



The #1 niche online dating network in the US with a discerning multicultural audience of nearly *4 million unique users per month*

- Executive Summary
- Network Profile
- Audience Profiles
- Placements
- Contact



What is the People Media Network?

- People Media's mission is to **create relationships** and **connect lives**.
- We operate the Web's leading niche communities for **educated** and **affluent adults** looking for **serious relationships**.
- Our communities reach nearly **4 million unique users** per month who generate more than **550 million page views**.
- We're partnered with the **Steve Harvey Morning Show** and exclusively power multiple **AOL Personals** communities.
- Rest assured that **our sites are safe** for your brands as all user generated **content is rigorously screened** by our editorial team prior to being posted.
- We will work with you to create **customized campaigns** that **hyper-target** our users via our **proprietary ad-targeting platform** so you reach who you want, how you want, when you want.

"It was literally, "love at first sight"! We have been inseparable, and we're getting married in June!"

- BlackPeopleMeet User from Aurora, CO

"Thank God, so much for your site, without it we would have never met, an unlikely couple, worlds apart, now together."

- LoveAndSeek member from Webster, NY

"I have met my future husband and we are engaged to be married in June. If not for your site we would have never met."

- BlackPeopleMeet User from Valrico, FL

"Last year, I clicked on the picture of my wife to be. We were married in June. God has truly blessed our lives."

- LoveAndSeek member from Whittier, CA

Network Profile

#1 NICHE DATING NETWORK

Top Ranked Sites

- 5th largest dating network in the US, #1 niche dating network ¹
- The following communities are #1 in their respective categories:

BlackPeopleMeet



SingleParentMeet

BBPeopleMeet



SeniorPeopleMeet

LoveAndSeek



LDSPlanet

(1) Source: Comscore, monthly unique visitors based on average monthly figures for Sept 2008 – Dec 2008.

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Top Ten Sites: Key Metrics

- People Media communities rank among the top affinity websites in terms of unique visitors, page views and total minutes spent per visitor.

	Genre	Subcategory	Avg Daily Visitors	Monthly Unique Visitors (000s)	Monthly Page Views (MM)	Total Minutes per Month (MM)	Average Minutes per Visitor	Average Minutes per Visit
Top 10 Sites								
BlackPeopleMeet	Ethnicity	African American	167,560	975	282	82	84	15.8
SingleParentMeet	Lifestyle	Single Parent	49,743	469	48	13	27	8.4
BBPeopleMeet	Physical	Big & Beautiful	39,917	361	40	11	31	9.2
SeniorPeopleMeet	Age	Seniors	59,699	351	40	15	43	8.1
LoveAndSeek	Religion	Christian	38,377	315	34	11	34	9.1
LDSplanet	Religion	Mormon	23,169	145	25	8	55	11.1
LatinoPeopleMeet	Ethnicity	Latino	13,511	146	13	3	22	7.8
BabyBoomerPeopleMeet	Age	Baby boomers	16,866	138	11	3	23	6.1
AsianPeopleMeet	Ethnicity	Asian	9,247	133	8	2	14	6.7
BlackChristianPM	Ethnicity / Religion	African American - Christian	14,614	120	15	5	38	10.0
Total People Media			453,952	3,769	558	158	42	10.0

Source: Internal Data.



Top Ten Sites: Audience Profiles

Demographic	Black PM	Single Parent	Big& Beautiful	LoveAnd Seek	Senior PM	Baby Boomer	Black Christian	LDS Planet	Latino PM	Asian PM	Top 10 sites
<u>Gender</u>											
Male	44%	55%	42%	43%	42%	54%	35%	43%	59%	75%	47%
Female	56%	45%	58%	57%	58%	46%	65%	57%	41%	25%	53%
<u>Age</u>											
under 18	1%	25%	3%	2%	1%	3%	5%	6%	6%	3%	6%
18-34	26%	17%	30%	29%	14%	10%	19%	32%	24%	29%	23%
35-49	49%	37%	43%	41%	19%	28%	56%	33%	48%	41%	41%
50 +	24%	21%	24%	28%	66%	59%	20%	29%	22%	27%	31%
<u>Ethnicity</u>											
Caucasian	9%	78%	70%	82%	89%	82%	8%	93%	36%	55%	51%
African American	87%	10%	19%	9%	4%	9%	89%	2%	9%	10%	40%
Asian	1%	2%	1%	1%	1%	2%	1%	1%	1%	27%	2%
Hispanic	2%	9%	8%	7%	5%	6%	1%	3%	52%	6%	7%
Other	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%
<u>Children</u>											
No	70%	57%	68%	73%	89%	77%	69%	68%	67%	73%	70%
Yes	30%	43%	32%	27%	11%	23%	31%	32%	33%	27%	30%
<u>Income</u>											
under \$30K	18%	21%	25%	24%	31%	19%	24%	20%	25%	25%	22%
\$30K - \$60K	31%	32%	25%	35%	30%	31%	27%	25%	34%	29%	31%
\$60K - \$100K	26%	26%	20%	19%	22%	26%	23%	21%	22%	26%	24%
\$100K +	25%	21%	30%	22%	17%	24%	26%	34%	19%	20%	24%
<u>Education</u>											
No College	32%	50%	44%	43%	50%	45%	32%	32%	47%	44%	41%
College	52%	40%	46%	44%	37%	43%	47%	45%	42%	41%	46%
Graduate School	16%	10%	10%	13%	13%	12%	21%	23%	11%	15%	14%

