



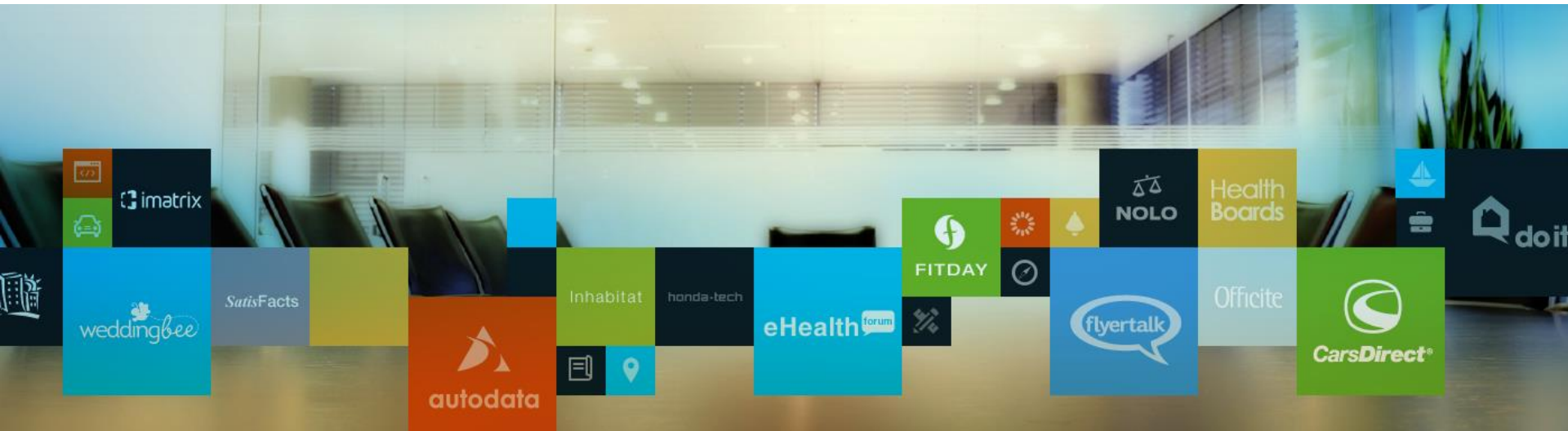
INTERNET BRANDS

2014

INTERNET BRANDS

THE LEADER OF VERTICALLY FOCUSED DIGITAL MEDIA

WE 100% OWN AND OPERATE 300+ WEBSITES



OUR SITES COVER THE ENTIRE LIFECYCLE OF AN INDIVIDUAL


AUTO / CAREERS / ECO DESIGN / HEALTH / HOME & GARDEN /
MONEY / PARENTING / WOMEN / TRAVEL / SHOPPING

300+ WEBSITES IN **10+** VERTICALS



YOU MAY NOT HAVE HEARD OF
“INTERNET BRANDS”
BUT YOU’VE PROBABLY BEEN TO
ONE OF OUR WEBSITES

NUMBERS DON’T LIE

 190,000 MILLION Monthly Visitors

 139 MILLION Monthly Visitors

 37 MILLION Monthly Visitors

 **20 MILLION**
MONTHLY VISITORS

 18.3 MILLION Monthly Visitors

 17.1 MILLION Monthly Visitors

 15.2 MILLION Monthly Visitors

 15.1 MILLION Monthly Visitors

 14.5 MILLION Monthly Visitors

20,000,000+

MONTHLY UNIQUE VISITORS (comScore)
(GOOGLE ANALYTICS: 110 MILLION)

342,000,000+

MONTHLY PAGEVIEWS (comScore)
(GOOGLE ANALYTICS: 618 MILLION)



WE KNOW THE WEB


INTERNET PIONEERS

INTERNET BRANDS, INC WAS FOUNDED AS

CARSDIRECT.COM IN 1998




CarsDirect New Cars Used Cars How It Works Deals **SALE** Auto Loans Trade-Ins Send Feedback

THE LINCOLN MOTOR COMPANY  **2015 Lincoln MKC**
Power that's felt. Not heard. [CLICK TO EXPLORE](#)

The Easiest Way to Buy Your Next Car

New Car Search
Hassle free car-buying
Select a Make

Used Car Search
Thousands of listings in your area.
90245




Helpful Links: [New Car Deals](#) | [Auto Loans](#) | [Buying Guides](#)

Shoppers Love Us
"Hands down, the best and easiest way to get a new car. So easy, so quick, and a great negotiated price. Could not ask for more!" - *Mea*

Voted #1 by Forbes and Time Magazine
We have been voted the #1 site for buying cars online. Experience how car buying should be with CarsDirect.

