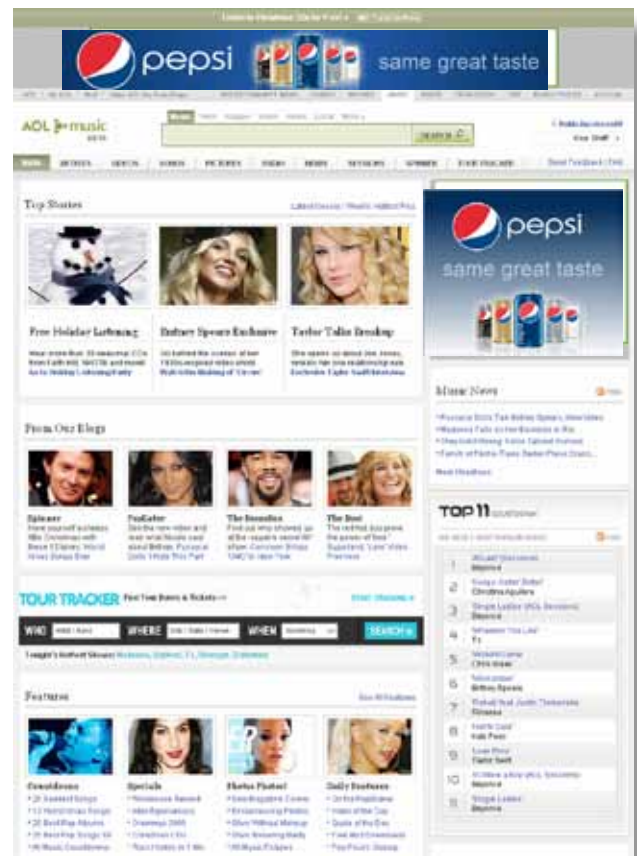Top quality original programs such as Sessions, The Interface, Tour Tracker and Where It's At also differentiate AOL Music from competitors

Content Examples:
Tour Tracker: www.tourtracker.com
Where It's At : www.whereitsat.com
Sessions: http://music.aol.com/sessions/latest

Spinner

Spinner has created a unique listening environment for discerning enthusiasts to experience music on the web. An unparalleled destination that extends music enjoyment beyond the "Top 40" with music blogs, editorial features, photo galleries and more.

Audience Breakdown:
> UV: 2.4MM
> Avg Min Per User: 1.4
> PVs: 19MM

Demographics:
> Age: 52% 18-49
> Gender: 43%M/57%F
> HHI: 55% of users have a HHI of $60k+

Psychographic Overview:
Spinner is programmed for adults who are curious about new music and want to find out what new bands are worth listening to. Tastemakers will find something on Spinner and share it with friends. The Spinner audience is more likely than the average user to:
> Listen to 11-20 audio streams daily (Index 410)
> Spend $1,000 - $2,499 on Activity Tickets (Concerts, sports events, etc) in the past 6 months (Index 288)

Top Visited Sections of the site:
> Free MP3 of the Day
> CD Listening Party

Competitor Set:
> Rollingstone.com
> Pitchfork

Key Differentiators to the Competitive set:
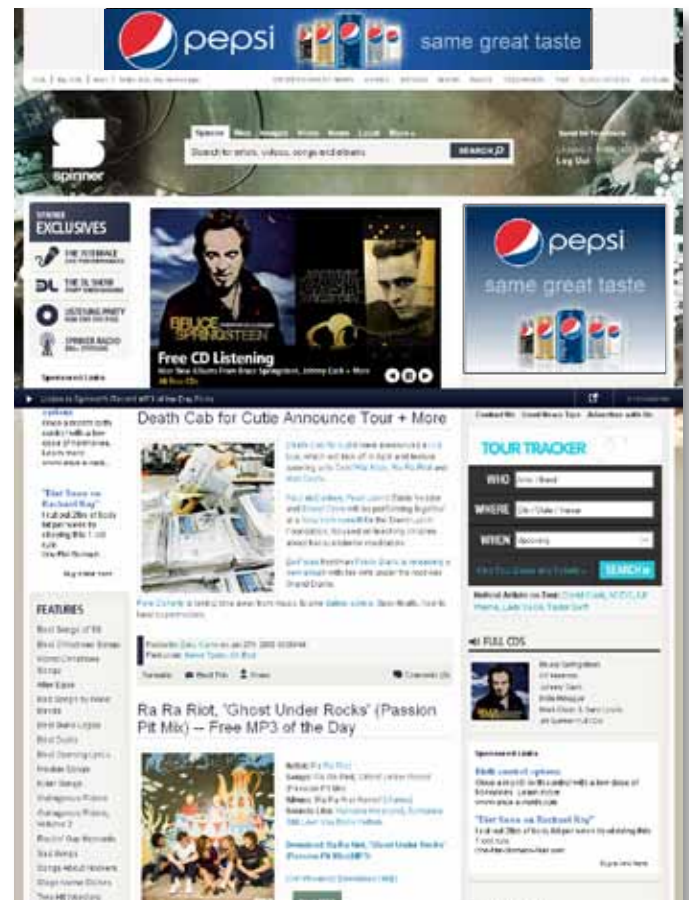> Depth and breadth of original content
> The Interface, Spinner's performance franchise, offers a far better user experience than the competition's live performance videos

Content Examples:
> **The Interface:** http://www.spinner.com/interface/
> CD Listening Party: http://www.spinner.com/interface/
> **Free MP3 of the Day:** http://www.spinner.com/category/mp3-of-the-day/

The Boom Box

The Boombox's exclusive hip-hop and R&B news stories, song and video releases and information on urban recording artists keep contemporary music lovers ahead of the curve.

