

# BlogHer At A Glance

26 million unique visitors/month

- Affluent, 75K+, index 201
- Entrepreneurs, index 200
- Moms, index 141
- College/Post Grad Degree, index 167
- 54% GenX, index 133
- 80% of our audience has made a purchase based on a recommendation from a blog\*

2500 blogs in 7 core categories

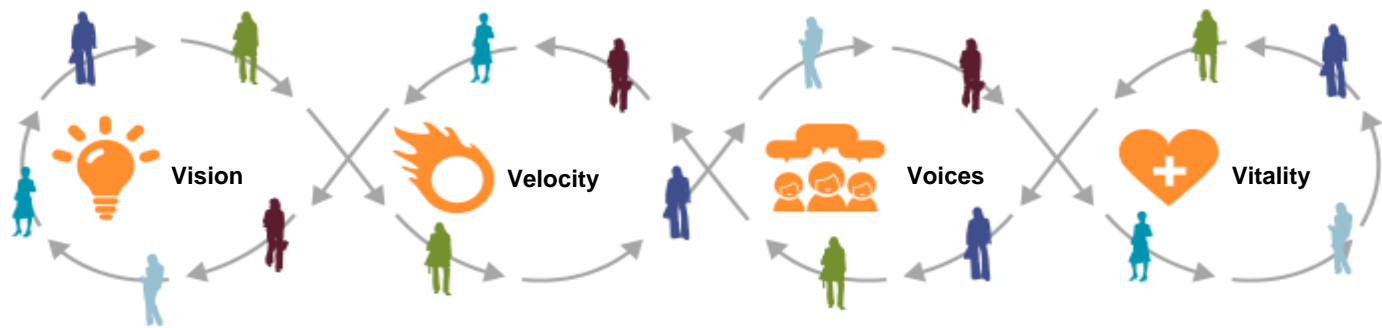
- Food
- Parenting
- Entertainment
- Lifestyle
- Business & Technology
- Style
- Health & Wellness

Leading conferences for women in social media:

- BlogHer 2011 August '11  
4000+ attendees
- BlogHer Food May '11  
500+ attendees
- BlogHer BET March '11  
focused on women entrepreneurs
- BlogHer Handmade & BlogHer Writers Conference  
new events in Fall 2011

\*Source: BlogHer's 2011 Social Media Matters study

R2/27092011



**It's time to move beyond conversation and create an authentic and persuasive dialogue with women.**

**Her voice. Our leadership. Your opportunity.**

## VISION

Market Insights through research, including our annual Social Media Matters study, ROI Studies using Symphony/IRI and our new Visionaries consumer panel.

## VELOCITY

High impact media amplifies your advertising message by encouraging social sharing. Opportunities include a tune-in bar, skins roadblock across BlogHer and selected network sites, a sponsored post advertorial unit and content amplification units that feature posts from network bloggers about your brand.

## VOICES

BlogHer highlights the unique voices of women actively engaged in social media, and their listeners, through a variety of editorial initiatives and channels, including:

- Seasonal editorial events such as Back to School and Holiday;
- Partnerships with independent communities like BlogPaws and LATISM;
- Special Interest Networks like BlogHer Moms;
- Blogger activation programs that create opportunities for dialogue between brands and consumers, and allow brands to share the earned trust of the bloggers.

## VITALITY

In addition to our industry leading conferences for women engaged in social media, BlogHer creates opportunities for face-to-face meetings between bloggers and the brands they love throughout the year.

BlogHer: Because **she** says so.