

# MEDIANET® 250

## Top Online Brands, Top Performing Campaigns



Made up of Casale Media's top 250 sites, MediaNet® 250 is the preferred option for clients seeking premium placements among the best known, most heavily frequented properties online. This channel does not include social networking sites or sites containing UGC (user generated content), and the smaller site list makes it easy to review at a glance.

With MediaNet® 250, advertisers can quickly and cost effectively align themselves with revered news, editorial and resource brands in all major content verticals. Add Casale Media's powerful ability to target and optimize campaigns to your most responsive audience and you have an unbeatable formula for performance success. MediaNet® 250 is only available to campaigns targeted within the United States or Canada.

**Audience.** MediaNet® 250 campaigns receive direct access to sophisticated, content hungry consumers with an affinity for new products and technologies. These users rely heavily on the Internet, are well informed, and have no qualms with shopping online. The channel's audience makeup skews towards adults 35-49 and indexes high for consumers with a HH income over \$100k.

**Profile.** Every MediaNet® 250 site is a stand alone brand in itself and is highly recognized as a content authority among the North American consumer population.

**Unique Reach.** This powerhouse channel reaches more than 77 million unique Americans each month – that's over 40% of the entire U.S. digital audience. In Canada, the channel reaches 9.4 million users (39% audience reach).

### Highlights:

- Streamlined access to premium inventory on the web's top sites
- Indisputable brand safeguarding
- Easy to review site list
- Outstanding channel performance
- Uncompromised campaign optimization capabilities

### U.S. Audience Demographics - MediaNet® 250

Source: comScore Demographic Profile Report, June 2008

<b>Gender</b>	48.4% are male 51.6% are female
<b>Age</b>	14.1% are 12-17 (31.7% reach) 11.0% are 18-24 (35.8% reach) 17.1% are 25-34 (46.5% reach) 59.1% are 25-54 (47.1% reach) 20.0% are 45-54 (46.6% reach)
<b>HH Income</b>	55.7% have a HH income of \$60k+ 43.3% have a HH income of \$75k+ 25.4% have a HH income of \$100k+
<b>HH with Children</b>	41.7% do not have children 58.3% have children
<b>HH Size</b>	5.0% have a HH size of 1 25.0% have a HH size of 2 70.0% have a HH size of 3+

MediaNet®

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