Audience Breakdown:
> UV: 2.4MM
> Avg Min Per User: 1.2
> PVs: 6MM

Demographics:
> Age: 58% 18-49
> Gender: 36%M/64%F
> HHI: 55% of users have a HHI of $55k+

Psychographic Overview:
Young adults+ who want to know about hip-hop stars and are interested in the music & lifestyles of the stars they follow
The Boombox audience is more likely than the average user to:
> Listen to 11-20 audio streams daily (Index 750)
> Search online for CDs or Records (Index 124)

Top Visited Sections of the site:
> Hip Hop News
> Hip Hop Videos

Competitor Set:
> Vibe.com
> AllHipHop

Key Differentiators to the Competitive set:
> Exclusive interviews and music video premiers from the biggest names in hip hop
> In-depth coverage of breaking hip-hop and R&B news stories

Content Examples:
> **Hip Hop News:** http://www.theboombox.com/category/hip-hop-news/
> **Hip Hop Videos:** http://www.theboombox.com/category/hip-hop-videos/
> **Best hip hop summer songs:** http://www.theboombox.com/2009/07/02/best-summer-time-hip-hop-songs/

The Boot

Connect with avid music fans who are looking for the latest and greatest in country music. The Boot, the premier destination for country music enthusiasts, features exclusive artist interviews, blogs, editorial features, and photo galleries and video performances.

Audience Breakdown:
    UV: 4.4MM
    Avg Min Per User: 2.1
    PVs: 13MM

Demographics:
    Age: 51% 18-49
    Gender: 44%M/56%F
    HHI: 55% of users have a HHI of $55k+

Psychographic Overview:
Young adults (mostly female) who want to know about country music stars and are interested in the music & lifestyles of the stars they follow.
The Boot audience is more likely than the average user to:
    Watch 21-30 video streams daily (Index 190)
    Listen to 11-20 audio streams daily (Index 323)

Top Visited Sections of the site:
    ACM & CMA Award Coverage
    Breaking Country Music News

Competitor Set:
    CMT.com

Key Differentiators to the Competitive set:
    Unparalleled access to the biggest names in Country Music
    Original content with the best editorial voice on the web

Content Examples:
    Exclusive interview with Kellie Pickler & Taylor Swift: http://www.theboot.com/2009/06/25/kellie-pickler-gives-tough-love-to-sister-taylor-swift/
    Most Patriotic Songs: http://www.theboot.com/2008/07/02/countrys-greatest-patriotic-songs-no-10/
    Story Behind the Song: http://www.theboot.com/category/story-behind-the-song/

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ENTERTAINMENT

AOL TV

AOL TV is the web's premier television destination, providing users with in-depth coverage of your favorite shows and stars

Audience Breakdown:
UV: 12.9MM
Avg Min Per User: 2.2
PVs: 298MM

Demographics:
Age: 63% 12-49
Gender: 47%M/53%F
HHI: 58% of users have a HHI of $60k+

Psychographic Overview:
Affluent audience with high online purchasing power - AOL Television users have a high propensity to spend online
AOL Television users are more than 4x more likely to watch Live TV online than the average internet user

Top Visited Sections of the site:
Celebrity Gossip
Top 20
Where Are They Now?

Competitor Set: Yahoo! Television, MSN Television

Key Differentiators to the Competitive set:
AOL Television presents a platform to integrate your brand into hosted original video content, providing the ultimate insider's guide to all things TV
Features the largest and most comprehensive full episodes hub on the web (SlashControl)

Content Examples:
The Show Girl - http://insidetv.aol.com/2009/09/11/the-show-girl-sunny-the-cleaner-the-hills-modern-family/
Outside The Box - http://television.aol.com/outside-the-box/private-practice/interview-with-kate-walsh-tim-daly-taye-diggs-and-audra-mcdonald
SlashControl - http://www.slashcontrol.com/

Moviefone

Moviefone is a premier entertainment destination aligning your brand with the biggest block-busters and stars in film. Original videos, exclusive editorial coverage and the latest trailers and clips attract an audience of 15 MM movie lovers

Audience Breakdown:
UV: 14MM
Avg Min Per User: 2.8
PVs: 333MM

Demographics:
Age: 62% 18-49
Gender: 47%M/53%F
HHI: 60% of users have a HHI of $60k+

Psychographic Overview:
Highly engaged audience of movie lovers – renters to theater goers alike – who are close to the point of purchase
Moviefone users are 5x more likely than average to purchase movie tickets online