Source: Quantcast; based on data from Jan 2009.

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Hyper-Targeting

Demographic

- Age
- Gender
- Household Income
- Occupation
- Ethnicity
- Religion
- # of Children
- Marital Status

Psychographic

- Lifestyle Choices (Smoking/Drinking)
- Recreation/Hobbies (Phase II)
- Sports (Phase II)
- Musical Tastes (Phase II)
- Arts (Phase II)
- News (Phase II)

Geographic

- State
- Zip Code
- DMA



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Target Your Audience with Precision

You are:

- Honda

Your product:

- Odyssey Minivan

You need to reach:

- African American single moms

We have:

- 308,000 monthly uniques fitting that profile

A People Media site

SingleParentMeet.com

Welcome LAGIRL4U

Home | Inbox | Search | I'm Interested! | Help | My Profile | My Account | Logout

Inbox
Messages (1244) 1191 NEW
Who Viewed Me? 172 NEW
Who Bookm'd Me? 9 NEW
Who Flirted With Me? 31 NEW

Search
Search Profiles
I'm Interested
Username Search
My Match
Rate A Date

Community
Live Chat
Who's Online Now
Today's Birthdays

Who I Like
My Flirts
My Favorites/Bookmarks
Who I Viewed

What's New?
Dating Tips
Member Deals NEW
Education Center NEW

Back to Home

LAGIRL4U Los Angeles, CA
Last Login: 2/2/2009
click for larger image


Just me

- Female
- 34 years old
- 5' 7" tall
- Slender Build
- Brown hair, brown eyes
- Black/African descent
- I do not smoke
- Capricorn
- Very good looking
- Accounting/Finance (occupation)
- 100K+ income
- Looking for a Serious Relationship
- Never Married
- Has 1 child
- Christian (religion)

 **PERSONALITY**

Greeting [hide details](#)

A little about me...
I am out spoken but still soft and kind hearted. I am passionate when it comes to love, sex, and life. I am open to all genres of music and love to see plays and experience the various cultural things that life has to offer. Anything else you want to know just ask.

What are you looking for in a partner?
I am looking for a gentleman who is intelligent, honest and God fearing, a man who knows the true meaning of loyalty, because I do. A man who doesn't have a lot of emotional baggage since men too can have scars from past relationships. Being positive is a plus, one who has an open mind and understands that we as women are individuals, and will not judge me before getting to know me. I love to talk and share things so open communication is a must! Something to remember, I don't ask anything from anyone that I cannot give myself!

I'd just like to add...
I am not into thugs. Why? Because you'll get exactly what you asked for & more than you bargained for!

I am NOT in the game of borrowing someone else's man or sharing mine for that matter.

Honda Odyssey
Sleek Styling
Advanced Technology
Refined Engineering
THE 2009 HONDA ODYSSEY





Target Your Audience with Precision

You are:

- GlaxoSmithKline

Your product:

- Nicorette Gum

You need to reach:

- Smokers

We have:

- 1,000,000 uniques fitting that profile

LoveAndSeek.com

Welcome MESO! Home Inbox Search I'm Interested Help | My Profile | My Account | Logout

Inbox
Messages (735) 723 NEW
Who Viewed Me? 372 NEW
Who Bookm'd Me? 18 NEW
Who Flirted With Me? 128 NEW

