

The AOL logo is displayed in a bold, orange, sans-serif font. It is set against a white circular background that has a soft, glowing effect, surrounded by a field of small, bright orange particles that resemble dust or light rays. The entire logo area is positioned on the left side of the overall image, which is split into an orange text panel and a photograph of a young man.

## Meet today's teens

**They're fashionable.** AOL Advertising's Style Mavens are 3x more likely to spend money on jewelry.

**They're readers.** AOL Advertising's Television Comedy Watcher segment is over 2x more likely than the average web user to spend money on books and magazines.

**They participate.** Over 400K teens join each of Cambio's live chats.

TEENS

A photograph of a young man with short brown hair, shirtless, and wearing colorful, striped swim trunks. He is holding a red surfboard horizontally across his chest with both arms. The background is a clear, bright blue sky. The word 'TEENS' is printed in white, uppercase letters in the top right corner of the image.

# We're in with the teen crowd

We connect teens with the stuff they love, whether it's music, games, gossip – or each other.

## Fast facts

- AOL Advertising reaches 72% of teens.
- Teens spend nearly 13.4 minutes each day on AOL sites.
- AOL's content and editors are featured on MTV.com and Access Hollywood.

## AOL's Huffington Post Media Group properties have what teens want

- Cambio delivers entertainment content from teen-favorite stars like the Jonas Brothers, Jordin Sparks, and Honor Society to over 1.7M teens each month.
- Teens visit gaming sites, like Joystiq, over 5x each month.
- Teens love to customize their chat experience with WeeMees and AIM expressions.

## Use customized targeting to reach the right teens

- Use Behavioral targeting to reach Active Gamers, Television Watchers or Music Enthusiasts.
- Use Content targeting to reach people on social networking or video games sites.
- Use MRI Lifestyle targeting to reach the households with teens most likely to purchase specific products or brands.
- Use SearchBack targeting to target teens who are searching online for information about music or fashion.
- Find your ideal teenage audiences on the sites they're most likely to visit using Subnet targeting.
- Target AOL members who have used AIM Expressions.



## Create something special for teens with unique AOL products and opportunities

- Integrate your message into original franchise content to create a branded environment.
- Get 100% of teens' attention and keep them engaged with your message through IAB-recognized premium formats.

- 74% of teens complete pre-roll on digital video – reach them through AOL Video, the #2 video property on the web.
- Target teens on the go with AOL mobile applications and properties.

## In one day, over 133K people tuned into Cambio to chat live with Nick Jonas.

AOL Media properties consistently overindex with teens:

Property	Index
 Joystiq	216
 AIM	157
<b>Aol Tech.</b>	123
<b>Aol Mail.</b>	119

More teens visit every day:

AOL: 1.3M daily visitors vs. MTV: 206K

Teens spend more time on AOL sites every day:

AOL: 13.4 mins vs. Yahoo!: 7.1 mins

Teens come back more often to AOL sites:

AOL: 6.6 visits/visitor vs. Alloy.com: 4.1 visits/visitor

Teens view more pages per day on AOL:

AOL: 7.9 pages vs. Teen.com: 4.0 pages