2015 Lincoln MKC
Experience the 2015 Lincoln MKC, an all-new expression of luxury.
• Discover More
• Build and Price
• Finance & Protect

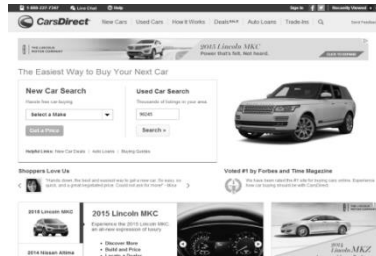
2014 Nissan Altima

 **2015 Lincoln MKC**



CARSDIRECT.COM

1 WEBSITE



HAS GROWN TO 300+ WEBSITES OVER 16 YEARS

A collage of various website screenshots from different brands, illustrating the company's diverse portfolio. The central focus is the 'Internet Brands' logo and the text 'INTEGRATED LEADERSHIP'. Below this, there are three main categories: 'LEADING CONSUMER BRANDS', 'END-TO-END WEB PRESENCE OFFERINGS', and 'DEEP, INTEGRATED VERTICAL EXPERTISE'. The collage includes screenshots from 'dailymail.com', 'inhabitat.com', 'autodata.com', 'eHealth', 'flyertalk', 'Health Boards', 'NOLO', 'Office', 'Innkeepers', 'Competitive Cyclist', 'Hilton', 'perirect.com', 'JED BATH & BEYOND', and 'Toys R Us'. The text 'LEADING CONSUMER BRANDS' is accompanied by a plus sign icon and the text '100+ established consumer websites offering premium quality content to hundreds of millions of monthly visitors'. The text 'END-TO-END WEB PRESENCE OFFERINGS' is accompanied by a plus sign icon and the text 'Hosting, reputation management, advertising, and lead generation solutions for SMB and enterprise clients'. The text 'DEEP, INTEGRATED VERTICAL EXPERTISE' is accompanied by an equals sign icon and the text 'Proven consumer and client leadership in four major categories: Auto, Health, Legal, and Home/Travel'.

#3

IN HOME & GARDEN VERTICAL

comScore JUNE 2014

MOTHLY
UNIQUE VISITORS

#12
IN GREEN
CATEGORY

comScore JUNE 2014

#1 EHOW HOME & GARDEN	8.2M
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#2 WAYFAIR.COM	8.1 M
----------------	-------

#3 IB HOME & GARDEN	7.0 M
---------------------	-------

#4 ABOUT.COM HOME	6.7 M
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#5 HOUZZ.COM	5.9 M
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#4

IN AUTOMOTIVE VERTICAL

comScore JUNE 2014

MOTHLY
UNIQUE VISITORS

#4 IB AUTOMOTIVE

6.5 M

#7 KELLY BLUE BOOK

5 M

#8 AOL AUTOS

4.9 M

#28 CARMAX

1.5 M

LEVERAGE OUR AUDIENCE

REACH YOUR TARGET AUDIENCE

NOTHING IS TOO COMPLICATED FOR INTERNET BRANDS TEAM
TO IMPLEMENT IN YOUR NEXT CAMPAIGN WITH US



DEMOGRAPHIC



CONTEXTUAL



SOCIAL



GEO-TARGET



DEVICE-SPECIFIC



PSYCHOGRAPHIC

A LITTLE BIT OF WHAT WE DO...