Search
Search Profiles
I'm Interested
Username Search
My Match

Community
Live Chat
Who's Online Now
Today's Birthdays

Who I Like
My Flirts
My Favorites/Bookmarks
Who I Viewed

What's New?
Dating Tips
Member Deals

ITSALLHEART Detroit, MI
Last Login: Over 30 days ago
click for larger image

Profile Details:

- Male
- 32 years old
- 5' 11" tall
- Athletic Build
- Light Brown hair - Green eyes
- Caucasian
- Smoker
- Leo
- Very good looking
- Sales (occupation)
- 75K - 100K income
- Looking for a Serious Relationship
- Never Married
- Has no children
- Christian (religion)

Buttons: SEND MESSAGE, SEND FLIRT, PHOTO ALBUM

Greeting [hide details](#)

Where is the best place to go on a date?
I will tell you later - send me a message.

What are you looking for in a partner?
I'd just like to add...
Send me a message.

[Report a Concern](#)

Do you know someone who would be interested in this profile?

[Send this profile to a friend](#)

Nicorette
Stop smoking gum

Nicorette.
Take charge when cravings hit.

The flexibility to fight back against nicotine withdrawal using Therapeutic Nicotine.

Nicorette
NEW FLAVOR! BLUE MINT
2mg Nicotine Transdermal Gum
100 Pieces, 2mg Each
Get coupon



Target Your Audience with Precision

You are:

- Hillstone Restaurant Group

Your product:

- Houston's Restaurant Grand Opening

You need to reach:

- Affluent singles in Atlanta

We have:

- 27,000 uniques fitting that profile

BlackPeopleMeet.com
Welcome MESO! Home Inbox Search I'm Interested Help | My Profile | My Account | Logout

Inbox
Messages (1300) 1235 NEW
Who Viewed Me? 154 NEW
Who Bookm'd Me? 21 NEW
Who Flirted With Me? 24 NEW

Search
Search Profiles
I'm Interested
Username Search
My Match
Rate A Date

Community
Live Chat
Who's Online Now
Today's Birthdays

Who I Like
My Flirts
My Favorites/Bookmarks
Who I Viewed

What's New?
Dating Tips
Member Deals
Education Center
Coolio's Rules
Steve Harvey Radio Date NEW

IMPRESSME3078 Atlanta, GA
Last Login: 1/29/2009
[Add to My Bookmarks](#) | [Add to Address book](#)

[click for larger image](#)

Male
29 years old
6' 2" tall
Athletic Build
Black Hair, brown eyes
Black/African Descent
I do not smoke
Gemini

Very good looking
Investment Banker (occupation)
100K+ income
Looking for a Serious Relationship
Never Married
Has no children
Agnostic (religion)

SEND MESSAGE **SEND FLIRT**

MESSAGE IDEAS

Greeting [hide details](#)

A little about me...
an idealist, focused, educated, romantic & fun-loving youngman, who believes life is more romantic & complete with a caring woman.

What are you looking for in a partner?
a woman who will put in everything to love, care & be faithful in the relationship without a string attached.

I'd just like to add...
love is an emotion shared by only two individual & with that, every other things are of secondary importance

[Report a Concern](#)

Message Ideas [show details](#)

Do you know someone who would be interested in this profile?

[Send this profile to a friend](#)

HOUSTON'S
JOIN US FOR OUR
GRAND OPENING!
3321 Lenox Rd
NE, Atlanta
Diverse American Classics...

HOUSTON'S



Maximize Reach By Targeting Across Our Network

- On a monthly basis we reach:
 - 4% of the total black population in the US *
 - 10% of the 14 million African American television households**
 - 2% of the total online 50+ population in the US *

	Monthly Uniques (000's)		
	Core Site	Network	Multiplier
Demographic			
African American	746	1,371	2.0x
Seniors	344	899	3.0x
Big & Beautiful	214	912	5.0x
Hispanic	85	253	3.0x
Christian	315	1,335	5.0x

Source: Internal data. Based on member demographic data applied to monthly unique visitors and monthly page views.

* 2008 US Census and internal data.

** The Nielsen Company and internal data.

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Audience Profiles

AFRICAN AMERICANS



Advantage of Marketing to African-Americans

Significant spending power and market size

- **Population Growth:** Currently represents 13% of the US population with growth expected to outpace overall US population growth ¹
- **Purchasing Power:** Increased 166% in 17 years, from \$318 billion in 1990 to \$845 billion in 2007 and expected to break the \$1 trillion mark by 2012 ¹
- **Power Users:** Heavy media consumption, especially Internet, TV and magazine usage
- **Engaged Audience:** Have higher “recall scores” and “action-taking scores” ²

(1) Source: Selig Center Multicultural Economy Report, 2007; Pew Research Center, 2007.

