



Fashion and Beauty Trendsetters

What to wear, what NOT to wear. These people are on top of emerging trends. They influence the rest, shop till they drop, and gossip about celebrities, the Red Carpet, fashion, health, beauty and travel. Brand loyalties begin here and social media spreads the word. This audience is addicted to Facebook, Twitter, Foursquare, blogging, and social commentary. It would be tough to find a more hyper-engaged audience talking about what's hot – today.

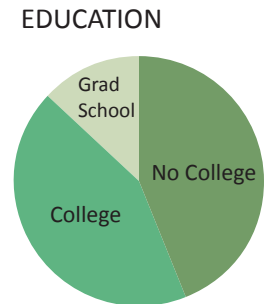
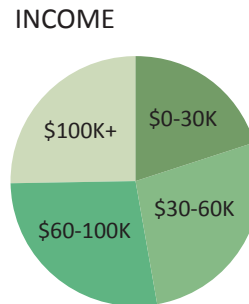
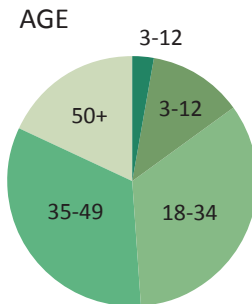
The Lijit Fashion and Beauty Trendsetters audience skews mostly female with the majority being slightly younger than the mean. This is one of the fastest growing audiences in the Lijit Network with sample publishers including habituallychic.blogspot.com, stealthestyle.com, beauty411.net, celebritysmackblog.com and celebridoodle.com.

Audience attributes

- Trendsetters in fashion, beauty, health, diet, fitness and travel
- Social networking enthusiasts who follow celebrities on Twitter, blogs and Facebook
- Self-appointed experts on movies, TV and music; obsessive about the Oscars, Emmys and Grammys

Demographics

- 53% female, 47% male
- 67% between 18 and 49 years old
- Income level varies (from under \$30k to over \$100k)
- 56% with college education or above



Popular topics

Oscars Chanel Kim Kardashian **celebrity diets** the City Lady Gaga Lost Paris Hilton **celebrities**
 Bali beautiful 50 Cent **diet fads** street style Twitter **weddings** red carpet
costume jewelry Pilates Vera Wang

About the Lijit Publisher Network

The Lijit Publisher Network is comprised of over 15,000 individual and influential publisher websites that collectively see over 1B monthly pageviews, 4.5M unique readers per day, and 90M unique readers per month.* Each publisher in the Lijit Network has our proprietary site search and content discovery tools installed, which provides us the ability to collect audience data by crawling and indexing an aggregated 3M sites. By tracking reader intent, context, demographics and other actionable insights, Lijit helps advertisers find engaged audiences through premium online advertising campaigns that are highly targeted and contextually relevant.

Contact us for more information... Lijit Networks, Inc. • (303) 493-5490 • sales@lijit.com • www.lijit.com

*The size and scope of the Lijit audience network is continually verified by Comscore and Quantcast. © Lijit Networks 2010