



HEALTHBOARDS MEDIA KIT 2014

HealthBoards
HEALTH MESSAGE BOARDS



WE ARE PART OF INTERNET BRANDS

OWNER AND OPERATOR OF 300+ LEADING SITES

WITHIN KEY VERTICALS ON THE INTERNET



AUTOMOTIVE

CARSDIRECT.COM
AUTOS.COM
& 130+ WEBSITES



CAREERS

MODEL MAYHEM.COM
CLASSADRIDERS.COM
& 20+ WEBSITES



HEALTH

EHEALTHFORUM.COM
HEALTHBOARDS.COM
& 40+ WEBSITES



HOME & GARDEN

DOITYOURSELF.COM
INHABAT.COM
& 20+ WEBSITES



MONEY

FINWEB.COM
MORTGAGE101.COM
& 10+ WEBSITES



PARENTING

JUSTMOMMIES.COM
INHABITOTS.COM
& 20+ WEBSITES



SHOPPING

FINDGIFT.COM
BARGAINIST.COM
& 10+ WEBSITES



TRAVEL & LEISURE

WIKITRAVEL.ORG
VACATIONHOMES.COM
& 20+ WEBSITES



WOMEN

WEDDINGBEE.COM
CRAFTSTER.ORG
& 20+ WEBSITES

INTERNET BRANDS MONTHLY STATS

WE BRING THE AUDIENCE TO YOU



300+

WEBSITES
100% OWNED
& OPERATED

98%

VISITORS ARE NON-PAID SOURCES



766 MM+

IB
PAGE VIEWS
GOOGLE ANALYTICS

375 MM+

COMSCORE
PAGE VIEWS



127 MM+

IB UNIQUE
VISITORS
GOOGLE ANALYTICS

25 MM+

COMSCORE
UNIQUE VISITORS



3 BILLION+

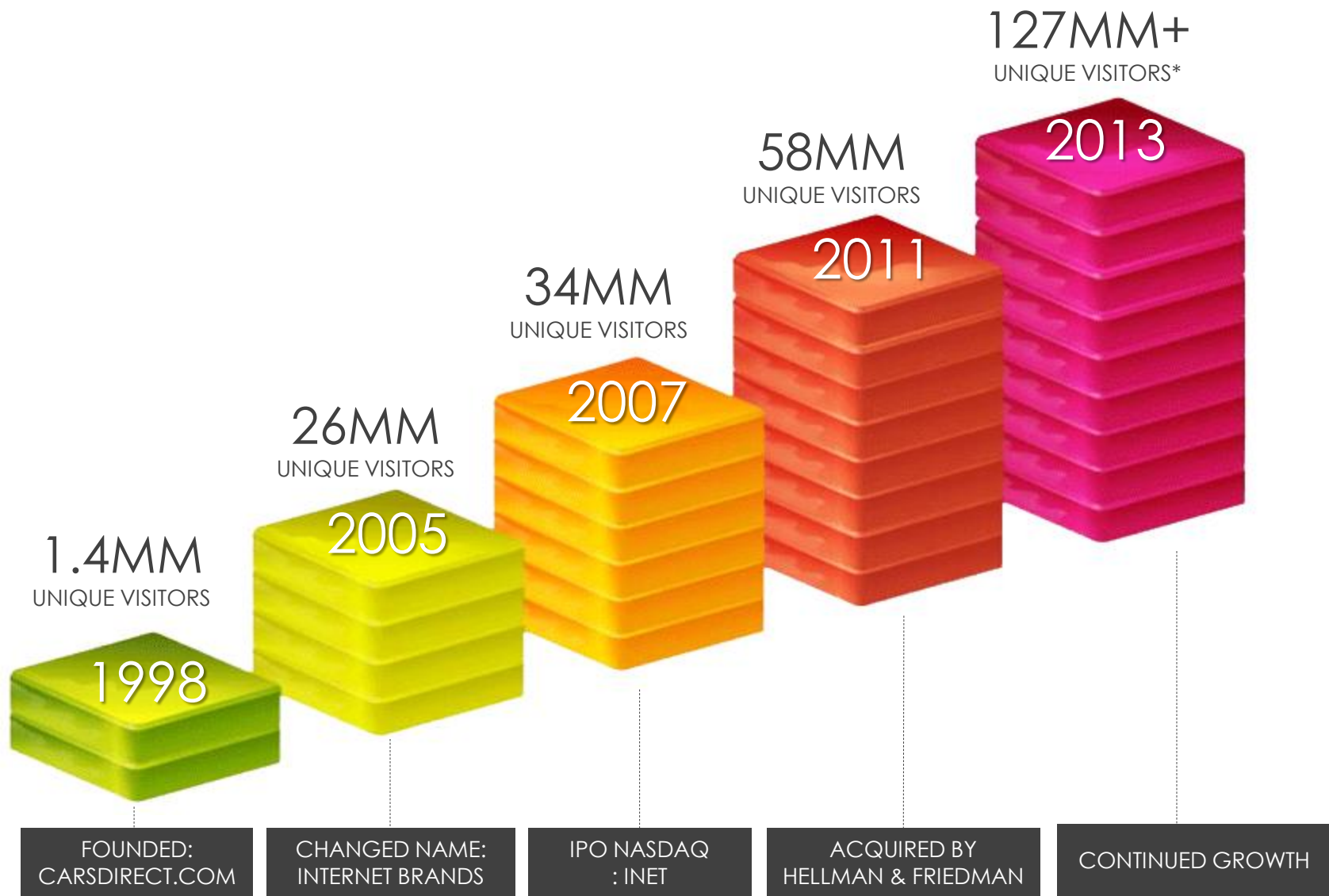
AVERAGE
MONTHLY
IMPRESSIONS

6MM

TOTAL NEWSLETTER
SUBSCRIBERS

SINCE 1998, WE KEEP GROWING

COMPANY HISTORY IB



* GOOGLE ANALYTICS MARCH 2013

HEALTHBOARDS.COM

HEALTHBOARDS PROVIDES A UNIQUE ONE-STOP SUPPORT GROUP COMMUNITY OFFERING OVER 200 MESSAGE BOARDS ON VARIOUS DISEASES, CONDITIONS, AND HEALTH TOPICS.