(2) Source: Affinity's VISTA Print Effectiveness Rating Service, 2007.



African American Audiences

- People Media is one of the top online destinations for African Americans

	Monthly Page Views (MM)	Total Minutes per Month (MM)	Average Minutes per Visitor	Average Minutes per Visit	Avg Daily Visitors (000s)	Monthly Unique Visitors (000s)
peoplemedia	294.8	85.8	81.2	15.1	178,411	1,057
People Media Rank	2	2	2	1	3	6
 BlackPlanet.com	540.3	235.8	84.9	10.2	397,601	2,777
 BLACKVOICES	111.4	46.7	8.3	3.5	392,834	5,616
 OPRAH.COM	52.5	36.9	11.0	6.9	161,990	3,354
 MEDIA TAKEOUT.COM	45.5	50.9	41.3	7.2	165,727	1,231
 ESSENCE	43.8	14.1	17.9	7.3	54,098	789
 BET	31.7	20.8	10.1	4.9	121,790	2,053
 blacksingles.com	19.8	10.1	18.7	8.6	31,215	539
 BUSSIP	7.7	7.6	12.2	4.1	47,744	620
 blAckamericaweb.com	3.1	3.3	11.1	4.6	18,873	297
 STEVE HARVEY	2.1	2.0	8.4	3.4	16,631	240
 VIBE	1.4	0.8	2.0	1.7	14,889	394
 EbonyJet.com	0.9	0.8	3.6	2.1	10,295	212
 EbonyJet.com	0.6	0.4	2.4	1.9	6,145	154
 BLACK ENTERTAINMENT.com	0.7	0.3	7.6	6.5	1,706	45

Source: ComScore; Based on average monthly figures for Sept 2008 – Dec 2008. People Media figures represent African American traffic only based on internal data and comScore estimates.

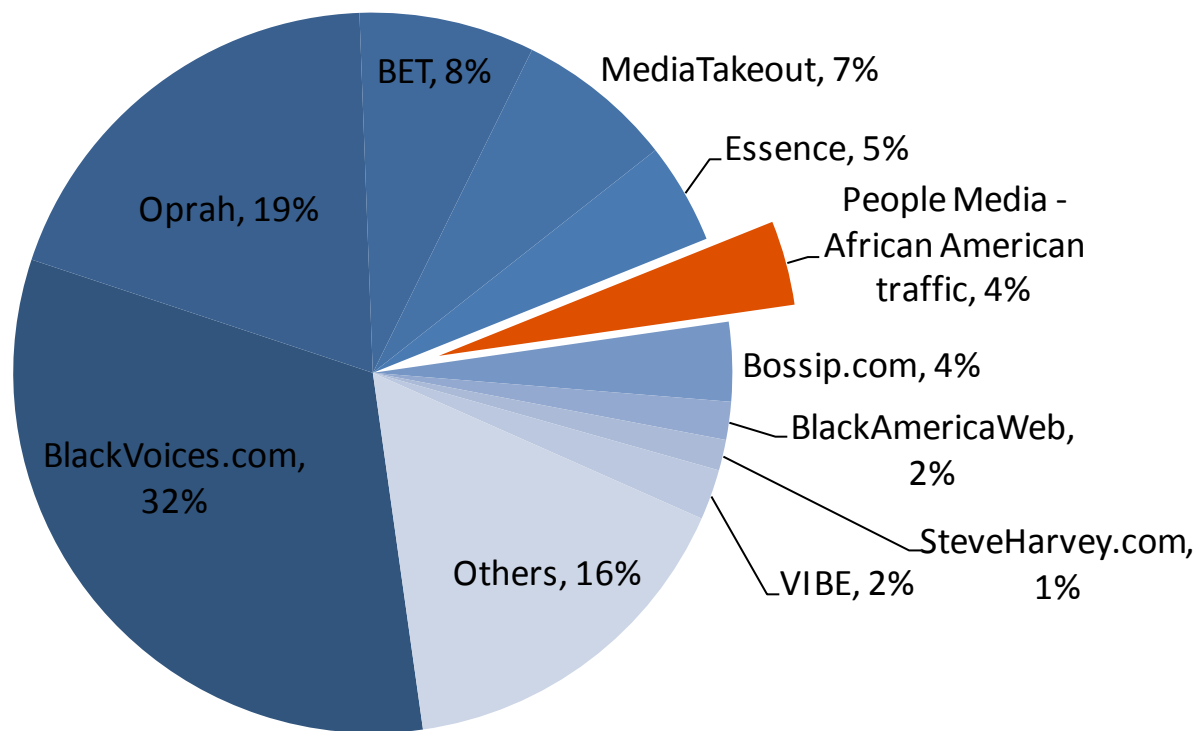
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Top African American Internet Sites

