

Newsweek.com User Profile

Newsweek.com Highlights:

- **13,000,000 unique users and 61,000,000 page views per month***
- Household income \$75K+: Index 120**
- Household income \$100K+: Index 126**

Source: *Omniure, March - May 2008 Monthly Average

**Nielsen @PLAN Summer 2008

Newsweek.com delivers an educated, affluent and decision-making online user:

Business Purchase Decision Makers:

	Index
Business consulting services	216
IT Technology consulting services	214
Computer hardware/software	181/174
Financial services	169
Marketing services	193

Business Travel:

	Index
Any travel for business	145
Any car rental for business	190
Any hotel business stays	161
3-4 round trip air flights for business last 30 days	142
Any travel purchased/transacted online	148

Automotive:

	Index
Intent to purchase new/used car or truck in next 6 months - definitely / probably will	119
Shopped online for new automobile last 6 months	180
Purchased/transacted online for new automobile	212
Shopped online for auto insurance in last 6 months	184

Financial:

	Index
Shopped online for money market funds	247
Shopped online for bond-mutual funds	277
Shopped online for life insurance	257
Current market value of portfolio \$250,000+	120

Source: Summer 2008