

BlogHer Advertising Information

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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 1200 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, loyal 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>).



*As of February 2008

BlogHer provides a unique opportunity to deliver your message across multiple, integrated platforms



BlogHer's Ad Network:

- Largest publisher of blogs by women, with over 1200 members to date.
- Major audience with parenting and food blogs.
- Growing presence in entertainment, health, business, and fashion.
- Over 8MM uniques per month (Nielsen, 01/08)



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 launching in Q4
- Coverage cited by: ABC, The New York Times, Washington Post, BBC, BusinessWeek, MSNBC, CNN, USA Today, Forbes, Channel 4 (UK) Wired, and others



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

- Organic growth in attendance: From 300 in 2005 to 1000 in 2007. Projected attendance in 2008 will top 2500.
- 2007 sponsors included AOL, Dove, GM, Google, Kraft, and Yahoo!
- 2008: BlogHer '08 – San Francisco; BlogHer Business '08 – NY; BlogHer tour of the East/Southeast.

Advertiser Benefits

BlogHer has developed an unprecedented relationship with women online—and a unique reach into communities of female consumers, online and off...

- **Reach** a large and loyal audience of involved and influential women bloggers. According to Nielsen, BlogHer reaches over 8MM unique browsers, making it a top-ten women's network*
- **Target** a qualified and passionate audience within BlogHer topic areas such as Parenting, Food, Health and Entertainment.
- **Benefit** from a consultative sales approach from a BlogHer sales team uniquely qualified to guide marketing messages in this environment
- **Be confident** that BlogHer has the highest editorial standards, which ensure an environment of authenticity and accuracy.
- **Engage** potential and current customers and let them help spread the word about your products and services
- **Drive** online traffic and sales of products, services, tickets, or events
- **Maximize** PR opportunities and positive brand association by creating or expanding conversational "buzz".
- **Build** a relationship with influential women online in a respected, dynamic and authentic environment.
- **Connect** face to face with the BlogHer community by participating in one of our conferences.
- **Create** new experiences with current and potential customers through custom sponsorship, product sampling, consumer research and other initiatives that are unique to the BlogHer environment.

Source: January 2008 Nielsen Netratings (Site Census)



Advertising Opportunities

- **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 1,200 blogs, including skyscrapers (160x600), leaderboards (728x90), and medium rectangles (300x250).
- **Targeted Sponsorships by Topic Area** – Including Parenting, Food, Health, Entertainment, Fashion, Business, and Life.
- **Special Offers** – Create opportunities for the BlogHer audience to sample or review your products and spread the word to others in this influential community of women.
- **Quarterly/Monthly Promotions** – Themed sponsorships of special editorial features the holidays and other seasonal/topic subject matter. Limited availability
- **Video Pre-roll** – Showcase your video prior to BlogHer video content – companion ads, post-roll impressions and roadblocks also available.
- **Newsletters** – Participate in bi-weekly newsletters focusing on communities around topic areas such as Parenting, Food, and Health, as well as Special Offer Newsletters
- **Surveys, polls, copy testing** – Find out what these influential and involved consumers really think of your product, services, and messaging.
- **Custom Promotions** – BlogHer will help you create an offer that will resonate with a broad or narrowly focused segment of the BlogHer audience
- **Conference Sponsorship** – Signage, product sampling, and other opportunities available for one or across many events.



BlogHer Conferences



BlogHer was launched in 2005 with the inaugural BlogHer conference and has since grown from 300 to a projected total of 2500 attendees for 2008's events. As the single largest blogging conference in the world to date, BlogHer's annual conference allows both men and women of the blogging community 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 2008 conference series includes:

BlogHer '08 – Reach!

July 18-21, 2007, San Francisco, CA, The Westin St. Francis Hotel

Now in its fourth year, this year's conference will once again encourage all bloggers, both men and women, to attend the conference, enjoy quality networking opportunities and participate in unique programming focused on the many ways women bloggers are changing the landscape of technology, online media and journalism.

BlogHer Business '08 – Reach! Your Customers Are Where the Action Is

April 3-4, 2008, New York City, The Affinia Manhattan Hotel

Now in its second year, this conference will once again to deliver a focused and common sense approach to how companies can work with social media to serve their customers. With many companies still seeking to launch or improve their social media strategy, BlogHer Business will offer case studies, workshops and consultative programming to help attending companies take advantage of the best the social media world has to offer.

BlogHer Reach Out Tour

Mid-October, 2008, Six Cities in 2 week...stay tuned for your itinerary!

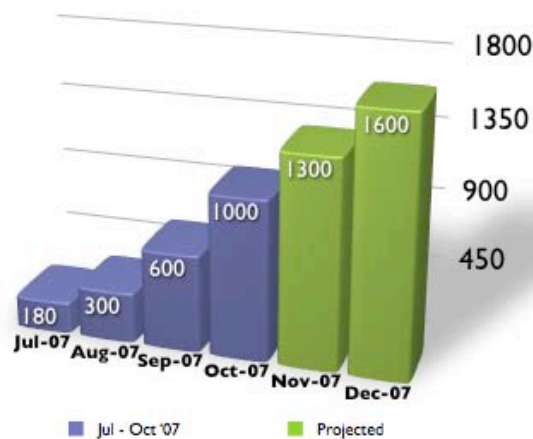
The BlogHer Reach Out Tour is an entirely new event that will take place over two weeks in October 2008 with scheduled visits to Boston, Washington D.C., Greensboro, Nashville, Atlanta and New Orleans. The BlogHer Reach Out Tour will feature one-day events that will offer sessions to encourage new bloggers to get on board, plus content tailored to each tour city community, its interests and its local bloggers.

To inquire into the conferences specifically, connect with Jory Des Jardins (jory@blogher.com).

BlogHer Audience Profile

With the rapid expansion of qualified bloggers in Ad Network, BlogHer has experienced steady growth in page views and unique visitors, reaching 40 million page views, more than 1,200 blogs and 8MM unique browsers as of January 2008. **Growth remains steady.**

Total blogs on the ad network (cumulative)



Page views on ad network blogs (in millions)



Female audience	95%
Median Age	30
Median range	25-40 (67%)
Married	75%
Work outside the home	52%
Stay at home	33%
Are bloggers themselves	52%
Recommend products to friends online	56%
Purchase on blogger recommendations	63%

Source: BlogHer Oct 2007 poll of 3,000 readers of BlogHer Ad Network

BlogHer in the Press



Representative press mentions:

The San Jose Mercury: [Five friends who rallied around Edwards had to make tough second choice](#)

by Julia Prodis Sulek, 02/05/08

ABC News Now: [Women Go Blogging For Dollars](#)

and [Blogger's Tips for Making Money](#)

Hosted by Tory Johnson, 01/25/08

Milwaukee Journal Sentinel: [Moms find new connections, outlets through blogs](#)

by Kathy Flanigan, 01/21/08

Huffington Post: [Who Are the Women's Vote? Here Are Some Voices](#)

by Morra Aarons-Mele, 01/10/08

Forbes: [How To Market To The Modern Mom](#)

by Lisa LaMotta, 12/18/07