African American Internet Traffic Market Share – Based on Unique Users



Source: Comscore; Based on average monthly figures for Sept 2008 – Dec 2008.

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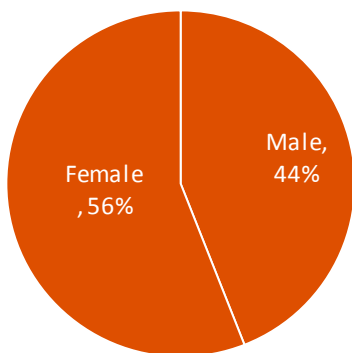


Site Profiles: BlackPeopleMeet.com

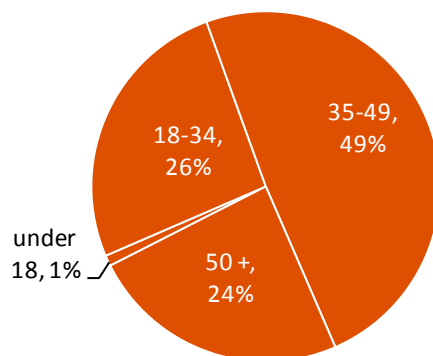
- #1 Black dating site in US
 - Nearly 1 million monthly Uniques
 - 300 million monthly impressions
 - Each user spends more than 2 hours per month on our site
- Notable partnerships
 - the **Steve Harvey Morning Show**
 - Featured on **Coolio's Rules (Oxygen)**
 - We power **AOL Personals' Black Channel** (www.aol.blackpeoplemeet.com)



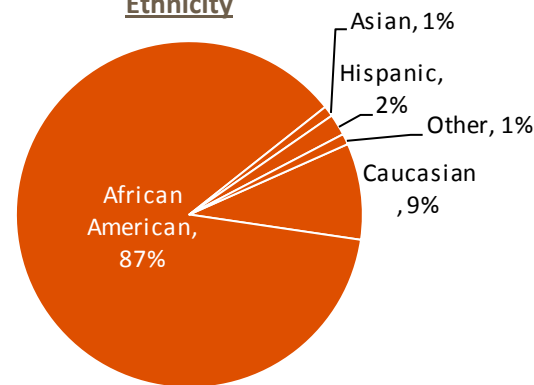
Gender



Age



Ethnicity



Audience Profiles

BABY BOOMERS AND SENIORS



Highly Valuable Baby Boomer & Senior Audience

- 50+ market makes up 40% of US population ¹
- Controls 75% of the nation's wealth ¹
- Boomers spend \$3 trillion on products and services annually ²
- 89% of boomers advise their friends on purchasing decisions, and 93% of boomers identify their friends as trusted sources ³

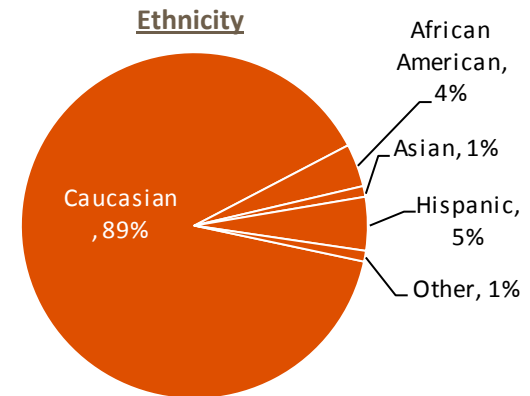
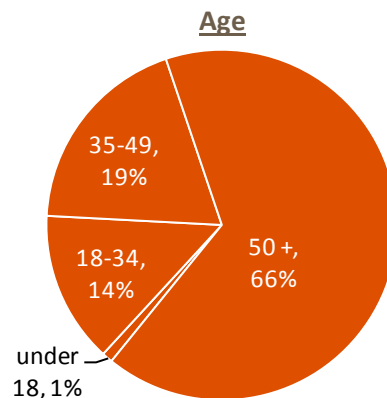
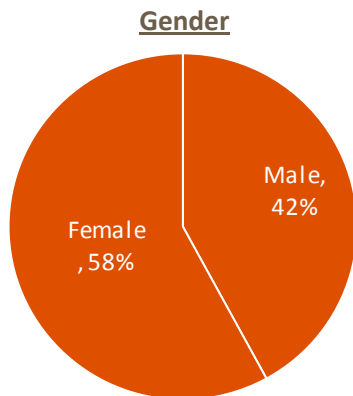
(1) Source: US Census Bureau: the Conference Board.

