

BlogHer Advertising Information

Welcome to BlogHerAds and welcome to the blogosphere ... where women are power users and powerful consumers.

Blogging has become mainstream media and tech-savvy women of all ages are increasingly drawn to the modern, authentic voices found on women-authored blogs.

How many women?

36 million women a week participate in the blogosphere

- 21 million women a week read blogs
- An additional 15 million women a week read and publish blogs of their own

Trust and Influence

- Blogs are considered a good source for information, advice and recommendations by the overwhelming majority of the BlogHer Network audience
- 85% of BlogHer's audience has purchased a product based upon a blog recommendation

These and many more facts provided in the [Compass Partners/BlogHer 2009 Social Media Benchmark Study](#) [PDF]

Updated July 2009



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About BlogHer

BlogHer is the definitive guide to what women who blog and their readers are doing and talking about all over the Internet.

Founded by three women with proven expertise in developing audiences online and in social media, BlogHer provides a dynamic combination of compelling editorial content and interactive consumer engagement that attracts a large and influential consumer audience and world class advertising partners.

Comprised of quality content across 20 popular topics, an advertising network of more than 2,500 blogs*, and a robust conference and events lineup, BlogHer offers of a variety of marketing opportunities and messaging platforms designed to relate and connect with an involved and influential audience.

BlogHer is recognized by major press organizations, including The New York Times, as a leader in quality editorial standards within the blogosphere. All blogs are continually vetted for appropriateness of content, category relevance, blog frequency, and adherence to editorial standards.

BlogHer Inc. is majority-owned by Co-Founders Elisa Camahort, Jory Des Jardins and Lisa Stone, and has backing from Venrock (<http://www.venrock.com>).



BlogHer provides marketers with exciting new ways to engage an involved and influential female consumer.



BlogHer.com:

- 60 editors/expert bloggers covering the latest news and trends
- Connecting blogs created by women in over 20 different topics
- BlogHer Video section and Social Network launching in Q1 2009
- Coverage cited by: ABC, The New York Times, Washington Post, BBC, BusinessWeek, MSNBC, CNN, USA Today, Forbes, Channel 4 (UK) Wired, and others



BlogHer's Ad Network:

- Largest publisher of blogs by women, with over 2,500 members to date.
- Major audience with parenting and food blogs.
- Growing presence in entertainment, health, business, and fashion.
- Over 15MM uniques per month (Nielsen, March 09)



BlogHer Conferences: World's largest blogging conferences mobilize, educate, inspire and empower.

- Organic growth in attendance: From 300 in 2005 to 1,100 in 2008.
- Past Sponsors included AOL, Dove, GM, Google, Kraft, and Yahoo!
- [2009: BlogHer '09 – Chicago](#)

Advertiser Benefits

BlogHer's unique relationship with its audience provides the ideal platform for marketers to reach and engage this valuable audience in this exciting new medium.

- **Reach** a large and loyal audience of involved and influential women bloggers. BlogHer reaches over 15MM unique visitors, and garners over 73 million pageviews, per month.*
- **Target** an engaged female consumer within BlogHer topic areas such as Parenting, Food, Health and Entertainment.
- **Benefit** from a consultative BlogHer sales team experienced in creating customized and measurable marketing programs in this unique environment.
- **Be confident** that BlogHer has the highest editorial standards, which ensure an environment of authenticity and trust.
- **Engage** potential and current customers and let them help spread the word about your products and services.
- **Drive** online and in-store traffic, product sampling, word of mouth, and other unique engagement activities that truly flourish in the social media arena.
- **Amplify** your PR, marketing efforts and positive brand association, by creating or expanding conversational "buzz."
- **Build** a relationship with influential women online in a respected, dynamic and authentic environment; and in an authentic manner.
- **Connect** face to face with the BlogHer community by participating in one of our conferences or custom events.
- **Invite** these consumers to provide insights into product and positioning.
- **Create** new experiences with current and potential customers through custom sponsorships, product sampling, consumer research and other initiatives that are unique to the BlogHer environment.