Top Visited Sections of the site:
Celebrity Gossip
Moviefone Main
Fashion Patrol

Competitor Set: Fandango, Yahoo! Movies

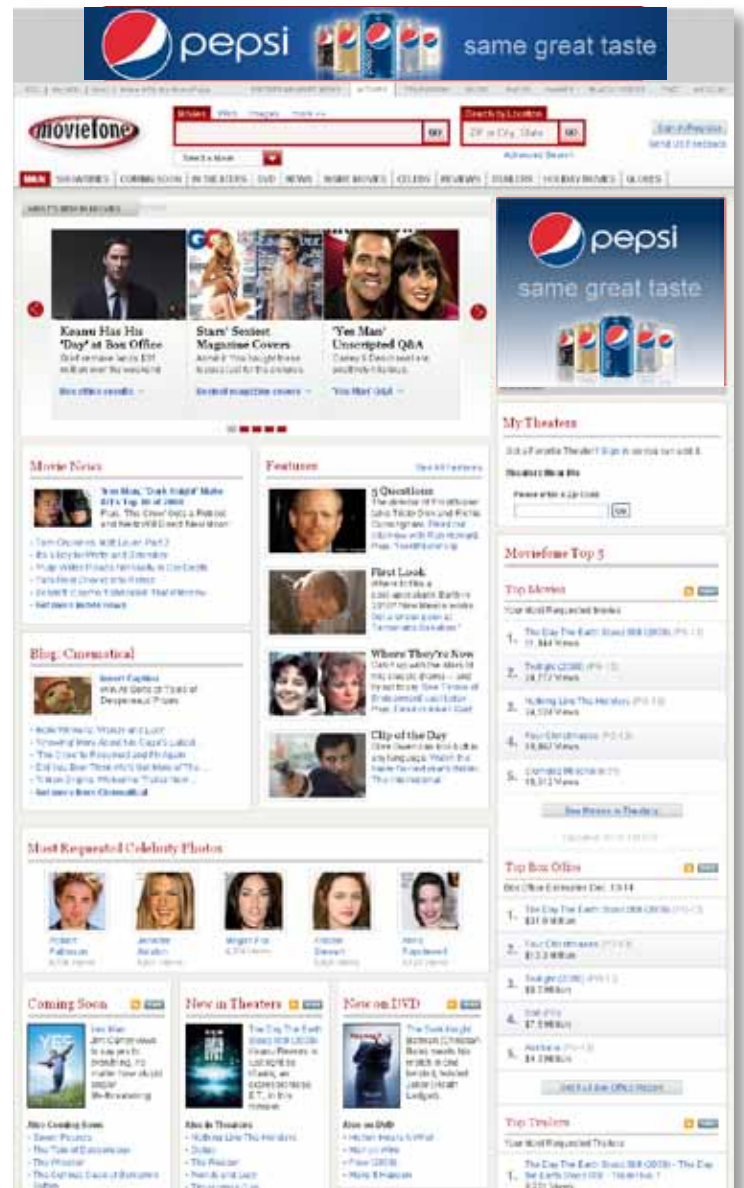**Key Differentiators to the Competitive set:**
In-depth editorial coverage – more than just Showtimes
Highly engaged audience closest to point of purchase

Content Examples:
Moviefone Minute - http://www.movie-fone.com/minute
Unscripted – http://www.moviefone.com/movie/extract/34949/video/extract-unscripted-complete-inter-view/36769802001
Celebrity Gossip - http://www.movie-fone.com/celebrities/hot-celeb-gossip-photos

PopEater

PopEater is the one stop shop for your daily dose of entertainment & pop culture news. PopEater brings together the hottest entertainment stories, breaking news, celebrity photos and Hollywood trends from around the web in an immersive and highly interactive experience

Audience Breakdown:

As per ComScore:
  UVs: 15MM
  Avg Min Per User: 3
  Page views: 651MM

Demographics:
  52% 21-49
  54% F/46%M
  58.6% have a HHI of $60k+

Psychographic Overview:
  PopEater delivers an affluent and educated audience of entertainment enthusiasts
  Users are 4x more likely than average to read entertainment news on a weekly basis

Top Visited Sections of the site:
  Music News, Celebrity Photos

Competitor Set: OMG!, People.com

Key Differentiators to the Competitive set:
  Programming flexibility to integrate advertisers within content, and willing to building out new content sectors per market demand
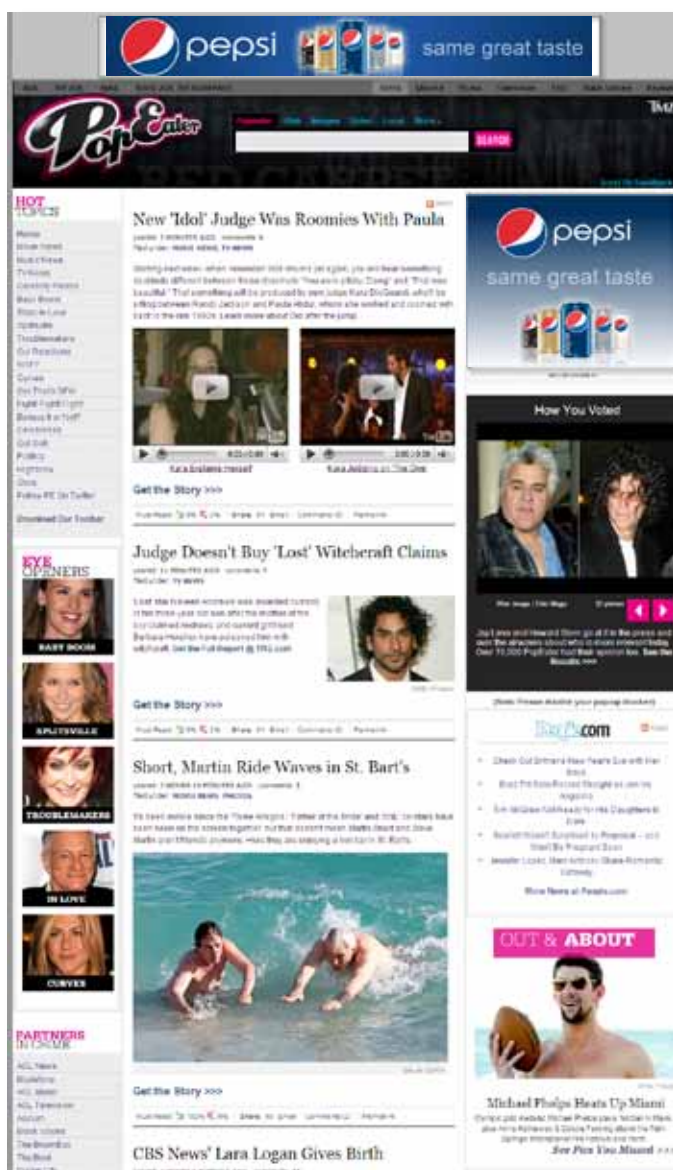 Promises a safe and friendly environment for advertisers; since all content is curated editors are able to ensure control

