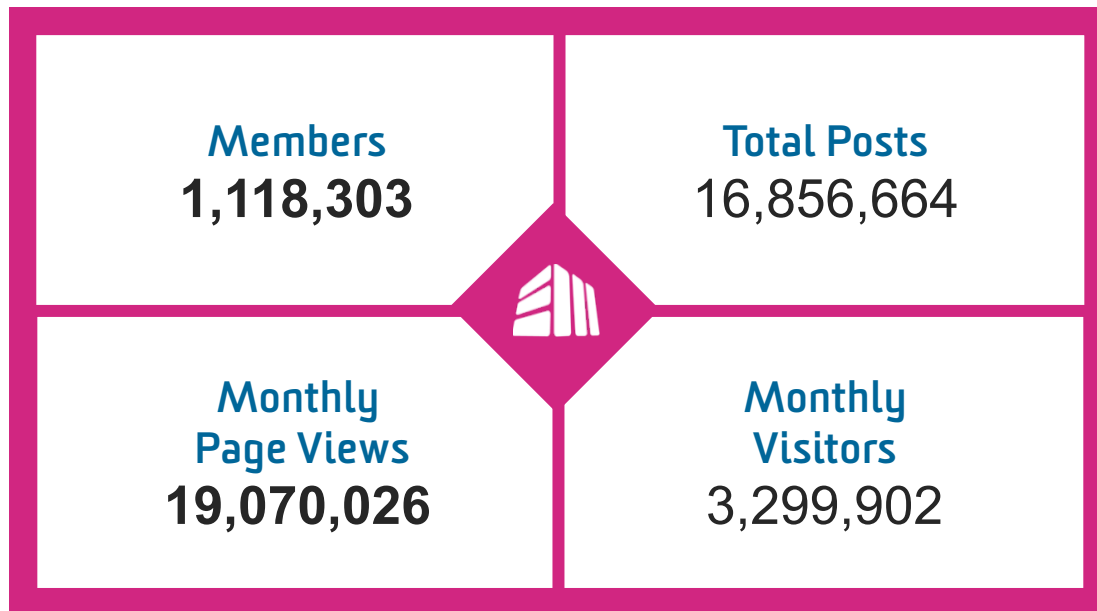


Women's Vertical

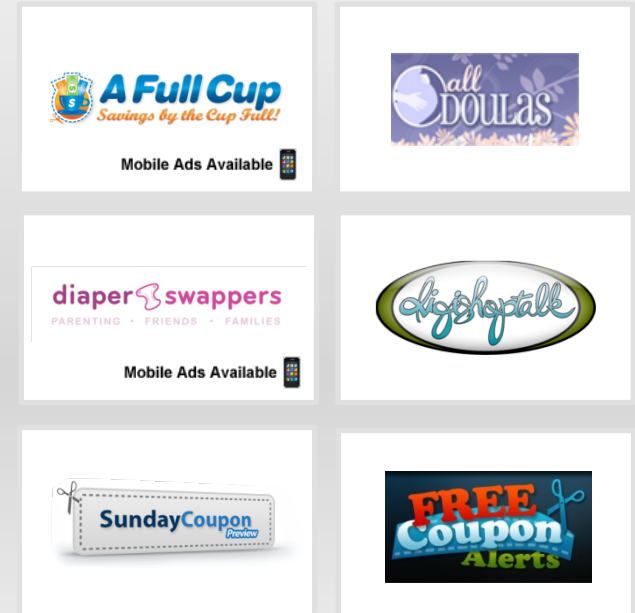


This is one of EM's longest standing verticals giving you access to nearly 2 million women monthly.

The majority of these women are mothers, between the ages of 25-35, and more than 91% of the vertical's traffic is from the US. We have found that the visitors to the sites within this vertical are highly educated and smart shoppers, very much interested the opinions and insights of other women. This has proven to be a very effective audience to advertisers trying to reach a group heavily involved in the household's decision making and buying decisions.



The Women Sites Include:



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