

METHODOLOGY

This audience product has been developed by aggregating all of the most relevant programming areas across AOL Media Networks' collection of assets. AOL Media Networks' pages have been ranked by audience and gathered into a single targeted advertising product to deliver against a specific audience segment. The core of this ranking system, which was jointly agreed upon by AOL and comScore, is a combination of demographic index and page volume.



Product lineup varies by ad units

RESEARCH FOR THIS AUDIENCE

Monthly Unique Visitors	3,593,542
% Reach	16.8%
Monthly Page Views	56,949,722

AD UNITS

Available in the following IAB UAP units: 728x90, 160x600, 300x250, 180x150

Source: Based on AOL projections using comScore Media Matrix: Demographic Profile Report, August 2005. Actual numbers may vary.

Illustrative mocks and content are subject to change

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