*Source: 2008 Nielsen Site Census



Advertising Opportunities

- **Product Reviews and Custom Widgets** – Our selected bloggers will review your products or web-site and provide a fair and balanced review which will be shared with the 15MM women in our network. A widget containing the reviews creates scale and immerses our audience in your brand through these reviews.
- **Sponsored Discussions and Custom Widgets** – Our Community joins together around a specific topic of conversation and creates valuable content around the topic that is important to your brand. The BlogHer custom widget promotes awareness of this conversation and provides a measurable way for marketers to spread awareness of their unique BlogHer programs.
- **Advertising Adjacencies and Sponsorships** – BlogHer offers placements that are compliant with the [IAB Universal](#) Ad Package throughout blogher.com, and an advertising network of over 2,500 blogs, including skyscrapers (160x600), leaderboards (728x90), and medium rectangles (300x250).
- **Targeted Sponsorships by Topic Area** – Including Parenting, Food, Health, Entertainment, Fashion, Business, and Life.
- **Community Events** – Created as either editorial or advertorial, these events are initiated by one or more bloggers and designed to attract others in the community and generate buzz.
- **Seasonal Events** – From Mother’s Day to Back to School, holidays provide a great opportunity for marketers to target the BlogHer community around key buying periods.
- **Video** – Showcase your commercials, trailers and other video on a custom Special Page where visitors can watch, comment and engage. Run your .15sec pre-roll ads across Blogher.com and the BlogHer network.
- **Custom Research** – Advisory Panels, Surveys, Polls, and Copy Testing are among the many ways that you can gain important consumer insights from the BlogHer community.
- **Custom Live Events** – Want to drive influential bloggers into your store or showroom? We can help you create unique and fun events to get the bloggers involved and buzzing about your products and services.
- **Conference Sponsorship** – Signage, product sampling, and other experiential marketing opportunities available for one or across many events.
- **Special Offers and Custom Promotions** – From product sampling to discounts and Sweesptakes, BlogHer will help you create an offer that will resonate with a broad or narrowly. These custom initiatives provide a platform for BlogHer’s audience to engage with, and learn more about, your products and services.



*“Jumping back on to say that that widget ad was *really* cool. That’s what really got my attention to order the sample and participate...”
Everyday Goddess*

For Ad Sales inquiries please contact: sales@blogher.com

BlogHer Conferences



BlogHer was launched in 2005 with the inaugural BlogHer conference and has since grown from 300 to a projected total of 1,100 attendees for 2009's events. As the single largest blogging conference in the world to date, BlogHer's annual conference allows bloggers to convene and share their ideas and opinions on a countless number of topics ranging from parenting to politics to professional blogging.

<http://www.blogher.com/about-blogher-conferences-events>

BlogHer's 2009 conference series includes:

BlogHer '09 – In Real Life

July 24-25, 2009, Chicago, IL, Chicago Sheraton Hotel & Towers

Building on the momentum of four consecutive sold-out annual conferences, BlogHer '09 will bring bloggers from every corner of the blogosphere together for hands-on learning, rich discussions, opportunities to meet with brands that support them and plentiful networking opportunities. One of the number one reasons we all attend BlogHer every year, whether coming for the first time or as an old-timer, is to meet our online community "in real life." So after five years we think it's a great time to celebrate the fact that our blogging, whether personal, professional or political, has brought us real work, real friends, real satisfaction and is most definitely a significant part of our real life!

Programs include sessions that instruct bloggers to optimize their sites for SEO, classes on how to take great photos for your blog, and information sharing about how to drive traffic and audience scale.

*"Definitely get business cards or something to hand out. I loved going through my pile of cards after the conference and visiting all the blogs of the women I had met."
--slackermama*