Content Examples:
  Daily Pop 10: http://www.popeater.com/category/pop10/
  Katherine McPhee Exclusive Interview: http://www.popeater.com/2009/08/25/katharine-mcphee-had-it-all-video/
  Top 25 Stories of 2009: http://www.popeater.com/2009/07/02/the-top-25-stories-of-2009/

AOL Food

AOL Food is a leading online destination for recipes, menu planning ideas, beverages, and entertaining. AOL Food provides in-depth information about everything from herbs and spices to weights and measurements to party planning and preparation.

Audience Breakdown:

As per comScore*:

    UV: 4.9MM

    Average min/visitor: 4.9

    Average pages/visitor: 11

Demographics*:

    Age: 52% of AOL Food users are 25-54

    Gender: 57.4% female, 42.6% male

    HHI: 54.6% of AOL Food users have a HHI of $60K+

Psychographic Overview:**

    2.6X more likely to have purchased gourmet food heavily online in the past 6 months

    2.5X more likely to have shopped online for groceries in the past 30 days

    2.0X more likely to have searched online for recipes and meal planning suggestions in the past 30 days

    1.6X more likely to have entertained formally at home in the past 30 days

Top Visited Sections of the site:

    Dinner Tonight

    Recipes

    Cooking with Kids
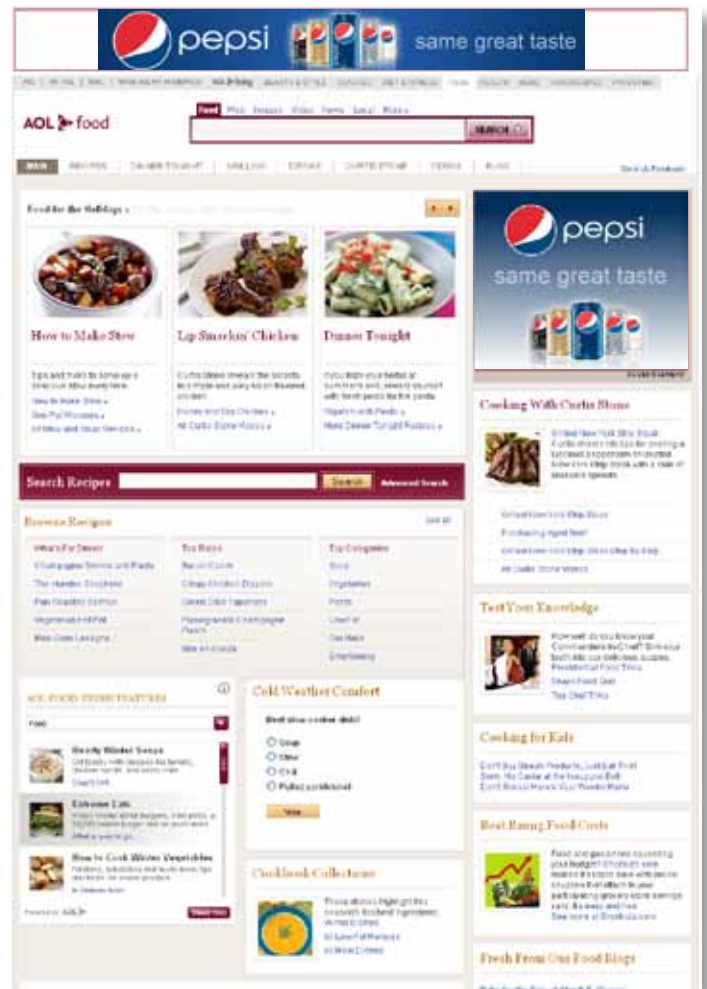
Competitor Set:

    AllRecipes.com, Delish.com, FoodNetwork.com, Yahoo's Shine.com/Food

Key Differentiators to the Competitive set:

    AOL Food is focused on providing tips and solutions for creating meals for busy families. AOL Food excels in providing users with a balanced mix of informative content and recipe ideas.

Content Examples:

    Recipes, Grilling, Slashfood Blog

AOL Home

AOL Home is a destination where consumers find inspiration and guidelines for recreating their living space. The site provides time-saving tips, tried-and-true techniques, and boundless bright ideas for home improvement and decorating projects.

Audience Breakdown:

As per comScore*:

> UV: 3.014MM
>
> Average min/visitor: 4.1
>
> Average pages/visitor: 13

Demographics*:

> Age: 54.4% of AOL Home users are 25-54
>
> Gender: 61.8% female, 38.2% male
>
> HHI: 63.7% of AOL Home users have a HHI of $60K+

Psychographic Overview:**

> 1.5X more likely to have shopped online for furniture and home accessories in the past 30 days
>
> 1.5X more likely to own a second/vacation home
>
> 1.4X more likely to be interested in home repair and renovations
>
> 1.0X more likely to have entertained formally at home in the past 30 days

Top Visited Sections of the site:

> Gardening
>
> Organize & Clean
>
> Green

Competitor Set:

> Better Homes and Garden, ivillage Home and Garden, HGTV.com

Key Differentiators to the Competitive set:

> AOL Home users are some of the most loyal and engaged as average visits per visitor and time spent remain higher than almost all competitors.

