

Section targeting



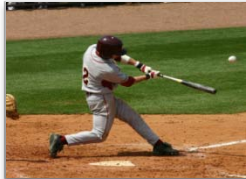
Entertainment Sections

- Ranks 2nd among all local entertainment resources
- Ranks above: Citysearch and Yelp
- 20 Million Unique Visitors
- 137 Million Page views



Lifestyle Sections

- Ranks 2nd among all news and information sites
- Ranks above: AOL Living, About.com Lifestyle Network, and Better Homes and Gardens
- 33 Million Unique Visitors
- 257 Million Page views



Sports Sections

- Ranks 14th among all sports sites
- Ranked above: Sports Illustrated and NHL
- 11 Million Unique Visitors
- 137 Million Page views



Business Sections

- Ranks 7th among business news and information sites
- Ranks above: CNN Money, Forbes, and Business Week
- 10 Million Unique Visitors
- 37 Million Page views



Travel Sections

- Ranks 9th among all travel information sites
- Ranked above: Frommers, Virtual Tourist, and Travel and Leisure
- 3 Million Unique Visitors
- 10 Million Page views

News and Weather Section targeting is also available

**Source: comScore February 2010*

Entertainment: Stepping Out

quadrantONE is the first choice for readers all over the country to help answer the age-old question: what are we doing tonight? Our active entertainment audience is highly engaged with the local buzz, putting us **a step above City Search and Yelp when it comes to stepping out.**

Entertainment Sections

- Ranks 2nd among all local entertainment resources
- Reaches 20 Million Unique Visitors
- 137 Million Page views

Targeting

- Contextual
Entertainment, Food and Drink, Shopping, Holidays
- Behavioral
Entertainment Craver, Food Craver, Holiday Fan

Single (HH size 1 person) 120
HHI \$100K or more 130

Profile Points	Q1 Entertainment Index	Yahoo Local Index
Spend \$200-\$500 in event tickets over the last 6 months	200	94
Made movie purchases online in the last 6 months	129	88
Attended a movie on opening weekend	113	107
Attended a professional sports event	147	111



**Source: comScore February 2010*

Find the “quadrantONE – Entertainment” custom entity now on Comscore



Lifestyle: The Way We Live

Reach more soft news seekers than, iVillage, AOL Living, About.com Lifestyle Network, and Better Homes and Gardens! Covering all aspects of the way we live, the quadrantONE Lifestyle section is the go-to source for information on everything from picnics, pets, parenting and patio furniture.

Ranks 2nd among Community/ Lifestyle sites

- Reaches 33Million Unique Visitors
- 257 Million Page views

Targeting

- Contextual : Home/Gardening, Family, Parenting, Pets, Fashion, Religion
- Behavioral: Dater, Health Buff, Family Oriented, Home/Garden Interest, Home Improver



Female: 35-54

134

Profile Point	Q1 Index	Glam Media	ivillage.com Women's Network
Expectant mothers	172	131	184
Budgeting for a wedding a in the next 6 months	168	68	130
Have done a major landscaping project in the last 6 months	167	109	82
Spent \$300-\$500 online for hobbies in the last 6 months	132	99	109

*Source: comScore February 2010

Find the "quadrantONE – Lifestyle " custom entity now on Comscore

Sports: Local Fans, Loyal Fans

Looking to connect with loyal, engaged sports fans? **Where else but local news are they going to get the in-depth news that feeds the truly fanatic?**

35-49 yrs old 158
HHI \$100K or more 133

quadrantONE links you to more sports fans than Sports Illustrated, NFL or NHL’s online properties, and brings you more efficient reach than the traditional large sports sites. Our sports audience is upscale, passionate, and directly engaged with their favorite local team.

Sports Sections

- Ranks 14th among all Sports sites
- 11 Million Unique Visitors
- 137 Million Page views

Targeting

- Contextual
 Sports, Baseball, Basketball, College Football, Football, Golf, NFL, Olympics, Soccer
- Behavioral
 Sports Fan, Sports general

Profile Point	Q1 Index	Yahoo! Sports Index
Searched for information online about college/amateur sports	199	192
Bought college/amateur sports Tickets	196	184
Basketball (spectator/last 6 mo)	173	146
Golf (spectator/last 6 mo)	160	129



**Source: comScore February 2010*

Find the “quadrantONE – Sports” custom entity now on Comscore



Business: Making a Difference

Connect to more business-minded readers than CNN Money, Forbes, or Business Week with quadrantONE’s business channel. Our audience is comprised of the local influencers of the business community.

Business Sections

- Ranks 7th among all news and information sites
- 10 Million Unique Visitors
- 37 Million Page views

Targeting

- Contextual: Business, Small Business, Jobs and Careers, Tech, Real Estate
- Behavioral: Business Savvy, Finance Interest, Tech, Job Seeker



Male: 35-64 **150**
HHI \$100K or more **138**

Business Sections	Q1 Index	WSJ index
Business purchasing decision maker (any industry)	196	171
Small Business (Works for a company with 10 - 24 people)	207	102
Work in the computer industry	599	388
Started new job (last 12 months)	175	73

*Source: comScore February 2010

Find the “quadrantONE - Business” custom entity now on Comscore



Travel: On the Go

Connect to more travel enthusiasts than Frommers, Virtual Tourist, or Travel and Leisure. Our travel audience is upscale, on the go, and ready to get out there.

Travel Sections

- Ranks 9th among all travel information sites
- Reaches 3 Million Unique Visitors
- 10 Million Page views

Targeting

- Contextual
Travel, Weather, Food and Drink, Entertainment, Shopping
- Behavioral
Traveler, Weather Watcher, Food Craver, Shopper



**Source: comScore February 2010*

Male: 45-54 **175**
HHI \$100K or more **143**

Profile Point	Q1 Travel Index	Lonely Planet Index
Heavy domestic traveler	162	147
Searched online for hotel information	199	124
Visited a national park in the last year	202	61
Searched online for cruise information	204	160

Find the “quadrantONE –Travel” custom entity now on Comscore

