



## Webgrrls International Media Kit

### HISTORY AND OVERVIEW

Webgrrls International, the on and offline women's networking organization was founded in April 1995, when we anticipated the growth of women's usage of the Internet. It was the belief that women would come to embrace the Internet as a valuable resource that inspired us to create the very first extensive, professionally focused Website specifically for professional women.

Webgrrls International is committed to building effective communities for women, to encourage and guide them as they embrace the technology that will enhance their personal and professional lives. To us, the Internet is, in addition to technology - it is about connection - connecting to information and products and connecting with people.

Webgrrls International and Webgrrls.com have been featured in publications including USA Today, Information Week, Entrepreneur's Business Start-Ups, People, Wall Street Journal, US News and World Report, Time Digital, People, Glamour, Elle and numerous international publications; and on television programs including the CBS Evening News with Dan Rather, CBS This Morning, CNN, CNN-FN, MSNBC, and CNBC.

Included below is a brief description of Webgrrls.com. Webgrrls.com is a part of the Cybergrrl Network of site including: Cybergrrl.com, Webgrrls.com and Femina.com. Ask us about extending your reach to our sister sites

**WEBGRRLS.COM** -- <http://www.webgrrls.com>

THE WOMEN'S TECH KNOWLEDGE CONNECTION

For Women In or Interested in New Media and Technology

Webgrrls.com is the online hub of the international networking organization with sections and features such as the Membership Directory, the Webgrrls JobBank, the Webgrrls Resources, Calendar of Events and more.



Webgrrls' mission is to help women succeed in an increasingly technical workplace and world through networking, exchanging job and business leads, teaching new skills, mentoring and offering internship opportunities. Currently, our international group boasts over 100 chapters worldwide with over 30,000 members.

Webgrrls offers unique sponsorship opportunities, both on- and offline, local, regional and national for advertisers and sponsors who are looking to reach professional women that are savvy, are actively involved in the Internet and leverage technology to propel their careers and businesses forward.

### **DEMOGRAPHIC PROFILE:**

- (a) 98% - female audience
- (b) 82% - 18-44 years
- (c) 72% - 25-44 years
- (d) 53% - 25-54 years
- (e) 69% - College education or higher
- (f) 38% - Professional/Executive/Managerial
- (g) 44% - Internet/Information Technology/Telecommunications
- (h) \$63,000 median income
- (i) 85% online 3+ years
- (j) 55% spend 6 hrs or more online per week
- (k) 62% have purchased products/services online

### **USAGE:**

Webgrrls.com currently serves over 2,500,000 impressions per month plus an additional 3,000,000+ monthly impressions on our newsletters and lists.

\*People spend an average of 15 minutes each visit and they average 6 page views per visit.

\* The average click through is between 1-2% and has reached a high of 15%.

### **RATES:**

\$TBD CPM (Net)

NOTE: Flexible rates are available depending on the scope of the buy (how many impressions and length of campaign), customized ad-packages and based upon availability. (Please contact us to discuss opportunities)



### **RUN OF SITE:**

Banners and buttons are rotated throughout Webgrrls.com using our proprietary ad rotation software. This will maximize your company's exposure to our female audience (your target market).

### **CUSTOMIZED PACKAGE OPPORTUNITIES CAN INCLUDE:**

Please contact us for pricing details on these options

- Rotating Banner Link throughout Webgrrls.com
- Sponsored Sites to See (Text links throughout the site)
- Exclusive Content Sponsorships
- Customized Bridge Site (Custom created co-branded content area)
- Webgrrls Webnews Sponsorship (180,000 Subscribers/Weekly)
- Webgrrls ListServ Sponsorship (3 Million impressions/Monthly)
- Webgrrls Online and Real-World Sponsorships
- Keyword Search Sponsorships on Femina.com

### **TRACKING:**

Webgrrls uses propriety Web tracking software that has been accepted and approved by advertising agencies including Ogilvy & Mather, Kirshenbaum, Bond & Partners, Gray Interactive, TBS Media, iballs, Creative Media, and US Web.

### **BANNER SPECIFICATIONS:**

Standard banner size - 234X60, 468X60, 125X125, 125X250, 125X375 pixels. Banners need to be delivered 48 hrs. prior to the insertion date of the campaign.

### **RECENT WEBGRRLS SURVEY USER STATISTICS**

#### **AGE:**

18-34:	55%
35-44:	32%
45+:	13%

#### **LENGTH OF TIME ONLINE:**

Webgrrls Visitors are Internet Savvy as 75% have been online for 3+ years.

5+ Years	50%
3+ Years	25%



### **WEB SURFING LOCATION:**

Webgrrls.com visitors surf the 'Net mostly from home.

Home	57%
Work	32%
School	6%
Library	1%
A friend's	1%
Other	2%
Cyber Cafe/store	1%

### **FREQUENCY ONLINE:**

Webgrrls visitors frequently surf the 'Net everyday.

More than once a day	45%
Daily	30%
A few times a week	18%
Less than once a week	3%
Once a week	4%
First Time	0%

### **ENJOY ABOUT THE OUR SITES:**

What do Webgrrls visitors like about the site?

Celebration/Empowerment of Women	52%
Offers Useful Information	50%
Quality Content	46%
Easy to Use	42%
Personable/Friendly Community	38%
Fun	33%
Other	13%

### **USE INTERNET AS A RESOURCE TO BUY PRODUCTS/SERVICES:**

Yes	89%
No	11%

### **PRODUCTS/SERVICES PURCHASED ONLINE:**

Books	59%
Music	48%
Gift Items	32%
Clothing	30%



Travel	27%
Computer	26%
Movie/Concert Tickets	21%
Health	12%
Interactive Games	10%
Groceries/Food	7%
Baby/Children	6%
Automotive	3%
Other	24%

#### **PURPOSE OF INTERNET USE:**

Communication/email	93%
Research	82%
Learn about technology	77%
Entertainment	77%
Personal Interest/Hobbies	71%
Education	61%
Meet people	40%
Shopping	33%
Business Opportunities	28%
Health Information	28%
Other	19%

#### **OTHER WOMEN'S SITES VISITED FREQUENTLY:**

65% or more of the Webgrrls community do NOT visit the larger women's sites.

America Online	35%
iVillage	33%
Other	27%
Lifetime Online	10%
Oxygen	9%

**SOURCE: WEBGRRLS USER SURVEY (6/07 - 27,000 respondents)**