PREMIUM ADVERTISING

STANDARD **IAB AD** UNITS

FULL PAGE TAKEOVERS

RICH MEDIA UNITS

SPONSORED **CONTEST** CURATION

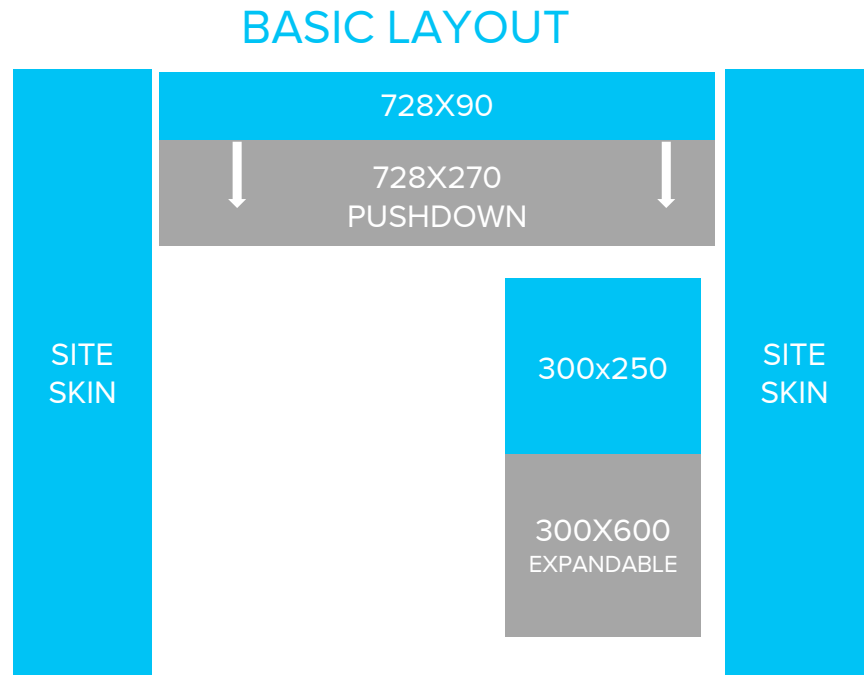
EVENT SPONSORSHIP

SOCIAL AMPLIFICATION

NEWSLETTER SPONSORSHIP

AUDIENCE **TARGETING**

CUSTOM EDITORIALS & VIDEO



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

YOU ARE IN GOOD HANDS



EDITORIAL TEAM

CONTENT CREATION
SOCIAL AMPLIFICATION
CONTEXTUAL POSITIONING



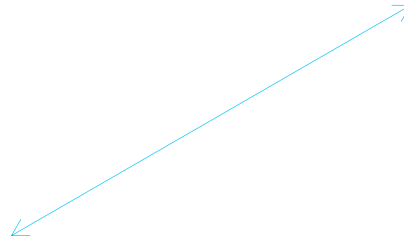
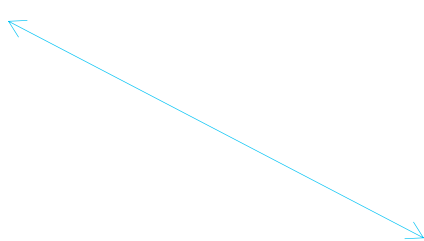
TECH TEAM

CONTENT ANALYTICS
CONSUMER INSIGHTS
BUILD CUSTOM
INTEGRATIONS



CREATIVE TEAM

DESIGN CREATIVES
VIDEO PRODUCTION
CUSTOM OPPORTUNITIES



ACCOUNT MANAGEMENT TEAM



WHY INTERNET BRANDS?

✓ CUSTOM CAMPAIGNS

Full creative, editorial and in-house tech

✓ VALUE

Full range of pricing & optimization support

✓ EXPERIENCE

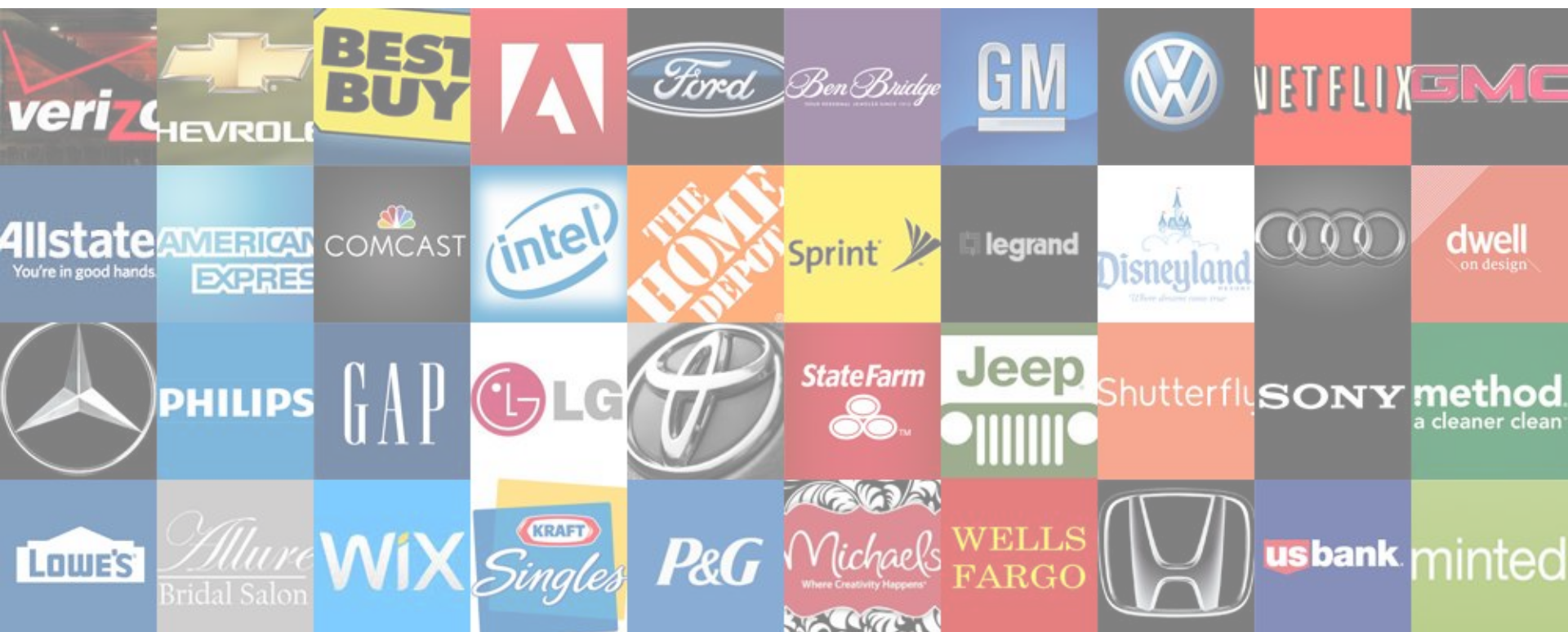
Deep cross-vertical advertiser experience