BlogHer Business Conference '09

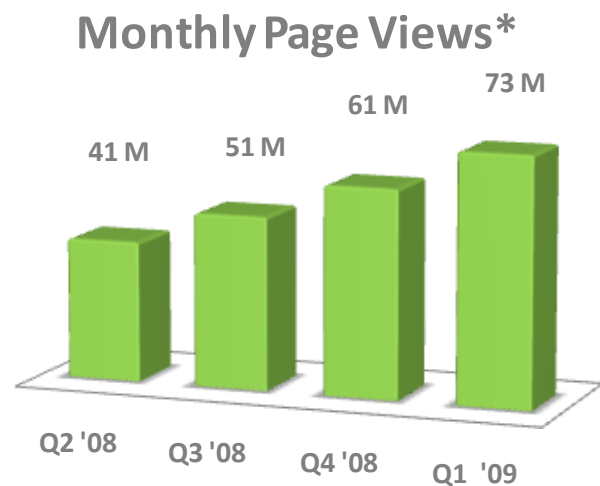
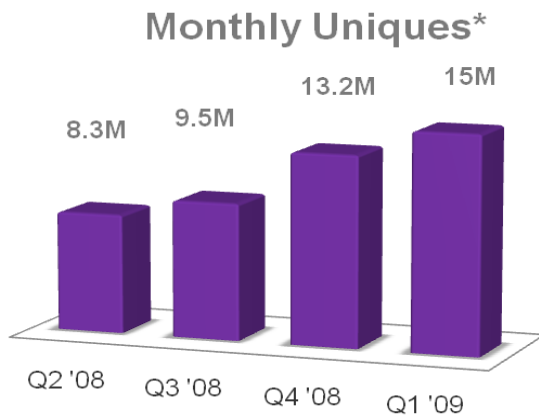
July 23, 2009, Chicago, IL, Chicago Sheraton Hotel & Towers

Now in its third year, the **BlogHer Business Conference** is an annual crash course on best practices for reaching the most influential and powerful consumers - women online. The social media world is nothing if not rapidly evolving, so BlogHer Business is designed to get you up to speed on the latest techniques, tactics, tools and trends. BlogHer Business attendees will join a mix of social media experts, business bloggers, and brand marketers who have experience building campaigns and working in social media environments. As always, we are capping attendance to provide the kind of intimate and interactive environment that has proven to be fertile ground for deal-making and innovative brainstorming.

To inquire into the conferences specifically, connect with Miriam Anton (miriam@blogher.com).

BlogHer Audience Profile

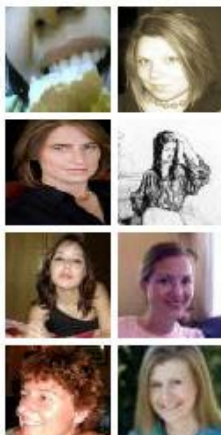
With the rapid expansion of qualified bloggers in the BlogHer Ad Network, BlogHer has experienced steady growth in pageviews and unique visitors, reaching 73 million page views, more than 2,500 blogs and 15MM unique browsers as of March 2009.



Source: Nielsen Site Census

*Average per month based on entire quarter's reporting

BlogHer Community



Female audience	96%
Median age range	25-41 (68%)
Average HHI	\$75,000
Married	82%
Employed full time	38%
Have children at home	67%
Are bloggers themselves	70%
Purchase on blogger recommendations	85%

Source: BlogHer 2009 Social Media Study; Compass Partners

BlogHer in the Press

The New York Times

The New York Times

A Call for Manners in the World of Nasty Blogs



From left, Jory Des Jardins, Lisa Stone and Elisa Camahort of BlogHer.org, which follows a code of conduct. That code was the basis for proposed guidelines using seals of approval indicated by logos.

By BRAD STONE
Published: April 8, 2007

Is it too late to bring civility to the Web?

The conversational free-for-all on the Internet known as the blogosphere can be a prickly and unpleasant place. Now, a few high-profile figures in high-tech are proposing a blogger code of conduct to clean up the quality of online discourse.



San Francisco Chronicle

FAST COMPANY

The Most Influential Women in Web 2.0

By: Saabira Chaudhuri

**Elisa Camahort Page,
Jory Des Jardins, and
Lisa Stone** 



Representative press mentions:

eMarketer: [Women Take to Blogging](#) 04/18/08

San Francisco Chronicle: [In parenthood, sometimes a blog is born](#)
by Ellen Lee, 05/11/08

Fitness Magazine: [Body Confidence 2.0: How Technology Is Changing Women's Body Image](#)
by Julia Savacool, May, 2008

MediaPost: [Women Would Sacrifice Almost Anything But Chocolate For Blogging](#)
by Jack Loechner, 05/09/08

Advertising Age: [Study Shows Blogging Now 'Mainstream' Among Women](#)
by Beth Snyder Bulik, 05/28/08

Jack Myers: [Blogs Influence Purchases More than Social Networks](#)
by Jory Des Jardins 10/21/08

Jack Myers: [In This Economy, Why Invest in Social Media?](#)
by Jory Des Jardins 10/21/08

ClickZ: [Study: Blogs Influence Purchases More Than Social Sites](#)
by Enid Burns, 10/28/09