The screenshot displays the HealthBoards.com website. At the top, the logo "HealthBoards HEALTH MESSAGE BOARDS" is on the left, and social media icons for Google+, Facebook, and Twitter are on the right. A search bar is located below the logo. The navigation menu includes "Home", "Health Centers", "Message Boards", "Videos", "Drug Talk", "Blogs", "SIGN UP", and "LOGIN". A banner advertisement for Adidas features the text "never hibernate" and "GET FIT FOR FALL".

The main content area is divided into several sections:

- Diet & Nutrition:** A large image of various fruits and vegetables (apple, avocado, tomatoes, broccoli, nuts) with a glass of juice. Below the image, the text reads: "Diet & Nutrition Are you giving your body what it needs to thrive? Get tips for maintaining a healthy, well-balanced diet." Below this are smaller thumbnails for "Anxiety Center", "Addiction", "Diet & Nutrition", and "Back Pain".
- Sign Up Today!** A yellow box with the text: "Ask our community of thousands of members your health questions, and learn from others experiences. Join the conversation!" and a button that says "I WANT MY FREE ACCOUNT".
- SOLE FITNESS:** An advertisement for a "SOLE LCR Bike Light Commercial" priced at "\$1,499.99" with a "Shop now!" button and several small images of fitness equipment.
- Join Our Newsletter:** A box with the text: "Stay healthy through tips curated by our health experts." and a "SIGN UP" button.
- From the Message Boards:** A section with two columns: "RECENT POSTS" and "POPULAR POSTS".
- FROM THE BLOG:** A section with two blog posts, each with a sun icon: "Wash Your Hands to Prevent the Flu" by Christina and "4 Tips to Avoid Colds & Flu" by Christina.