(2) Source: 2006 Focalyst Fall View.

(3) Source: 2007 KRC Research.

Site Profiles: SeniorPeopleMeet.com

- #1 Senior dating site in US
 - Half a million uniques per month
 - 50 million monthly impressions
- Our users are Active, Well Heeled and Savvy
 - A fifth still earn more than \$100K annually
 - 66% are 50+ in age
- Notable Partnerships
 - We power **AOL Personals' Senior Channel**



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Other Communities



 **SingleParentMeet**

- Largest US single parent dating community
- We power AOL personals' Single Parent Channel



BBPeopleMeet®

- Most popular big and beautiful dating community in the US



 **LoveAndSeek**

- Leading Christian dating community
- We power AOL Personals' Christian Channel



LDSPlanet®

- Top Mormon dating community
- Ranked #1 on About.com

Placements

STANDARD AND CUSTOM

Standard Placements

Banners

- Description
 - Skyscraper (160x600)
 - Medium rectangle (300x250)
- Features
 - Location
 - Every page: member homepage, search page, mail box, user name search, I'm interested, log out screen, etc.
 - Upper-right, *above the fold*
- Benefits
 - Exclusively above the fold
 - Companion ad capability
 - Advanced targeting
 - Frequency capping
 - Category exclusivity
 - Seamless ad integration
- 3rd Party Formats
 - We support 3rd party ad servers and accept iFrame and JavaScript tags