MarketingVox: [Blogs Influence Purchases More than Social Networks,](#) 11/03/08

Jack Myers: [Afraid of Crashing the Social Networking Party Unwanted? Bring Wine](#)
by Jory Des Jardins 12/04/08

New York Times: [Blogs Find Favor as Buying Guides](#)
by Jeff Vandam, 12/21/08

Jack Myers: [Digital Marketing Anti-Predictions: What I Hope Goes Away in 2009](#)
by Jory Des Jardins 01/12/09

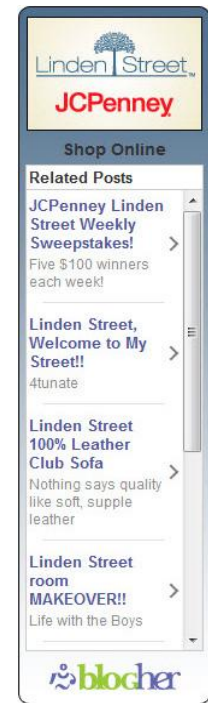
JCPenney Linden St. Phase 2 Case Study: BlogHer Review Program

Objective:

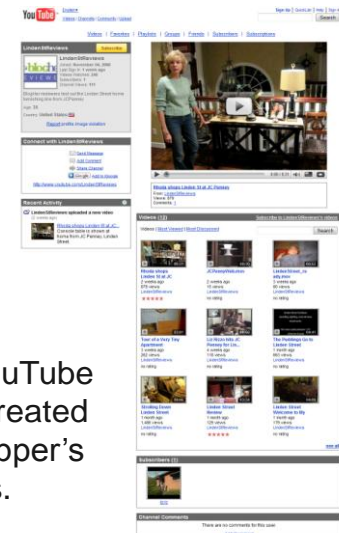
To build awareness, create excitement and increase sales for the JCPenney Linden Street Home Furnishingsline as well as recommend the products to the rest of the BlogHer community.

Tactical Strategy:

- 12 influential bloggers were sent gift certificates and asked to record a video of their shopping trip in their review of the JCPenney Linden St. home furnishingsline.
- Co-branded widget promoted reviews and rotated throughout the BlogHer network.
- Custom review round-up page gave readers easy access to the reviews from BlogHer.com and a YouTube video round-up was created for the video reviews.
- JCPenney tapped into the influential BlogHer audience and promoted their product via this unique program.
- A sweepstakes with phased entry periods prolonged and increased audience interest in the campaign.



Special offer and review round-up page. The sweepstakes for one of 25 \$100 JCPenney gift cards received 874 entries!



A special YouTube page was created to host shopper's videos.

AT&T Smartphone Case Study

Sponsored Discussion and Custom Sweepstakes

Objective:

To create excitement, increase sales and build awareness about the many great features of **AT&T's Smartphone** in time for the holiday shopping season.

Tactical Strategy:

- BlogHer created a custom special offer page and co-branded banner with sponsor branding and product information. The banners ran across BlogHer's 2,500 blogs driving traffic to the sweepstakes page.
- Visitors were invited to visit the special offer page to enter a comment about what this phone would do for their life. Links on the AT&T special offer page drove to the AT&T site which contained information on the new Smartphone.
- Many expressed how AT&T's Smartphone helped them get organized and be more on top of their game.
- The comments served as an entry into the random drawing for 4 winners for AT&T giveaways.
- This program drove site traffic and got people interested – and coveting! The merchandise and twittering created exponential exposure about the sweepstakes. Program also created exposure to AT&T's “cool, calm and collected” blog.



Staying Connected
With my husband's job it is so inconvenient for him to stop and call phones to communicate through...
Whether it's a message to let him know what's for dinner or update him on what phones have been a blessing and have our hectic lives much easier.
When we're on the go I can check e-mail members who don't live near us and I can't to the local pizza place or sandwich nesting behind and can't take time to eat at home

“With both my husband & I working (and running errands after work) we stay connected on our AT&T cell phones to coordinate who's going where and picking up what before we get home. I don't know how couples did it before cell phones!”

