

The AOL logo is displayed in white on a magenta background. It features the letters 'Aol.' in a bold, sans-serif font, with a white arrow pointing to the right from the end of the 'l'.

Aol.

Meet the mom next door

She's an entertainer. Family Planners on AOL are 5x more likely to spend money on music, movies and videos.

She takes time to unwind. Moms spend over 28 minutes per day on Games.com playing Solitaire, Icebreakers and more.

She stays in style. Users in AOL's Parents segment are 23x as likely to spend money on apparel and accessories.

She's the chief health officer. Moms overindex (123) in providing health advice online, which is one reason they love AOL Healthy Living's holistic approach to health.

A photograph of a woman and a young girl smiling and looking upwards. The woman is in the foreground, wearing a light-colored tank top, and has her hand on the girl's shoulder. The girl is behind her, also smiling. The background is bright and out of focus, suggesting an outdoor setting.

MOMS

AOL knows moms best

AOL informs, entertains, and links moms with the people and content they care about.

Fast facts

- AOL Advertising reaches most moms on the web: 80%.
- Moms with a \$100K+ HHI are 63% more likely to visit Patch.
- AOL offers the largest collection of premium content on the web.

AOL's Huffington Post Media Group properties engage moms every day

- Moms watch more video on AOL Video than on Turner Digital and Disney Online combined.
- Moms are 31% more likely to visit Shortcuts.com for coupons than Coupons.com.
- Moms spend time with their children using "Homework Helps" on AOL Kids.

Reach moms at scale with AOL Advertising — the web's largest network

- Use Behavioral targeting to reach the Parents Audience, Family Planners, Family Chefs and more.
- Leverage content targeting to find visitors to parenting sites.
- Use MRI Lifestyle targeting to reach females in households with kids most likely to purchase specific products or brands.
- Create a look-alike custom audience segment modeled after visitors to your site.
- Use SearchBack targeting to target people searching for information about Family, Food, or Health & Wellness.
- Find your ideal moms audiences on the sites they're most likely to visit using Subnet targeting.
- Use demographic targeting to explicitly target households with women who have children.







Go beyond the banner with unique AOL products and opportunities

- AOL's branded entertainment offerings feature some of moms' favorite celebrities like Ellen, Heidi Klum and Queen Latifah.
- Original video series on AOL.com, like "You've Got" and "Kids Act Out," reach moms when they're most likely to watch.
- Premium ad formats like Pictela and Project Devil boast an interaction rate that is twice the industry benchmark.

- Target family planners during Back to School and year-end holidays with large sponsorship opportunities that live on AOL.com and across our sites.
- Reach the woman-on-the-go with mobile applications that make her life easier.

Moms are passionate about our properties.

AOL Media properties consistently overindex with moms:

Property	Index	Property	Index
	180		131
	133		120
	132		114

Moms spend more time on AOL each day:

AOL: 17.8 mins vs. iVillage: 2.4 mins

AOL reaches more moms who are Grocery Decision Makers:

AOL: 94% vs. Allrecipes: 86%

More AOL moms purchase cosmetics:

AOL: 8.7M vs. GlamMedia: 6.8M

