



# Household Decision Makers

They call the shots. They plan the meals. They pay the bills. They influence everything from auto purchases to family vacations. Household decision makers are consistent users of social media. They actively look to their friends for advice and counsel. They're extremely social and tend to develop strong brand loyalties. They share videos, photographs, and actively participate in discussions on parenting, family advice and personal finance.

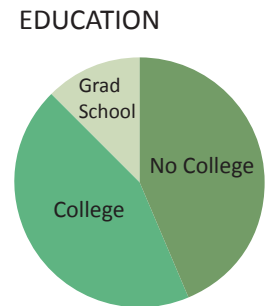
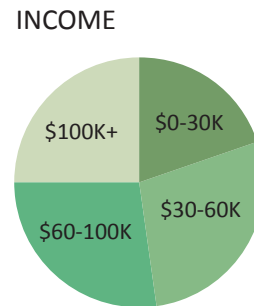
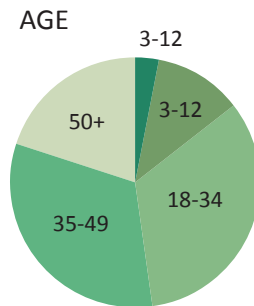
The Lijit Household Decision Makers audience is comprised of more than 3M monthly uniques that visit more than 15M pageviews in the Lijit Network. This puts us on par with networks the size of Disney Family Network, Elle, and Martha Stewart Food\*. Example publishers in our network include thethrifnymama.com, jessicagotlieb.com, simplemom.net, thehappyhousewife.com and theperfectpantry.com.

## Audience attributes

- Interested in finance, parenting, health, cooking and entertainment
- Social network enthusiasts who use blogs, Twitter and Facebook to build a like-minded community
- Frequently join groups to share advice, recommendations, frustrations, and lessons learned

## Demographics

- 61% female, 39% male
- 66% between 18 and 49 years old
- 55% with income > \$60k
- 60% with college education or above



## Popular topics

Coupons **Flickr** monthly budget **Amazon** work-from-home **Gap** McDonalds daycare  
 easy recipes **Fidelity Investments** cold remedies **tax credits**  
 Disneyworld **home improvement**

## 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