MGolnberg RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to org their lives @BlogHer: <http://tinyurl.com/5lokqn> (expand) about 3 hours ago · Reply · View Tweet

Kimrance RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to organize their lives <http://tinyurl.com/5lokqn> (expand) about 4 hours ago · Reply · View Tweet

Weserl **LisaWeser** RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to organize their lives <http://tinyurl.com/5lokqn> (expand) about 4 hours ago · Reply · View Tweet

moomettesgram RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to organize their lives <http://tinyurl.com/5lokqn> (expand) about 4 hours ago · Reply · View Tweet

KatMalone RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to org their lives @BlogHer: <http://tinyurl.com/5lokqn> (expand) about 4 hours ago · Reply · View Tweet

QueenofSpain RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to organize their lives <http://tinyurl.com/5lokqn> (expand) about 4 hours ago · Reply · View Tweet

Rericson RT @BlogHer: 4 people can win Blackberry Curve by sharing how they rely on their cell to organize their lives <http://tinyurl.com/5lokqn> (expand) about 4 hours ago · Reply · View Tweet

Exposure Twitter created for sweepstakes.

M&M's Premium Case Study

Sponsored Discussion, BlogHer Reviews' and Custom Sweepstakes

Objective:

To build awareness, create excitement and increase sales around the launch of a new product through word of mouth marketing, product reviews and media campaign.

Tactical Strategy:

- BlogHer Reviewers (10 influential bloggers) wrote a fair and balanced product review.
- Co-branded widget on BlogHer network drove visitors to the Special Round-Up page.
- Bloggers generated word of mouth via their own sites, prompting one blogger to start her own viral contest.



M&M's Premiums Product Review Program Turns Viral

I once dated a Mint Chocolate. I married a Chocolate Almond.



A few weeks back, I received an e-mail from [BlogHer](#) asking if I would be interested in writing some paid product reviews. Of course I'm interested! Because: I get to try new stuff, I get to write about it, and I get paid! Those are three of my favorite things!

Full disclosure: I get to choose what I review and I'm under no obligation to give a Thumbs Up. In other words, I'm not going to be all, "MMMMMMMM! I love wasabi rubbed turkey jerky! Go get some or you're not my friend!"

Last week I received a shipment of [M&M's Premiums](#). The shipment arrived at The Perfect Time- less than twelve hours before Jeff was scheduled to leave on a five day business trip. Normally when Jeff leaves town, I play with liquid eyeliner and check my tights for snags after putting the kids to bed. The idea of spending five nights on the couch with five flavors of M&M's? Yeah. In my world, it never really gets more fabulous than that.



"When I was a kid I learned to swallow pills by practicing with M&M's."

"I'll never forget the first time I saw a friend pour her M&M's into a bucket of popcorn at the movies. I was SHOCKED! And then, thrilled!"

"For my brother's graduation openhouse he opted for Skittles instead of the M&M's his wiser older sister had offered. Do you think he was adopted?"

Fluidpudding.com, a chosen product reviewer, liked the M&M's Premiums so much, she started her own individual contest encouraging people to comment on their favorite M&M memory.

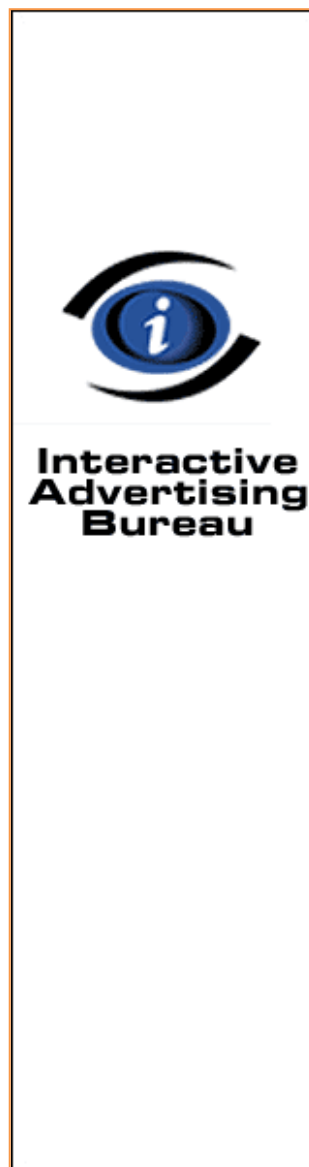
International Advertising Bureau Ad Sizes



728 x 90 IMU - (Leaderboard)



300 x 250 IMU - (Medium Rectangle)



160 x 600 IMU - (Wide Skyscraper)