



## We know how the other half lives

**They're informed.** 15M Affluents come to The Huffington Post each month.

**They're on the move.** Visitors to AOL Autos are 48% more likely to be affluent than the average consumer.

**They mind their money.** Affluents view an average of 4.6 pages per day on DailyFinance.

**They're well-traveled.** Affluents on AOL are 4x more likely to spend on travel.

AFFLUENTS



# AOL does well with the well-to-do

Affluent audiences are at very much at home with AOL's wide range of premium content sites.

## Fast facts

- AOL Advertising reaches 87% of the Affluent audience on the web – more than anyone else.
- Affluents spend more time on AOL sites each day – 22 minutes – than Yahoo! or Microsoft sites.
- AOL offers the largest selection of premium content on the web.

## AOL's Huffington Post Media Group properties attract a wealthy clientele

- Over 4.7M Affluents visit AOL Tech each month, including brands like Engadget and TechCrunch.
- Affluents spend an average of 35 minutes per day on AIM.
- Affluents come back to the AOL Homepage 14 times each month.

## Follow the tracks of well-heeled customers using the web's most powerful network






- Find just the clients you're after using sophisticated Demographic targeting.
- Use Behavioral targeting to identify your audience based on their preferences and predilections.
- Target customers within finance, travel and lifestyle sites.
- Locate customers who have previously purchased your products – or your competitor's.

## Get an edge with AOL Advertising products and opportunities

- IAB award-winning Premium Formats are the perfect way to get Affluents' attention.
- Integrate your brand into premium content, or create a branded environment specifically for Affluent customers.
- Utilize the sight, sound and motion of AOL Video to show off your luxury brand to Affluents.
- Target Affluents wherever they go with AOL mobile applications and properties.

60% of Affluents are at least somewhat likely to take action after reading an online article that contained brand information.<sup>2</sup>

AOL Media properties consistently overindex with Affluents:

| Property  | Index | Property  | Index |
|---|-------|---|-------|
|  | 155   | HUFFPOST NEWS   | 133   |
|  | 139   |  | 130   |
|  | 139   |  | 122   |

Affluents spend nearly 33 minutes per day on AOL Mail.

Affluents spend more time on AOL sites:  
AOL: 22.5 mins vs. Microsoft sites: 13.7 mins

AOL reaches more Affluents every day:  
AOL: 6.2M vs. WSJ: 728K (global print audience: 3M)<sup>3</sup>

Affluents look at more AOL pages every day:  
AOL: 16.8 pages/day vs. Forbes Media: 5 pages/day