RECENT POSTS	POPULAR POSTS
Sinus issues, ongoing, and possible tooth infection in sinus?? By Bea690	Dull, Constant Pain on Right Side Under Rib Cage By smoonmlln
MS racing thoughts By M&Jayhawk	electric/shock sensation while falling asleep? By theramses
Toe Fusion Questions	

OTHER IB HEALTH WEBSITES

THE BEST FREE EDUCATIONAL HEALTH NETWORK
WITH MEDICALLY REVIEWED INFORMATION



20+ WEBSITES OWNED
24MM MONTHLY PAGEVIEWS

BROAD-BASED HEALTH / CANCER
PARENTING / DIET & FITNESS / DIRECTORY

REACH YOUR TARGET AUDIENCES

HEALTHBOARDS



2.8MM

UNIQUE VISITORS*

1.7M+

COMSCORE
UNIQUE VISITORS



20MM

PAGE VIEWS*

14MM+

COMSCORE
PAGEVIEWS



10K+

COMBINED
SOCIAL MEDIA FANS
FACEBOOK / TWITTER / PINTEREST

20+

HEALTH VERTICAL
WEBSITES

*GOOGLE ANALYTICS JUN 2013

** COMSCORE NOV 2013

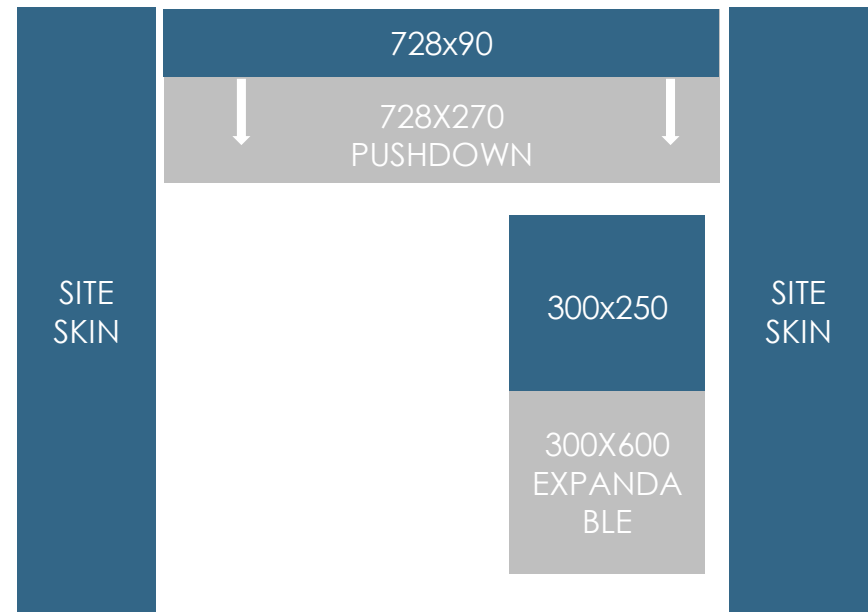
AD PRODUCTS

FOR YOUR MARKETING NEEDS

INTERNET BRANDS OFFERS
A WIDE VARIETY OF PRODUCTS
THAT CAN BE CUSTOMIZED AND TAILORED

- STANDARD IAB AD UNITS
- RICH MEDIA OPTIONS
- CONTENT INTEGRATION
- CONTESTS & EVENTS SPONSORSHIP
- ADVANCED TARGETING OPTIONS

- PROFILE DATA
- BOARDS CONTENT
- BLOG CONTENT
- GALLERY TAGS
- GEO-TARGETING
- ZONE
- BEHAVIORAL



*Used to demonstrate display size options, not necessarily indicative of page placement.