✓ SAFE & TRANSPARENT

We own and operate 100% of our properties

FROM SMALL BUSINESSES TO GLOBAL CORPORATIONS...
OUR ADVERTISING PACKAGES ARE SCALABLE

OUR HAPPY CLIENTS



ARE YOU READY?

LET US TELL YOUR BRAND STORY





THANK YOU!

IBADVERTISING@INTERNETBRANDS.COM

[OR CLICK HERE TO CONTACT US](#)

CORPORATE HEADQUARTERS

INTERNET BRANDS, INC.

909 NORTH SEPULVEDA BLVD., 11TH FLOOR

EL SEGUNDO, CA 90245

WWW.INTERNETBRANDS.COM



APPENDIX
INTERNET BRANDS SITE LIST

IB AUTO VERTICAL



32M UNIQUE VISITORS
210M PAGEVIEWS
120+ WEBSITES

Autos.com
CarsDirect.com
NewCarTestDrive.com
SellMyCar.com
CollectorCarNation.com
BikerHotline.com
HotRodHotline.com
OldRide.com
SprocketList.com
RacingJunk.com
5Series.net
6SpeedOnline.com
AcuraZine.com
4RunnerForum.com
AcuraForums.com
AudiForums.com
BikerForums.org
BlazerForum.com
BuickForum.com
CadillacForum.com
CamaroForums.com
CamryForums.com
CBRForum.com
ChevroletForum.com
ChryslerForum.com
ClassicOldsmobile.com
CorvetteForums.com
DodgeChallenger.com
DodgeForum.com
FordForum.com
GermanAutoForums
HDForums.com
HondaAccordForum.com

HondaCivicForum.com
HondaForum.com
HummerForums.com
HyundaiForum.com
IsuzuForums.com
JaguarForums.com
KawasakiForums.com
LandRoverForums.com
LexusForum.com
MazdaForum.com
MercedesForum.com
MercuryForum.com
MiniCooperForums.com
MitsubishiForum.com
MonteCarloForum.com
MoparForums.com
MustangBoards.com
MustangForums.com
NissanForum.com
OldsmobileForum.com
PontiacTalk.com
S2000.com
SaabForums.com
SaturnForum.com
SuperHawkForum.com
SuzukiForum.com
TruckForums.com
VolkswagenForum.com
VolvoForums.com
ATVConnection.com
AudiForum.ca
AudiWorld.com
CamaroZ28.com

CarAudioForumz.com
CherokeeForum
Chevyhhr.net
CivicForums.com
CivicForumz.com
ClubLexus.com
CMOC.ca
CobaltSS.net
CorvetteForum.com
CrossFireForum.org
CruzeChat.com
DieselBombers.com
DieselTruckResource.com
EvolutionM.net
F150forum
F150-Forums.com
F150Online.com
FitFreak.net
Ford-Trucks.com
G35Driver.com
GMforum.com
GreenHybrid.com
GTcarz.com
GTRForums.com
HomemadeTurbo.com
Honda-Acura.net
HondaMarketPlace
Honda-Tech.com
HyundaiAfterMarket.org
i-Club.com
JeepsCanada.com
JK-Forum.com
LS1Tech.com

