

Aol.

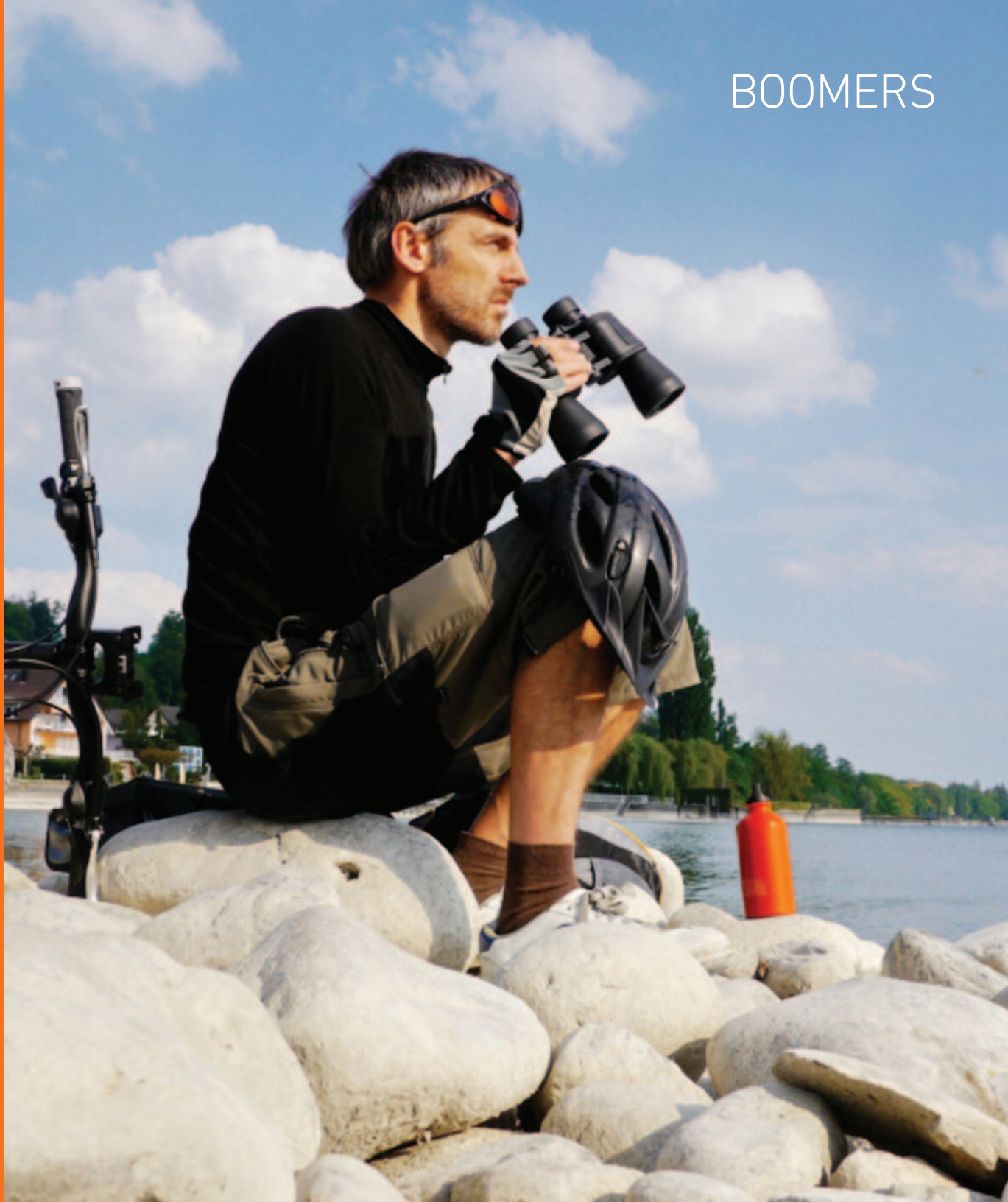
Business is booming

They're on-the-go. Visitors to AOL Travel are 69% more likely to be Boomers.

They're ready to play. Boomers spend an average of 25.7 minutes per day on Games.com.

They like to decorate. Retirement planners on AOL are 17x as likely to make a home and garden purchase.

BOOMERS



AOL understands Boomers – even if we didn't go to Woodstock

AOL links Boomers with the content and tools they care about.

Fast facts

- AOL Advertising reaches the vast majority of Boomers online – a whopping 93%.
- Boomers spend more time on AOL sites – 10.7 minutes daily – than anywhere else.

Boomers turn to our pages

- This generation of Boomers loves to be in touch, and they keep coming back to AOL Mail nearly 30 times a month.
- 14.7M Boomers get directions from MapQuest each month.
- Boomers spend nearly 26 minutes each visit on Games.com.
- 4.2M Boomers stay up-to-date with HPMG News every day.

Find your Me Generation customers using the web's most powerful network

- Find Adults 45-64 through demographic targeting.
- Focus on Retirement Planners using behavioral targeting.
- Reach Boomers on Travel, News/Politics and Finance sites they love.
- Locate customers who previously purchased your products – or your competitor's.

Add a new wrinkle to your strategy with AOL Advertising products and opportunities

- Take advantage of IAB award-winning Premium Formats to increase interaction.
- Integrate your brand into premium content, or create a branded environment specifically for your customers.
- Find Boomers wherever they may roam with AOL mobile applications and properties.

AOL hires the best writers, editors and producers from places like *The Wall Street Journal*, *Gourmet* and the *Hollywood Reporter*.

The AOL Huffington Post Media Group consistently overindex with Boomers:

Property	Index	Property	Index
Aol Shopping.	188	mapquest m^o	138
Aol Money & Finance.	166	Aol Email.	152
Patch.	162	HUFFINGTONPOST.COM	144
Aol Autos.	155		

Boomers spend over 10 minutes per visit on AOL sites.

Boomers spend more time on AOL:
AOL: 10.7 mins vs. Yahoo!: 9.0 mins

AOL reaches more Boomers every day:
AOL: 8.1M vs. WSJ: 549K

Boomers come back to AOL Homepages more often:
AOL Homepages: 31.8 visits/visitor vs.
Yahoo! Homepages: 25.1 visits/visitor

