

LIVESTRONG.COM

about LIVESTRONG.COM

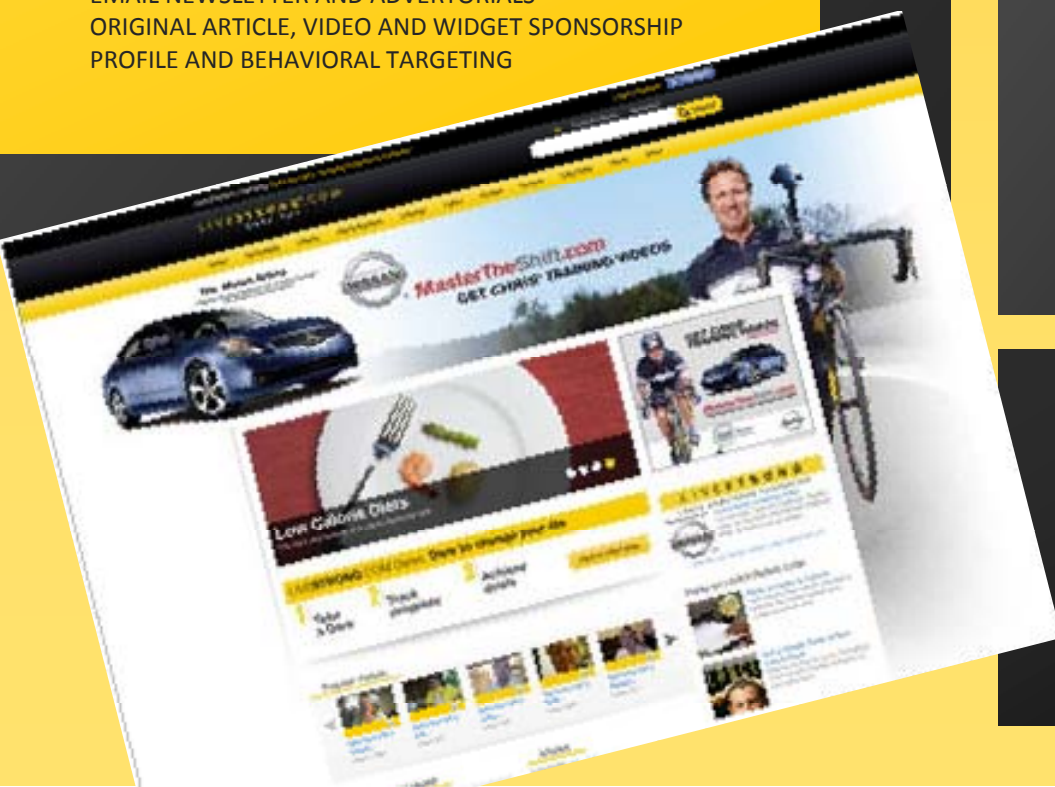
LIVESTRONG.COM is the definitive online social conversation for health, fitness and lifestyle. Through trusted content, interactive tools and an engaged community, LIVESTRONG.COM is designed to inspire people to change their lives, help themselves and help others.

DARE TO.



OUR AD OPPORTUNITIES

SITE AND CATEGORY TAKEOVERS
EMAIL NEWSLETTER AND ADVERTORIALS
ORIGINAL ARTICLE, VIDEO AND WIDGET SPONSORSHIP
PROFILE AND BEHAVIORAL TARGETING



our traffic

- ✓ 45MM monthly page views
- ✓ 4.6M monthly uniques
- ✓ Over 1.9 million registered members
- ✓ Site launched in June 2008

Includes LIVESTRONG.COM partner sites – Internal Data Oct, 09

our audience

- ✓ 59% Female / 41% Male*
- ✓ Core Age: 18 - 49 year old*
- ✓ Our audience is highly engaged*
 - ✓ Consuming more than 11 pages per visitor
 - ✓ Spending 4.7 minutes per visit

** source Comscore October '09*

sales contact

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