Maxima.org
Mazda3Club.com
MBWorld.org
MiataForumz.com
MiataTurbo.net
ModernHemi.com
ModMotorTech.com
My350Z.com
MyG37.com
Myqforum.com
NoPistons.com
NorthAmericanMotoring.com
PassionFord.com
PerformanceTrucks.net
Rennlist.com
Ranger-Forums.com
RX7Club.com
RX8Club.com
S2Ki.com
S-Chassis.com
ScionLife.com
ScoobyNet.com
StuntLife.com
TampaRacing.com
TeamSpeed.com
TheMustangSource
ThirdGen.org
TorontoIntegras.ca
v8Miata.net
VADriven.com
Wikicars.org
YotaTech.com
ZDriver.com





IB CAREER VERTICAL



Model Mayhem



AIRLINE PILOT CENTRAL

11M UNIQUE VISITORS
165M PAGEVIEWS
20+ WEBSITES

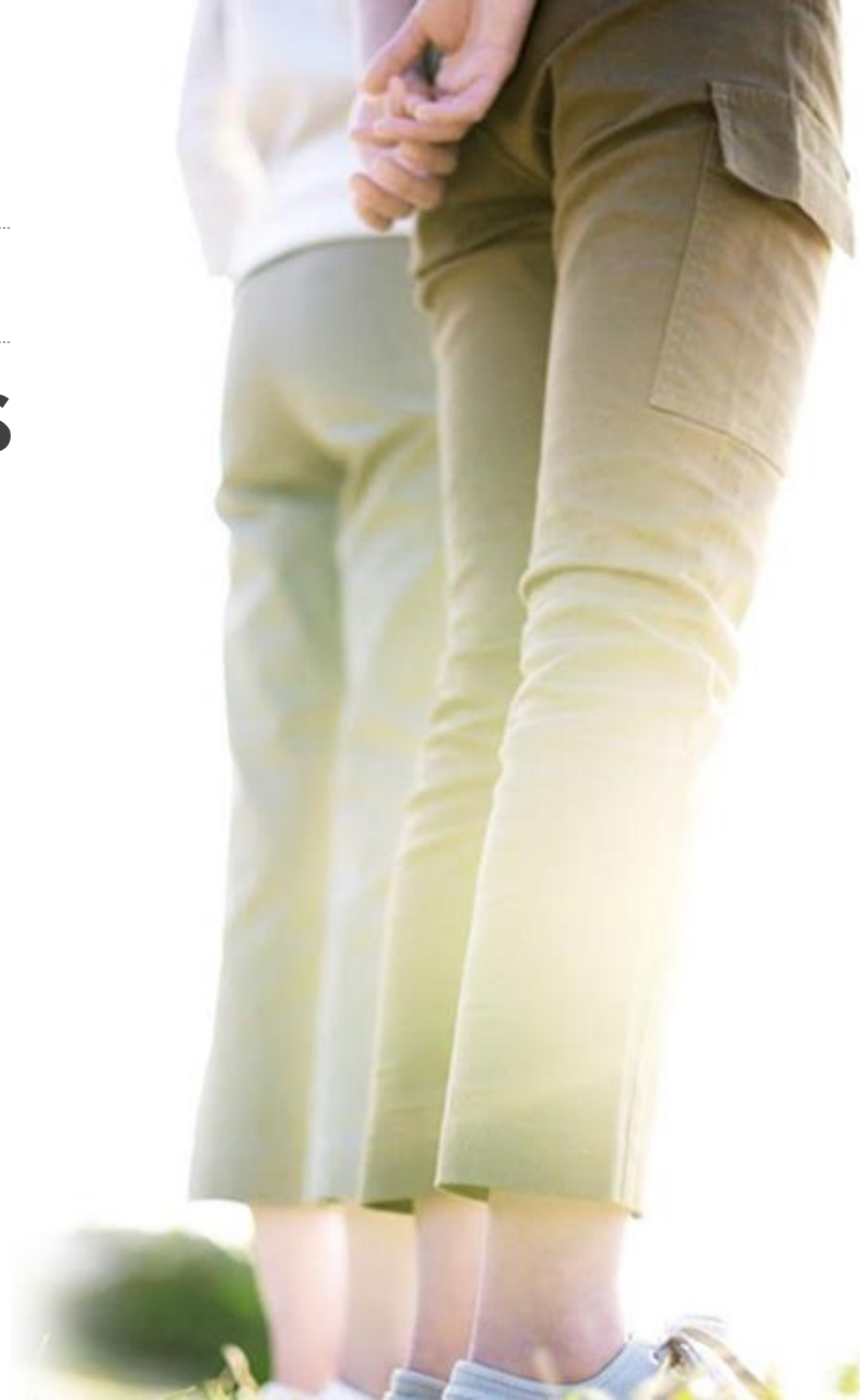
1099Trucker.com HospitalJobsOnline.com
AccountingJobsToday.com iFreelance.com
AirlinePilotCentral.com ModelMayhem.com
AirlinePilotForums.com NursingJobs.org
AviationEmployment.com NursingVoices.com
BubbaJunk.com OwnerOperatorJob.com
ClassADrivers.com RealPolice.net
CVTips.com TruckerTrucker.com
FullFleet.com US-Truck-Driving-Schools.com
GrooveJob.com WAHM.com