Content Examples:

> Gardening, DIY, ShelterPop Blog

AOL Health

AOL Health is the first stop for family health managers who are seeking health information that's easy-to-navigate and understand. From general health, wellness and diet content, to information on specific conditions, AOL Health provides users with trusted content in one destination.

Audience Breakdown:

As per ComScore*:

    UV: 8.8MM

    Average min/visitor: 2.6

    Average pages/visitor: 11

Demographics*:

    Age: 43.5% of AOL Health user are 35-54

    Gender: 54.2% female, 45.8% male

    HHI: 47.8% of users have a HHI of $75K+

Psychographic Overview:**

    2.3X more likely to have shopped for fitness and diet products online

    1.8X more likely to have shopped for vitamins or nutritional supplements online

    2.2X more likely to seek parenting and family info online

Top Visited Sections of the site:

    Healthy Living

    Diet

    Health

    Condition Centers

Competitor Set:

    Everyday Health, WebMD, Yahoo! Health

Key Differentiators to the Competitive set:

    AOL Health has the most loyal audience among the competition, coming back to the site 2.4 times per month

    AOL Health has a large, unduplicated audience

Content Examples:

    America Takes it Off

    Condition Centers (Allergies)

    Sleep Well Sleep Better

StyleList

StyleList embraces fashion and beauty as a comfortable part of every woman's everyday life. The site provides real fashion information for real women of all shapes, sizes and budgets.

Audience Breakdown:

As per comScore*:
> UV: 6.7MM
> Average min/visitor: 5.6
> Average pages/visitor: 16

Demographics*:
> Age: 54.3% of StyleList users are 25-54
> Gender: 54.7% female, 45.3% male
> HHI: 59.2% of StyleList users have a HHI of $60K+

Psychographic Overview (AOL Living Users)**:
> 2.6X more likely to have made purchases in high-end department stores in the last 30 days
> 2.3X more likely to have shopped in apparel stores in the past 30 days
> 2.7X more likely to have shopped online for personal care products in the past 6 months
> 1.8X more likely to have shopped online for hair care products in the past 6 months
> 1.6X more likely to have shopped for cosmetics/beauty aids online in the past 6 months

Top Visited Sections of the site:
> Celebrity Style
> StyleList Blog
> Seasonal Fashion

Competitor Set:
> Glam.com, Shine Fashion & Beauty, Elle.com

Key Differentiators to the Competitive set:
> Consistently ranked as the #1 online style site, StyleList has the largest audience with the most loyal users.
> StyleList provides real fashion information for real women of all shapes, sizes and budgets.

Content Examples:
> Fashion Week, Hair Care, Beauty Basics

Lemondrop

Lemondrop is a real, smart and irreverent professional blog that covers all facets of women's lifestyle ranging from dating & relationships, to news, to pop culture. Lemondrop reaches women seeking a mix of content to stay in-the-know, break up their routine, or get advice they can use.

Audience Breakdown:

As per ComScore*:

UV: 3.9MM

Average min/visitor: 2.3

Average pages/visitor: 8

Demographics*:

Age: 53.4% of Lemondrop's audience is 18-49

Gender: 53% female, 47% male

HHI: 47% of users have a HHI of $75K+

Psychographic Overview*:

2.1X more likely than the average online user to spend more than $500 on Women's Clothing/Shoes in the last 6 months

7.3X more likely than the average online user to spend more than $500 on Jewelry/Accessories in the last 6 months

1.4X more likely than the average online user to plan a party in the last 6 months

Top Visited Sections of the site:

Sex

Animals

Dating and love

First person

Happy pill

Competitor Set:

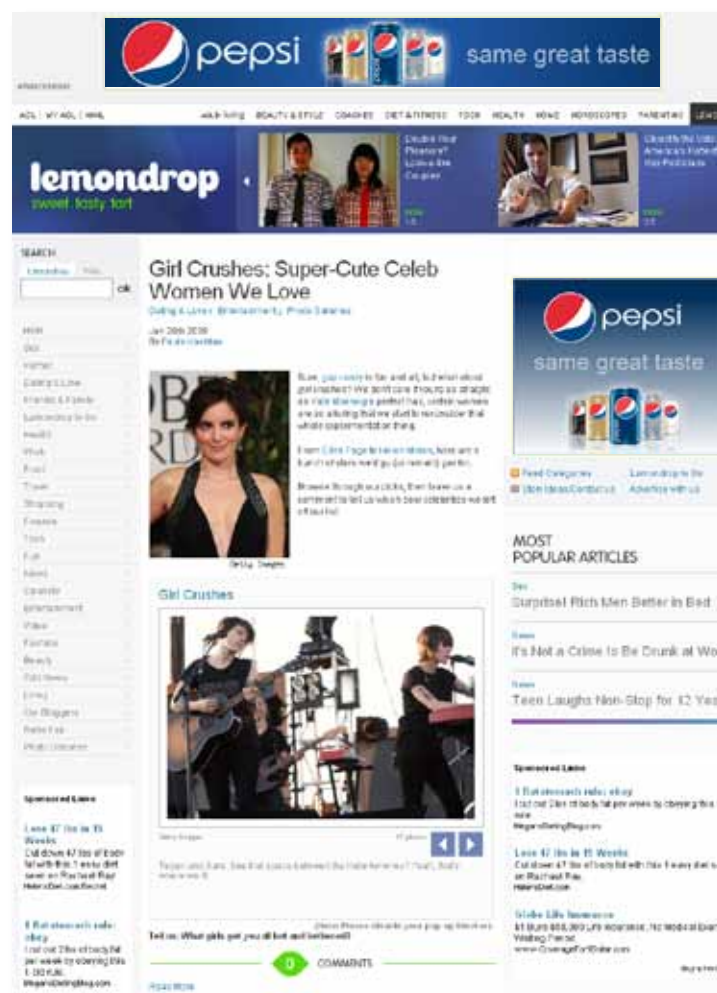SheKnows, PopSugar, MomLogic

Key Differentiators to the Competitive set:

Lemondrop is the top niche women's site with 1MM more UV's than its closest competitor

Lemondrop approaches topics that are important to women in a conversational matter, inspiring users to take part in the dialog

Content Examples:

10 Things Not to Say, Superwomen, First Person

Parentdish

Parentdish is about the joy of parenting, providing parenting advice in a friendly and personal tone. Content is a hybrid of a professional blog, written by experts in the category, along with editorial, including a mix of videos, polls, photo galleries, stories, community elements and articles designed to provide tips and advice to parents and child caregivers.

Audience Breakdown:

As per comScore*:

    UV: 4.052MM

    Average min/visitor: 3.8

    Average pages/visitor: 6

Demographics*:

    Age: 58.2% of Parentdish users are 25-54

    Gender: 61.6% female, 38.4% male

    HHI: 59.4% of AOL Home users have a HHI of $60K+

Psychographic Overview*:

    3.5X more likely to have purchased toys for boys under 1 yr in the past 6 months

    2.1X more likely to have searched online for baby clothing in the past 6 months

    1.7X more likely to have searched on-line for kids' 2-12 clothing in the past 6 months

    1.4X more likely to have 4 or more chil-dren in the household

Top Visited Sections of the site:

    Newborns

    Teens & Tweens

    Toddlers

    Just for Mom

Competitor Set:

    BabyCenter Network, About.com Parent-ing and Family

Key Differentiators to the Competitive set:

    Parentdish is the leading parenting site compared to other portals.

    Parentdish is about the joy of parenting, providing a personal online environment.

Content Examples:

    Family Time, Just for Moms, Kids 5-7

Asylum

Asylum informs, entertains and creates a community among men, through this ultimate lifestyle destination. Asylum's conversational approach engages men in a wide variety of topics.

Audience Breakdown:

As per ComScore*:

UV: 3.7MM

Average min/visit: 1.6

Average pages/visitor: 4

Demographics*:

Age: 56% of Asylum audience is 18-49

Gender: 50% Male, 50% Female

HHI: 30.% of user have a income of $100K or more

Psychographic Overview*:

2.9X more likely than the average online user to have participated in an extreme sport in the last 6 months

1.9X more likely than the average online user to have attended a football game in the last 6 months

Top Visited Sections of the site:

Sex, Women, Humor, Video, Dating and love

Competitor Set:

AskMen, Men's Health,Crave Online, Maxim

Key Differentiators to the Competitive set:

Asylum is consistently ranked the top niche site for men 21+

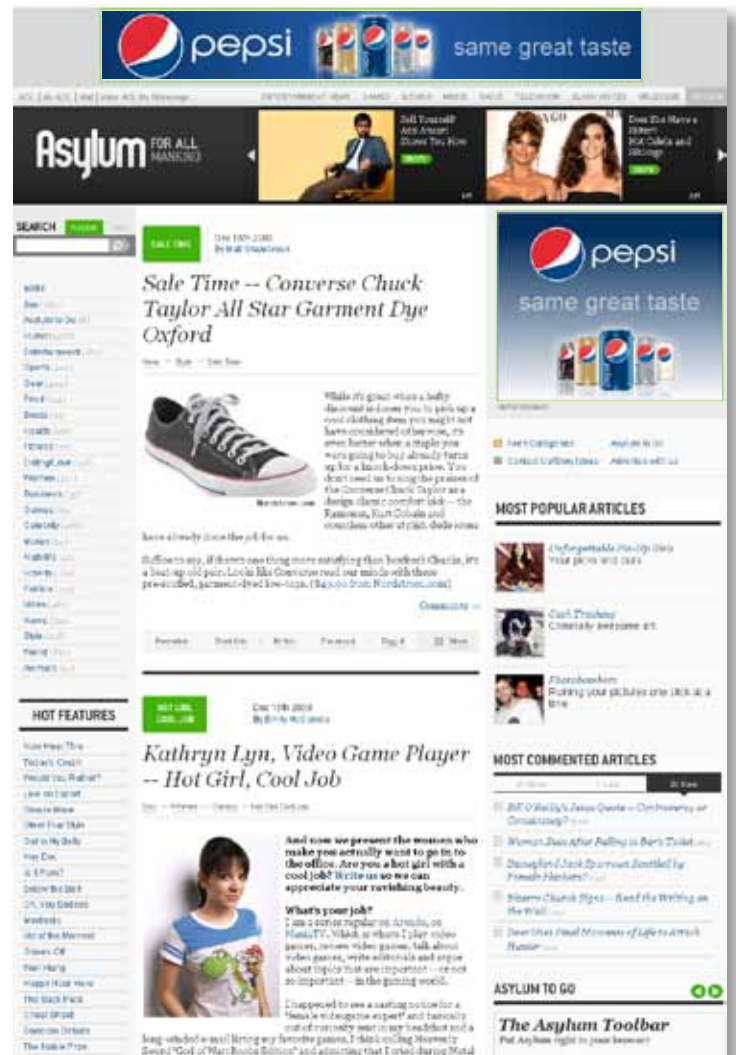Little duplicated reach amongst competitors, therefore reaching a unique audience

Content Examples:

7 Things Romantic Comedies Taught us About Women

Today's Crush: Peggy Wang

Happy Hour Hero: Gossiping

Steal That Style: The Beatles

StreetLevel

StreetLevel is a community-focused, urban lifestyle destination. A destination that informs and enlightens those obsessed with the culture of fashion, sneakers, cars, games, toys, gadgets, art and film while providing the latest news and product releases.

