

# Aol.

## He's your man

**He spends time online.** Men spend an average of 17 minutes per day on AOL sites like Engadget, HuffPost Comedy and AOL Autos.

**He's wired for the game.** Die Hard Sports Fans on our network are 6x more likely to spend money on video games and accessories.

**He's hungry for fun.** Our "Geared for Games" audience segment is over 2x more likely to spend money on travel.

MEN: 18-34



# AOL knows what makes him tick

We connect millions of men with the content and conversations they care about.

## Fast facts

- AOL Advertising reaches more than 87% of Men 18-34 online.
- AOL's content and editors are featured on SI.com, ESPN and MSNBC.
- AOL offers the largest collection of premium content on the web.

## AOL Media properties are their favorite hangouts

- Engadget is consistently one of the top podcasts on iTunes and attracts thousands of fans to their in-person reader meet-ups.
- 5.3M men come to AOL Music each month to find new bands and start conversations about groups that rock.
- MMAFighting.com is the largest website covering MMA fighting, the fastest-growing sport in the U.S.

## Find your guy across the web's largest network

- Use Behavioral targeting to reach Diehard Sports Fans, Tech Mavens or Hip Hop Music Enthusiasts.
- Target consumers within Sports and Consumer Finance sites.
- Use MRI Lifestyle targeting to reach males in households most likely to purchase specific products or brands.
- Create a custom look-alike audience segment modeled after visitors to your site.
- Use SearchBack targeting to reach people searching online for information about finance or sports.
- Find your ideal male audiences on the sites they're most likely to visit using Subnet targeting.
- Use Age/Gender targeting to explicitly target households with males present.






## Start something special with AOL Advertising products and opportunities

- Integrate your brand into premium content, or create an original branded environment for your audience (examples: TourTracker and Where It's At).

- Take advantage of IAB award-winning Premium Formats
- Target guys wherever they go with AOL mobile applications and properties.

## More men visit AOL sites than ESPN.com.

AOL Media properties consistently overindex with men:

Property	Index
	262
	185
	145
	124
	122

"Your crew of writers is stellar, and you always have great content/articles... You guys blow past ESPN by a mile in my book."

– James from Honolulu  
(a FanHouse reader)

AOL reaches more guys each month:

AOL: 21M vs. ESPN: 14M

Men spend more time on AOL each day:

AOL: 14 mins vs. Break Media: 4.1 mins

More AOL men make purchases online:

AOL: 18.2M vs. Askmen.com: 2.4M