IB HEALTH VERTICAL



15M UNIQUE VISITORS
36M PAGEVIEWS
20+ WEBSITES

3fatchicks.com	i-am-pregnant.com
acufinder.com	infertilityspecialist.com
allaboutcounseling.com	justbreastimplants.com
altmd.com	justmommies.com
breastreduction.com	onlinesurgery.com
cancerforums.net	plasticsurgeons.com
chiropractors.org	scandirectory.com
dentalfind.com	soberrecovery.com
dental-resources.com	tattoohealth.org
dentists.org	thegooddrugsguide.com
dermanetwork.org	tummytuck.com
ehealthforum.com	vasectomy.com
fertilityproregistry.com	veindirectory.org
healthnews.org	healthnews.org
skincareguide.com	healthboards.com



IB HOME VERTICAL



19M UNIQUE VISITORS
100M PAGEVIEWS
20+ WEBSITES

ApartmentRatings.com	Inhabitots.com
Craftster.org	Inhabitatshop.com
DavesGarden.com	OhMyApartment.com
DoltYourself.com	TenantMarket.com
DoltYourself.com - Forum	ThatRentalSite.com
Dornob.com	QuiltedParadise.com
Ecouterre.com	QuiltingBoard.com
ePodunk.com	RealEstateABC.com
Gardens.com	SplitCoastStampers.com
Inhabitat.com	WeddingBee.com





IB TRAVEL VERTICAL



Bike Forums



3M UNIQUE VISITORS
12M PAGEVIEWS
8+ WEBSITES

3fatchicks.com VetInfo.com
BikeForums.net VideoGameTalk.com
BritishExpats.com WattFlyer.com
DVDTalk.com Wikitravel.org
EquineHits.com World66.com
FamilyCorner.com PPRuNe.org
FitDay.com Allensguide.com
FrequentFlier.com BBOOnline.com
FrugalTravelGuy.com CampJobs.com
FlyerTalk.com CruiseMates.com
Horsetopia.com CruiseReviews.com
HuntingNet.com Cruise-Chat.com
InsuranceUSA.com GrownUpCamps.com
OffShoreOnly.com KidsCamps.com
PuppyDogWeb.com MySummerCamps.com
RCTech.net SlowTrav.com
RCUniverse.com SlowPhotos.com
RCUVideos.com SlowTalk.com
TheHullTruth.com Summer-DayCamps.com
TrekEarth.com VacationHomes.com
TrekLens.com VacationTimeshareRentals.com
TrekNature.com Vamoose.com

IB WOMEN VERTICAL



25M UNIQUE VISITORS
101M PAGEVIEWS
20+ WEBSITES

davesgarden.com	fitday.com
doityourself.com	3fatchicks.com
inhabitat.com	dornob.com
gardens.com	inhabitots.com
justmommies.com	kidscamps.com
i-am-pregnant.com	mysummercamps.com
wahm.com	quiltingboard.com
craftster.org	vetinfo.com
splitcoaststampers.com	puppydogweb.com





IB PARENTING VERTICAL

JUST MOMMIES
The Realities of Parenting

I am Pregnant



KidsCamps.com

3M UNIQUE VISITORS
12M PAGEVIEWS
8+ WEBSITES

i-am-pregnant.com	inhabitots.com
justmommies.com	kidscamps.com
wahm.com	mysummmercamps.com
justmommies.com	newparentsguide.com