

Media Kit and Rate Card **Families.com, Q3 2009**

Families.com - Family Fun, Blogs, Home, Health, Travel, Parenting, Marriage

An Online Community of Friends and Family

Families.com is a rich community of family-minded participants. We collect the best information resources for family living. We publish the Internet's largest collection of family-related blogs with new entries appearing each day. From encyclopedias to articles to informative blogs, Families.com is growing the best tips, information and resources for families on the Internet. Families.com is a site so rich with articles, ideas, forums and blogs that it takes a community to select the best information and share their discoveries with others. We offer tens of thousands of pages of information.

Demographics:

- Total Audience 746,109 Google Analytics
- Registered Users 433,000
- Median Age 18-49
- 59% Female
- 42% College Graduates

Families.com users are primarily female, 18-49, with children at home and expectant mothers. Motherhood and home are the center of their existence. They are heavily invested in their marriages and worried about money. Many are working from home. Most are from the USA, also represented are the UK, Canada, and Australia. Users tend to be Caucasian, middle-American, have a conservative bent, some are home-schooling. These women are college-educated, with less affluent families, probably because they choose to stay at home with their children.

This segment of the population influences major purchase decisions for household groceries, clothing, travel, auto and electronics. Moms today are traveling, savvy, online decision makers. They have money to spend and are staying healthy longer.

Targeted Channels on Families.com:

- Parenting
- Pregnancy
- Family
- Entertainment
- At Home
- Health
- Savings

Advertising Rates **Families.com, Q3 2009**

Advertising Rates:

Channels	eCPM	Page Impressions	Rate per month
Run of Site (ROS)	\$5	900,000	\$4500
Parenting	\$7	110,000	\$ 770
Pregnancy	\$7	70,000	\$ 490
Family	\$7	140,000	\$ 980
Entertainment	\$7	85,000	\$ 595
At Home	\$7	40,000	\$ 280
Health	\$7	110,000	\$ 770
Savings	\$11	110,000	\$1210

Placement Options:

Placement includes 50% inventory of the 728x90 leaderboard and 50% inventory of the 300x250 ad units. Collectively (50% total inventory for each of these two units) gives the number quotes under the "Page Impressions" column above. The price reflects the projected page impressions at the specified eCPM rate.

For large media buys, it may be possible to buy 100% of ad inventory for *both* the 728x90 leaderboard and 300x250 sidebar ad units. Please inquire about availability if this option is of interest.

Pricing based on one month minimum order.

Additional media services and premium advertising such as rich media, popunder and custom sponsorships can be negotiated on an individual basis, as part of larger media buy packages.

Network Media
P. O. Box 426
Avila Beach, CA 93424 US
ads@networkmedia.com
www.NetworkMedia.com