MORE ADVERTISING OPTIONS

SPONSORED EDITORIAL

AUDIENCE TARGETING

CATFISH

SITE-SKINS

GEO-TARGETING

SPONSORED VIDEO

POLLS

DEDICATED EMAIL

SCAVENGER HUNT

ROAD BLOCKS

SOCIAL MEDIA CAMPAGINS

RICH MEDIA

NEWSLETTER

SECTION TAKEOVERS

OVERLAY

PRODUCT GIVEAWAY

HOME MAKEOVERS & HOW-TOS

MOBILE

BRAND STUDIES

BEHAVIORAL

INTERSTITIALS

IN-HOUSE CREATIVE

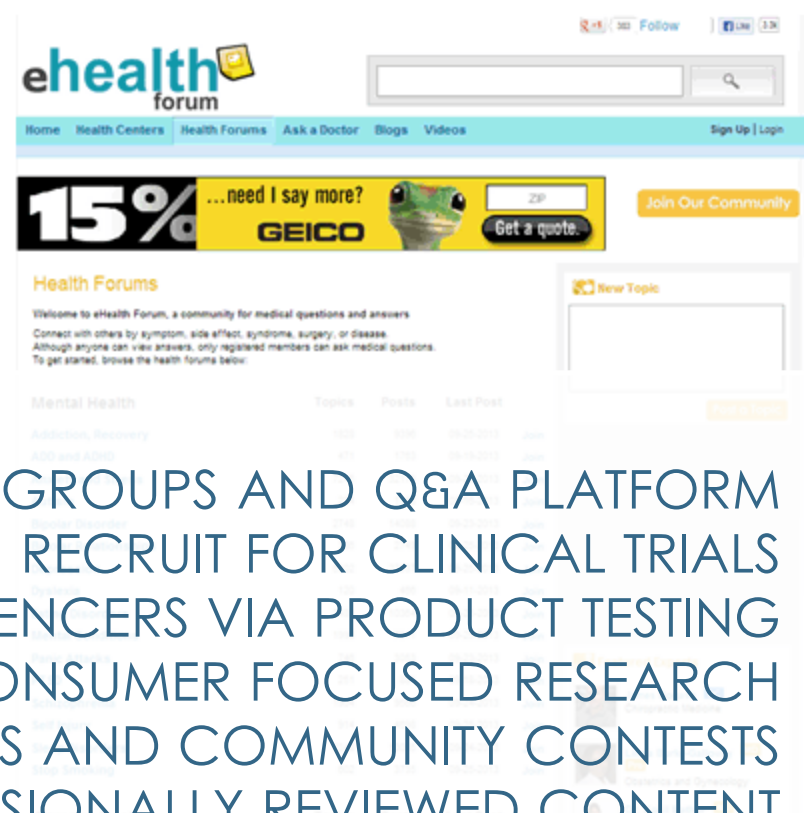
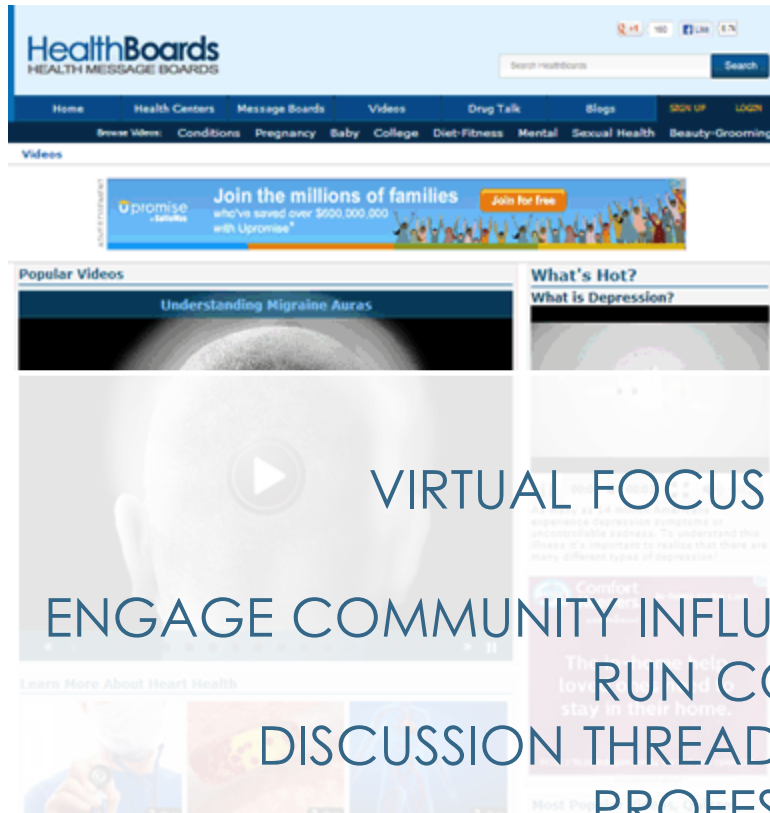
IAB

