



She Report

Zeno Group's Guide to Speaking Female

Summer 2009

As vast as the World Wide Web is, sometimes it is difficult to know which channel is most effective to reach female consumers. After all, there are 79 million American women online visiting different websites and social networks that suit their varied interests. And while 53 percent of women online participate in social networking at least once a week, Facebook isn't the be-all end-all of social networking— in fact, it's just the beginning. Below we have called out some popular up and coming networks where you can break through the clutter and connect with your consumer based on her specific interests and desires. .

Speaking to the Power Women:

www.wowowow.com/

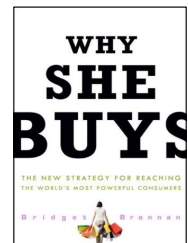
What it is: A site for women by women focusing on politics, culture and news, launched by female journalists and writers including Joni Evans, Liz Smith, Lesley Stahl, Joan Juliet Buck and Peggy Noonan.

Stats:

- 491,200 visitors per month
- 71 percent of visitors are over 35
- 51 percent of visitors are female



GAIN MORE INSIGHT INTO AMERICA'S LARGEST CONSUMER GROUP. CHECK OUT BRIDGET BRENNAN'S NEW BOOK, WHY SHE BUYS, AVAILABLE JULY 7.



Speaking to the Do-Gooder:

www.braveheartwomen.com/

What it is: An online community and social networking site that fosters personal growth and encourages participation in local and national causes through a supportive network of women with similar interests.

Stats:

- 19,300 visitors per month
- 56 percent of visitors are female
- Almost 50 percent of visitors are between the ages of 35-49

Speaking to the Activist:

www.momsrising.org/

What it is: An organization of moms online dedicated to raising awareness about national issues important to mothers and families. The interactive site features blogs by different members and highly-trafficked videos.

Stats:

- More than 1,179,154 members worldwide
- 68 percent of users are female
- 71 percent are college educated

Speaking to the Entrepreneur:

www.ladieswholaunch.com/

What it is: A new media community and resource for women who are looking to start their own businesses, providing everything from networking connections, vendor recommendations, to PR tips and other useful tools.

Stats:

- 15,165 visitors per month
- 68 percent of visitors are female
- More than 1/3 of visitors make over \$60,000 a year

Speaking to the Trendsetter:

www.thisnext.com/

What it is: A consumer-generated recommendation site where users recommend, discover and explore the latest products in a variety of categories.

Stats:

- 622,900 visitors per month
- 55 percent of visitors are female
- 150 product categories on site

1. 2009 Compass Blogger Study on Social Media
2. All website statistics were pulled from www.quantcast.com



Interested in Speaking Female? Contact:
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