300x250

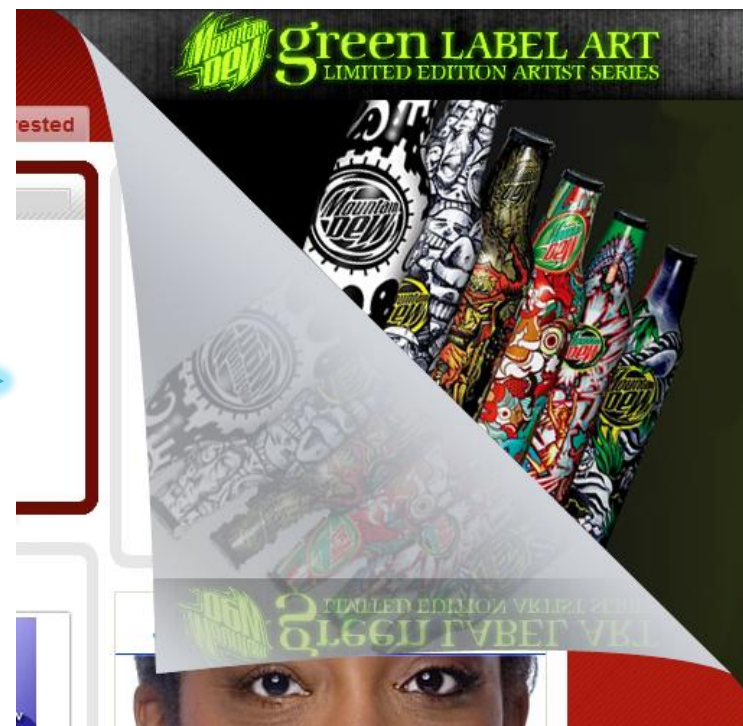
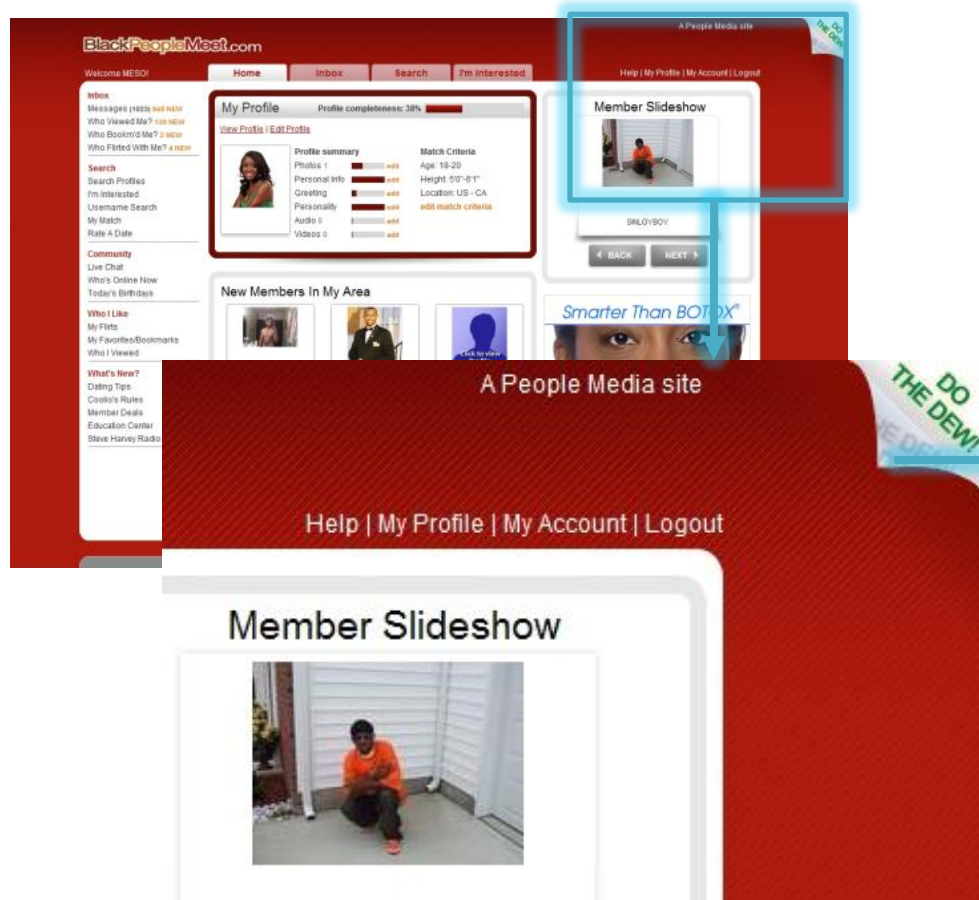
160x600

300x250

300x250

Custom Placements: Interactive Peel-back

- Allow our audiences to interact with your ad to increase awareness





Custom Placements: Sliver & Roadblock

- Seize 100% share of voice on a page by taking over all advertising units

Custom
sliver unit

The screenshot shows the BlackPeopleMeet.com homepage. At the top, there's a navigation bar with links like Home, Inbox, Search, and I'm Interested. Below this, a large banner for 'Herbal essences Lusciously fragrant hair' is displayed. On the left side, there's a sidebar with sections like 'Inbox', 'Search', 'Community', and 'Who I Like'. The main content area features a 'My Profile' section for user SWEETCHOC21, a 'Member Slideshow' with a photo of a man, and a 'New Members In My Area' section with three profile photos. At the bottom right, another 'Herbal essences' banner is visible. A blue dashed box on the right side of the page highlights the 'Herbal essences' banner, with a callout pointing to it from the text 'Complement with other ad units for Roadblock'.

Complement
with other ad
units for
Roadblock

Custom Placements: Fixed Button on Homepage

- Prominent yet integrated placements can help marketers be top of mind

The screenshot shows the LoveAndSeek.com homepage. The top navigation bar includes links for Home, Inbox, Search, and I'm Interested. The left sidebar contains links for Messages (717), Who Viewed Me? (146), Who Bookm'd Me? (9), Who Flirted With Me? (54), Search Profiles, I'm Interested, Username Search, My Match, Live Chat, Who's Online Now, Today's Birthdays, My Flirts, My Favorites/Bookmarks, Who I Viewed, Dating Tips, and Member Deals. The main content area features a 'My Profile' section with a profile summary and match criteria, a 'Member Slideshow' with a photo of a man, and a 'New Members In My Area' section with six member profiles. Two custom ad placements are shown on the right side of the page. The top ad is a 'Fixed Button' with a dashed orange border, containing the text 'Show off your vocal abilities among the world's finest Gospel singers!' and 'BET NETWORKS'. The bottom ad is a '300x250' banner with a dashed orange border, featuring the 'SUNDAY BEST' logo and 'BET NETWORKS' branding. Both ads are highlighted with dashed orange boxes and labels.