Audience Breakdown:

As per ComScore*:
 UV: 274,000
 Average min/visit 1.4:
 Average pages/visitor: 1

Demographics*:
 Age: 69% of users are 18-49
 Gender: 34.4% Male, 65.6% Female
 HHI: 48.5% of users have a HHI of
 $75K+

Psychographic Overview*:
 Urban lifestyle enthusiasts: avid col-
 lectors, discerning connoisseurs, and
 trendsetters

Top Visited Sections of the site:
 Sneakers
 Fashion
 Art
 Cars
 Gadgets

Competitor Set:
 Hypebeast, Nicekicks, Complex

Key Differentiators to the Competitive set:
 Since launch in March 2009, Street-
 Level has quickly established itself as
 a creditable source for urban lifestyle
 enthusiasts and trendsetters
 StreetLevel has created an online com-
 munity among a hyper targeted audi-
 ence
 Since launch StreetLevel has seen rapid month over month growth

Content Examples:
 Sport Jerseys
 Interview Pete Wentz
 Hip Hop Wifeys

ShortCuts

Reach more than 1.3MM purchase decision makers while they are searching for value and savings online. Shortcuts.com allows you to immerse your brand in a paperless and trackable environment.

Audience Breakdown:

As per ComScore:

> 1.2 MM UVs per month
>
> 5.8 Average min/session
>
> 165k Daily Page views

Demographics:

> 25-64 comprise of 77% of audience
>
> 70% Female; 30% Male
>
> HH size ranging from 2-5+; 51% have children
>
> 42% have HH income of $25,000-$59,999 while 37% earn $75,000 or more

Psychographic Overview:

> Value oriented consumer audience. Highly engaged community that re-searches offers before making purchase decisions. Innovators: looking for the latest trends that offer savings, not traditional newspaper coupon users.

Competitor Set:

> P&GeSAVER, Cellfire, Coupons Inc.

Key Differentiators to the Competitive set:

> Shortcuts.com is brand agnostic so consumers can find all of their favorite brands in a single place. A paperless solution offers real-time reporting, budget and fraud controls for partners.

AOL

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DAILY-INTEREST

AOL News

Showcase your brand with a leader in news. AOL News reaches over 28 million newshounds. Our blog architecture attracts an opinionated, informed and affluent audience who will integrate your brand into the forefront of their conversations.

Audience Breakdown:

As per ComScore:

> 28MM+ UVs
>
> 2.6 Average min/session
>
> 813 MM Total Pages Viewed

Demographics:

> P2554: 16.1MM+
>
> % Composition UVs: 51.1% Male/ 48.9% Female
>
> HHI US $60k+: 15.9MM+

Psychographic Overview:

> AOL News users are:
>
> Politically Involved-1.9X more likely to have read a politics/public affairs newsletter, 1.2X more likely to frequently provide advice about politics or current events
>
> Music Lovers-2.4X more likely to have listened to a concert live online, 1.7X more likely to have sub-scribed to music e-newsletters
>
> Active Consumers-1.3X more likely to have pur-chased goods in an apparel store, 1.2X more likely to have purchased sports tickets
>
> Business Decision Makers- 1.6X more likely to have viewed a business news related video online , 1.4X more likely to have purchased business equipment online, 1.2X more likely to have booked 3-4 round trip air flights for business

Top Visited Sections of the site:

> Top News, Politics Daily, World, Nation

Competitor Set:

> Yahoo! News, msnbc.com, cnn.com

Key Differentiators to the Competitive set:

> What separates AOL News from the pack is that we offer our users the most engaging platform within the category, offering interactive tools to our user such as comment forums, polls, quizzes, photo galleries, article rating scales along with the ability to make every piece of content viral via IM or e-mail. No other news site can tell the same story.

Content Examples:

> Philanthropy Project http://news.aol.com/philanthropy, Politics http://www.politicsdaily.com/, Newsmakers http://news.aol.com/newsmakers

Fanhouse

Weave your brand personality into an online sports site with attitude. Powered by the web's most elite team of sports bloggers, FanHouse reaches sports fanatics with round-the-clock news, analysis, insight and information. Fans on FanHouse are checking the latest scores, schedules, stats – and more!

Audience Breakdown:
As per ComScore:
    10.6MM+ UVs
    2.4 Average min/session
    154MM Total Pages Viewed

Demographics:
    P2149: 5.6MM+
    % Composition UVs: 50.9% Male/ 49.1% Female
    HHI US $60k+: 6.3MM+

Psychographic Overview:
    *FanHouse fans have shopped for B2B financial services (index 103), business equipment (index 142) and hired consulting services online (index 29). FanHouse Fans have booked a hotel room (index 112), airline ticket (index 117) and rented a car (index 131).

