

The Aol. logo is displayed in a white, distressed, hand-painted style on a dark purple background.

## The online landscape is changing

Americans are more ethnically diverse than ever – especially those under 45. Multicultural audiences are online now, and they represent more than \$1.8 trillion in purchasing power.<sup>1</sup>

**It's already a multicultural market.** In 2010, an estimated 48% of babies born in the US were non-white – up 6% from 2000.<sup>2</sup>

**African-Americans are online and receptive to advertising.** African-Americans have had a 22% increase in broadband penetration, versus 3% for the general population.<sup>3</sup>

**Hispanics are embracing technology faster than the general public.** Hispanics are 27% more likely to be early adopters compared to the general internet population.<sup>4</sup>

A photograph of two young women laughing joyfully outdoors. The woman on the left has long dark hair and is wearing a denim jacket. The woman on the right has curly hair and is wearing a white top with a colorful patterned scarf. The background is a soft-focus green field.

MULTICULTURAL

# Speak directly to multicultural consumers

AOL connects you with African-Americans and Hispanics by providing the content they want most.

## Fast facts

- AOL Advertising reaches 77% of the multicultural community online.
- AOL Advertising reaches over 25M Hispanics each month – 80% of all Hispanics online.
- Each month, AOL Advertising reaches 4 out of 5 African-Americans on the web.
- AOL offers the largest selection of premium content on the web.

## AOL's Huffington Post Media Group properties have what Multiculturals want

- Over 35M multicultural people visit AOL sites each month.
- Every day, African-American and Hispanic visitors spend an average of 44 minutes each on AOL sites.
- AOL is dedicated to creating culturally relevant content for African-Americans, English speaking Hispanics and Spanish-language Hispanics.

## Play to your desired audience across the web's largest network

- Use Behavior targeting to reach die hard sports fans, Spanish language audience, and international travelers.
- Reach consumers on music, entertainment or sports sites.
- Create a custom audience segment modeled after visitors to your site.
- Use MRI Lifestyle targeting to reach households most likely to purchase specific products or brands.
- Use Search Behavior targeting to find people who are searching online for culturally relevant information.
- Find your ideal audience on the sites they're most likely to visit using Subnet targeting.

## Create something unique for the Multicultural audience

- Integrate your brand into premium content, or create an original branded environment for your audience.
- Take advantage of our attention-grabbing IAB award winning Premium Formats to increase interaction.
- Use AOL Video's complete video solution to reach your audience at scale.
- Target the multicultural audience wherever they go with AOL mobile applications and properties.

Sites across AOL overindex with Affluent African-Americans, including:

- TUAW: 260
- AIM.com: 155
- AOL Music: 117
- The Huffington Post: 132

Hispanics spend time every day on AOL sites:

- AIM: 52 mins
- AOL Mail: 27 mins
- Games.com: 50 mins
- MapQuest: 6 mins

