

MEREDITH WOMEN'S INTERACTIVE NETWORK

Meredith Women's Interactive represents a network of magazine branded websites serving the needs and interests of American women and families. Meredith Interactive users are major decision makers of their families. **BHG.com** focuses on the management of the household from planning a reunion to entertaining or finding travel solutions. Also includes tips on building and remodeling, to cooking and entertaining. 5.5 million monthly unique visitors. **Parents.com** is the home of American Baby, Parents and Family Circle editorial. Site focuses on the growing family needs and provides what they need to raise happy and healthy children. New and experienced mom's use this site for helpful tips for their families. Targets various kinds of parents – parents-to-be, parents of children with families, etc. 2.8 million monthly unique visitors.

| Meredith Interactive Users | BGH.com | Parents.com |
|---|----------------|--------------------|
| Unique Monthly Users: | 5.5mm | 2.8mm |
| Female Composition: | 75% | 84% |
| Median Age: | 50 | 35 |
| Media Income: | \$68K | \$72K |
| Took 2+ domestic trips (in past 12 months) | 114 | 112 |

Greater Fort Lauderdale partners have the opportunity to participate in the VISIT FLORIDA monthly banner program at a very low CPM. Media is geo-targeted and will run across BHG.com and Parents.com. Geo-targeted to Atlanta, Boston, Chicago, NY Metro, Philadelphia, Washington DC & Toronto. Partners will receive 800,000 impressions per month in a 300x250 expandable banner

Total Impressions: 800,000 per month

Timing: April-June 2010

Net Rate: **\$3,500**

Value: \$25,000

Space and Materials

Deadline: March 1, 2010

Reserve Space: Karen Rames, Navigate Media, 954-321-1097, krames@navigate-media.com

Send ad materials to: Lisa Craig, Starmark, 1815 Griffin Road #300, Dania Beach, FL 33004
lcraig@starmark.com, 954-874-9014, F: 954-874-9011
Up to 8 words of copy (Max) Offer (From Rate is recommended)
Click-thru URL is needed, 1 horizontal image (high res) No logo -- just property name.