Top Visited Sections of the site:
    NFL, Super Bowl Commercial Gallery, and Olympics

Competitor Set:
    Yahoo! Sports, ESPN.com, cbssports.com

Key Differentiators to the Competitive set:
    Offers our advertisers a more immersive branding experience with elements such as custom polls and skins.
    Portfolio of ad opportunities includes Run of Sports, ATF & BTF units, Presented by branding, RM ads, clutter busters, and a variety of Roadblock placements. We've staffed more events this year than Yahoo! Sports due to our geographical diversity
    We have a more extensive list of quality columnists vs competitors(i.e. Nancy Gay- Pro Football Hall of Fame Selection Committee member. Nancy is our pro football writer. Jay Mariotti- from ESPN's ATH).
    Leader in MMA coverage

Content Examples:
    Fleaflicker http://www.fleaflicker.com/nfl, MMA http://mma.fanhouse.com/, NFL http://nfl.fanhouse.com/

Urlesque

Watch the most iconic internet videos and podcasts of original shows like "The Urly Show", only on Urlesque!

Audience Breakdown:

As per ComScore:

263k UVs

1.5 Average min/session

1 Total Page Viewed

Demographics:

P2149 UVs: 160k

% Composition UVs: 37.% Male/ 62.2% Female

HHI US $60k+: 169k

Psychographic Overview:

*150k Urlesque fans have bought groceries/food offline in the past 30 days. 172k Urlesque fans have taken trips of at least 100 miles each way in the continental 48 US States, in the past 12 months.

Top Visited Sections of the site:

The "Urly" Show Podcast, New Trends, Site of the Day, Last Shot

Competitor Set: Buzzfeed.com, Neatorama, BoingBoing.net

Key Differentiators to the Competitive set: Urlesque hunts, searches and tracks down trends before they happen. While other sites simply make note of a trend, we build the trends. Urlesque prides itself on original content.

Content Examples:

The Urly Show Podcast http://www.urlesque.com/category/the-urly-show

Animals http://www.urlesque.com/category/animals/

100 Most Iconic Internet Videos http://www.urlesque.com/2009/04/07/the-100-most-iconic-internet-videos-100-96/

Engadget

Engadget is the world's most important consumer and industry gadget blog, consistently ranked in the top three spots of the Technorati Top 100 Blogs. Engadget provides obsessive coverage of gadgets, consumer electronics, and personal technology.

Audience Breakdown:
> Monthly UVs: 1.4 MM
> Average min/session: 3.7
> Average Daily Page views per visitor: 2.8

Demographics:
> Mean Age: 34
> Male:
> Mean HHI: $79.7k

Engadget Audience Characteristics:
> Engadget readers are passionate about technology and they are early adopters of the latest gadgets.
> They are also highly sought after by advertisers: Engadget readers are 143 times more likely than the average internet reader to be directly involved in purchase decisions totaling $1,000 or more.

Top Visited Section of the site:
> Engadget Main

Competitive Set:
> Gizmodo, Yahoo! Tech, CNet, Wired, PC Magazine, and IDG (Mac World & PC World)

Key Differentiators to the Competitive set:
> Highly influential, intelligent and sought after demo; core audience highly influential for key business decisions.
> Clever and highly respected editorial lends Engadget a level of credibility that has helped to foster a loyal and unique customer base.

Content Examples:
> Big Story: http://www.engadget.com/2009/08/12/windows-7-review/
> Ask Engadget: ask.engadget.com
> Engadget Main: www.engadget.com

Switched

Switched helps readers cut to the chase by focusing on just the biggest headlines and on insightful analysis of the absolute must-have trends. Switched also provides feeds to all the latest news from the entire AOL Tech network, making it a one stop destination for all Tech news .

Audience Breakdown:
> Monthly UVs: 2.6 MM
> Average min/session: 3.7
> Average Daily Page views per visitor: 1.6

Demographics:
> Mean age: 46
> 57% Female
> Mean HHI: $50.8k

Switched Audience Characteristics:
> Switched readers love technology but are not necessarily hard-core gadget enthusiasts;
> Many visitors to Switched are looking for accessible information on lifestyle technologies, including:
> Personal & Business Travel; Jewelry and accessory purchases; Online consumer electronics purchases

Competitive Set:
> Gizmodo, Yahoo! Tech, CNet, Wired, PC Magazine, and IDG (Mac World & PC World)

Key Differentiators to the Competitive set:
> Switched has advice about the best tech gadgets in accessible language anyone can understand.
> High female demo offers broad complementary reach to sites like Engadget.

Content Examples:
> **Just Tell Me What to Get:** http://www.switched.com/tag/justtellmewhattoget
> **Switched Questionnaire:** http://www.switched.com/tag/switchedquestionnaire
> **Tech Tip of the Day:** http://www.switched.com/tag/techtip

Mapquest

As a leading maps & directions site, MapQuest helps consumers answer questions like :
"Where is it?", "How do I get there?" and "What's nearby?"

Audience Breakdown:
As per ComScore:
> 43 MM per month
> 5.4 minutes per session
> Daily Page views

Demographics:
> 80% are 18-49
> 44% Male, 56% Female
> 41% have an HHI of $75K+

Psychographic Overview:
> MapQuest users are business and personal travelers who are financially savvy and socially active.

Top Visited Sections of the site:
> Homepage, Maps/Directions Results pages, Printer Friendly page

Competitor Set:
> Google Maps, Yahoo Maps

Key Differentiators to the Competitive set:
> Only mapping site to offer display advertising
> Unparalleled level of branded map integration

Content Examples:
> **Homepage:** http://www.mapquest.com, Directions/Maps Results;http://www.mapquest.com/maps?1c=Detroit&1s=mi&2c=Cleveland&2s=oh; Printer Friendly Page; This is a page overlay, a link can not be provided.

AOL

pepsi

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