



Parenting

Raising a family poses new challenges on a daily basis. Parents are one of the hottest and most enthusiastically engaged audiences on the Internet who flock to like-minded sites to get recommendations, share experiences, and seek advice. Dialogue and interaction rule the day.

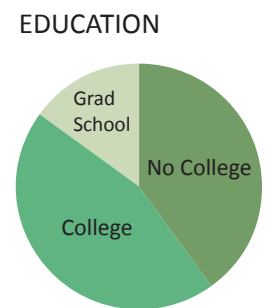
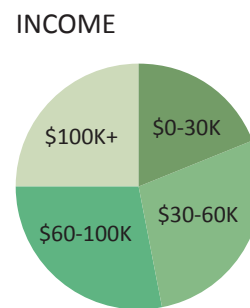
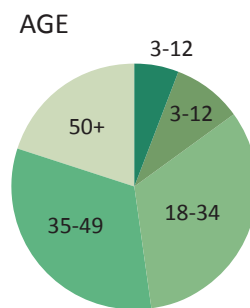
The Lijit Parenting audience is heavily tuned in to social networking, using blogs, Twitter and Facebook as their primary sources for “in the trenches” information. This tight community influences each other so getting a foot in the door is practically every brand marketers’ dream. Parents are active on numerous influential sites within the Lijit Network including mymommymanual.com, thediaperdiaries.net, simplemom.net, moneysavingmom.com and todaysmama.com.

Audience attributes

- Highly interactive among peers, sharing parenting advice, frustrations and lessons learned
- Savvy in social networking, using blogs, Twitter and Facebook to build a like-minded community
- Frequently join “groups” and forums to discuss specific topics such as work-family balance, post-partum depression, and hobbies including fitness, cooking and entertainment

Demographics

- 60% female, 40% male
- 65% between 18 and 49 years old
- 53% with income > \$60K
- 60% with college education or above



Popular topics

Shutterfly Cloth diapers **baby formula** potty training Gerber **baby shower** autism
Amazon vaccines morning sickness cribs **Huggies** sleep **iPhone** home birth
Disney movies baby food **Toys “R” Us**

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