LoveAndSeek.com

Welcome MESO!

Home Inbox Search I'm Interested

Help | My Profile | My Account | Logout

Inbox
Messages (717) 700 NEW
Who Viewed Me? 146 NEW
Who Bookm'd Me? 9 NEW
Who Flirted With Me? 54 NEW

Search
Search Profiles
I'm Interested
Username Search
My Match

Community
Live Chat
Who's Online Now
Today's Birthdays

Who I Like
My Flirts
My Favorites/Bookmarks
Who I Viewed

What's New?
Dating Tips
Member Deals

My Profile Profile completeness: 33%
[View Profile](#) | [Edit Profile](#)

Profile summary
Photos 1 [edit](#)
Personal Info [edit](#)
Greeting [edit](#)
Personality [edit](#)
Audio 0 [add](#)
Videos 0 [add](#)

Match Criteria
Age: -
Height: 4'0"-7'11"
Location: [edit match criteria](#)

Member Slideshow
FUNTIMESFORUS
[BACK](#) [NEXT](#)

New Members In My Area
BESTOPHXPOOLSVC
USKOOLAI
MGCOOLIO
01AMAN
AJAYIOLUMDEE
MOOSE16
[SEARCH FOR MORE PROFILES](#)

Fixed Button
Show off your vocal abilities among the world's finest Gospel singers!
BET NETWORKS
HELPFUL HINTS FROM LOVEANDSEEK.COM

300x250
SUNDAY BEST
BET NETWORKS

Custom Placements: Sponsored Slideshow

- Sponsor the member slideshow that appears on every single user's homepage

The screenshot shows the BlackPeopleMeet.com homepage for user SWEETCHOC21. The page features a navigation bar with links for Home, Inbox, Search, and I'm Interested. A sidebar on the left contains links for Messages, Search, and Community. The main content area displays the user's profile, which includes a photo, a profile summary, and match criteria. A member slideshow is also visible, showing a photo of a man and a sponsored advertisement for Herbal Essences hair products. A blue dashed line highlights the 'Sponsored by: at&t' text in the slideshow, with an arrow pointing to a callout box labeled 'Co-branded placements'.

BlackPeopleMeet.com

Welcome SWEETCHOC21

Home Inbox Search I'm Interested

at&t AT&T

Blog | Help | My Account | Logout

Inbox

Messages (121) 13 NEW

Who Viewed Me? 24 NEW

Who Bookm'd Me? 11 NEW

Who Flirted With Me? 14 NEW

Search

Search Profiles

I'm Interested

Username Search

My Match

Rate A Date

Community

Live Chat

Who's Online Now

Today's Birthdays

Who I Like

My Flirts

My Favorites/Bookmarks

Who I Viewed

My Profile Profile completeness: 50%

SWEETCHOC21 | View Profile | Edit Profile

Profile summary

Photos 1 edit

Personal Info edit

Greeting add +

Personality edit

Videos 0 add +

Audio 1 edit

Match Criteria

Age: 18-20

Height: 5'0"-6'1"

Location: US - CA

edit match criteria

Add Premium Features to your subscription - Click here!

Member Slideshow

fsdfs

BACK NEXT

Sponsored by: at&t

New Members In My Area

DACHOCOLATEDIVA

TOTALPACKAGE1FUN

WIFEYCRENDENTIALZ

Herbal Essences

Lusciously fragrant hair

What's your Fragrance Factor?

Co-branded
placements



Custom Placements: Sponsored Profile

- Sponsor a custom section for seamless integration of the brand within our sites
- Site-wide promotion through a ROS and homepage section tab
- Present exclusive content in a fully integrated environment for maximum effectiveness

The screenshot displays the BlackPeopleMeet.com homepage. At the top, the site's logo and navigation tabs (Home, Inbox, Search, I'm Interested) are visible. A sidebar on the left contains links for 'Inbox', 'Search', 'Community', and 'Who I Like'. The main content area features a large AT&T advertisement with the headline 'AT&T: Your world. Delivered.' and a woman using a smartphone. Below the ad, there are three identical 'Nokia 6085 Basic Pack' offers, each with a description, package price, and a 'Your Price' of \$19.99. On the right side, there is a 'Member Slideshow' featuring a photo of a man and navigation buttons for 'BACK' and 'NEXT'.



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