RISING STAR UNITS

DESIGN CENTER

SPONSORED VIDEO

MORE ADVERTISING OPTIONS DO CONSUMER RESEARCH



VIRTUAL FOCUS GROUPS AND Q&A PLATFORM
RECRUIT FOR CLINICAL TRIALS
ENGAGE COMMUNITY INFLUENCERS VIA PRODUCT TESTING
RUN CONSUMER FOCUSED RESEARCH
DISCUSSION THREADS AND COMMUNITY CONTESTS
PROFESSIONALLY REVIEWED CONTENT

WANT SOMETHING MORE CUSTOMIZED?

NO PROBLEM!



EVERYTHING
WILL BE
100%
TAILORED TO YOU



ONE VENDOR



CREATIVE TEAM



ON-SITE TECH TEAM



ACCOUNT MANAGERS



200+ EDITORIAL WRITERS

ONLY POSSIBLE WITH INTERNET BRANDS



INTERNET BRANDS

SMALL
NICHE
PUBLISHERS

LARGE
BRANDED
PUBLISHERS

NETWORKS,
EXCHANGES
& REP FIRMS

	INTERNET BRANDS	SMALL NICHE PUBLISHERS	LARGE BRANDED PUBLISHERS	NETWORKS, EXCHANGES & REP FIRMS
ENGAGED & TARGETED AUDIENCES	✓ 300+ NICHE WEBSITES	✓	?	X
SCALE	✓ 125M UNIQUES/MONTH	X	✓	✓
CUSTOM CAMPAIGNS	✓ FULL CREATIVE, EDITORIAL AND IN-HOUSE TECH	?	✓	X
VALUE	✓ FULL RANGE OF PRICING + FULL OPTIMIZATION SUPPORT	✓	X	✓
SAFE & TRANSPARENT ENVIRONMENT	✓ WE OWN AND OPERATE ALL OUR PROPERTIES	✓	✓	X
EXPERIENCE	✓ DEEP CROSS-VERTICAL ADVERTISER EXPERIENCE	X	✓	✓

HOW WE ARE DIFFERENT

FLEXIBILITY

WE PROVIDE IN FLIGHT MANAGEMENT, INCLUDING CAMPAIGN MONITORING, REPORTING, AND THE ABILITY TO OPTIMIZE THROUGHOUT YOUR CAMPAIGN.

VISIBILITY

REACH YOUR TARGET AUDIENCE WITH CONTEXTUAL NICHE CONTENT, INCREASING ENGAGEMENT AND BRAND AWARENESS.

TRANSPARENCY

PROTECT YOUR BRAND'S INTEGRITY BY KNOWING EXACTLY WHERE YOUR MESSAGE IS BEING SEEN.

INTERNAL CREATIVES

EXPAND YOUR ONLINE PRESENCE AS WE PROVIDE THE UTILIZATION OF OUR INTERNAL CREATIVE DEPARTMENT.

SELECT ADVERTISERS

Metis|MD™
Connected Radiology™



EPIPEN 2-PAK® EPIPEN Jr 2-PAK®
(Epinephrine) Auto-Injectors 0.3/0.15mg

Allergy Control Products
Improving Life Indoors Since 1983

THE UNIVERSITY OF TEXAS
**MD Anderson
Cancer Center**
Making Cancer History™

PALOVIA®
Proven by dermatologists. Perfected for you.®

Orajel



AMA
AMERICAN MEDICAL
ASSOCIATION


TROJAN™



Nair
HAIR REMOVER

CONTACT INFORMATION

ANY QUESTIONS ABOUT ADVERTISING WITH
INTERNET BRANDS ARE WELCOMED

ANY QUESTIONS?

IBADVERTISING@INTERNETBRANDS.COM
OR [CLICK HERE](#) TO CONTACT US

CORPORATE HEADQUARTERS

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EL SEGUNDO, CA 90245

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