



where do you go  
to **lure** bright,  
busy **women**  
with money to  
**burn?**

# *iVillage.co.uk*<sup>TM</sup> *the website for women*



## **THE PLACE TO BE**

If we were a bar, every man, boy and strappy sandal manufacturer would be pressing their noses up against the window. A place where nearly a million well informed women take time out to discuss problems, find solutions, share experiences and voice opinions. If information-hungry superwomen are what you're looking for, we're your virtual Shangri-la.

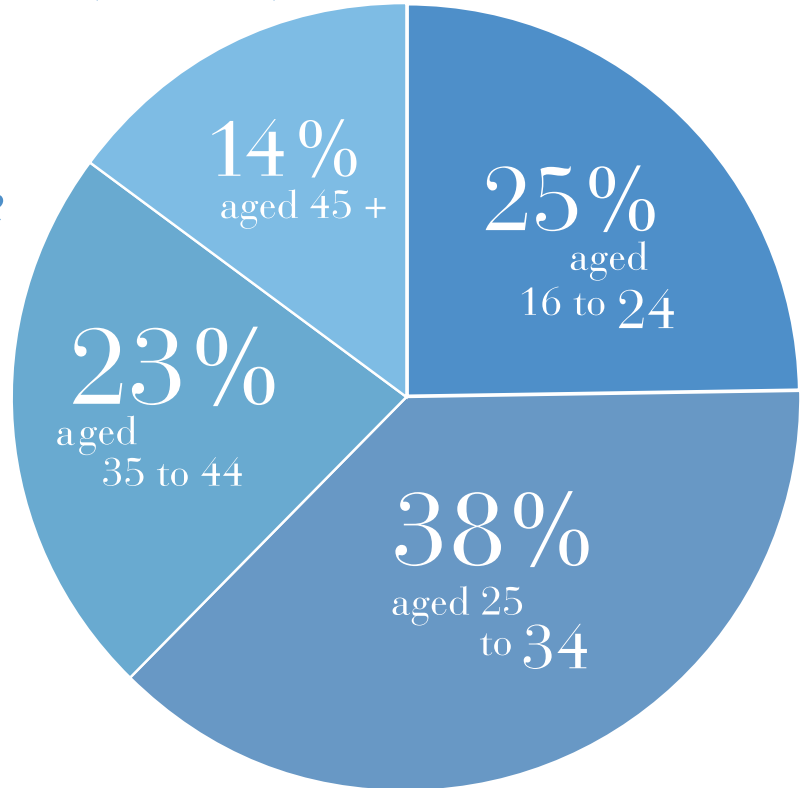
We've created a community here, by becoming an essential part of women's lives - a website where a brand is a prominent and fully contributing member, and an invaluable platform for companies that want to market to women.

# THE FIGURES SPEAK FOR THEMSELVES<sup>1</sup>

**710,571**  
unique users  
(ABC Electronic)

**89%**  
of *iVillage*  
people are  
**women**

*the average  
iVillage income is*  
**£30,460**



**\*64%** have GCSEs

10% have second degrees

69% are in full  
or part time employment

42% have first degrees

**30%** ARE SINGLE

**54%** ARE MARRIED OR CO-HABITING

**33%** HAVE CHILDREN

{ **52%** AGED 0 TO 4  
**49%** AGED 5 TO 11  
**41%** AGED 12 TO 18

<sup>1</sup>Netpoll survey, August 2001

# GREAT CREDENTIALS

Half-owned by US digital giant, *iVillage.com*, and half by UK retailing expert, Tesco, we're not short on experience, investment, marketing know-how, or support.

*iVillage.com* is the largest women's website in the world and Tesco's commitment to on and offline promotion with *iVillage*, is backed up by levels of customer insight that are second to none.

No surprise then that visitors to our one hundred message boards have multiplied by 81% since April 2001. Nor that we're currently the UK market leader, with **710,571 unique users** and **7,626,618 page impressions** per month (ABC Electronic Audit, March 2002).

## THE *iVillage* DIFFERENCE

We know that effective targeting lies in relevant content. Uniquely, ours is driven by the *iVillage* community itself. So it's not just relevant, it's an essential part of their lives.

Which explains a) why the site continues to grow and thrive; b) why we're so well placed to offer effective, integrated advertising and sponsorship opportunities; and c) why in our hands, your brand is not just desirable, it's a must-have.

The *iVillage* site features over 3000 articles, covering every facet of life known to woman!

**astrology**  
**computers & internet**  
**diet & fitness**  
**food**  
**games**  
**health & beauty**  
**money**  
**motoring**  
**news & entertainment**  
**parenting**  
**pregnancy & baby**  
**relationships**  
**shopping**  
**work & career**

Our editorial calendar is also packed with campaigns. We have formed alliances with leading national and international charities and organisations to explore and support the issues that matter most to women in the UK today - Breast Cancer, Domestic Abuse, Race for Life, and Personal Safety, to name but a few.

# ENDLESS OPPORTUNITY

## STANDARD MEDIA

- banners
- buttons
- skyscrapers



## CHANNEL SPONSORSHIP & TENANCIES

## BRIDGE SITES & JUMP PAGES

## E-MAIL MARKETING

- newsletters
- exclusive mailings



## QUIZ DEVELOPMENT & SPONSORSHIP

NEW

## CLICK TO BUY ADVERTISING

user sees a banner ad on iVillage and makes a purchase on Tesco.com in one click



## SEASONAL PROMOTIONS

## COMPETITIONS

## CREATIVE MEDIA

- pop-ups
- superstitials
- DHTML
- sub-sites
- eyebasters

## BESPOKE SPONSORSHIP OPPORTUNITIES

- intergrated editorial
- channel creation
- channel sponsorship
- development of new services

## MESSAGE BOARD & POLL SPONSORSHIP



## SATISFIED PARTNERS

*"iVillage.co.uk delivered a quality editorial environment that was a good fit with our target audience of busy, information-hungry mothers trying to do the best for their families".*

Josie Hill, Zentropy Partners (on Persil Big Mummy campaign)

*"We partnered with iVillage.co.uk to drive awareness of the Braun Syncro Shaver, promoting it to women as the ideal Christmas gift for a partner. Through the 'click to buy' functionality linked to Tesco.com we offered the opportunity to save women £20 off their online purchase. iVillage provided us with the perfect forum to target women, between the ages of 18-34 earning 30K-100K, in the lead up to Christmas as key purchasers of the product. The results saw an uplift in brand awareness, message association and purchase intent and an increase in online sales."*

Samantha Bonamour, Gillette

*"In sponsoring iVillage.co.uk's Shape Up Challenge, its program for women striving to achieve their personal best in getting healthier and fitter, Müllerlight was able to target professional and health conscious women and drive awareness to its delicious different products. After the first program attracted some 25,000 women who lost 50 tonnes, Müllerlight decided to get back on board for Shape Up 2 in January this year."*

Müllerlight on sponsorship of iVillage.co.uk's Shape Up Challenge

*"Since eDiets UK launched in April 2001, iVillage has been one of our major partners. The quantity and quality of traffic that we get is of the highest standard in our target market, namely females between the ages of 24-60. We hope to develop this into an even more beneficial relationship for both parties."*

Ciaran McCourt, eDiets UK

*"iVillage is a key content partner in the Women's Channel on MSN.co.uk, providing compelling and fun articles for women. Their interactive quizzes are particularly popular. We've always enjoyed a very good working relationship with iVillage, and have found them responsive and easy to work with."*

Nicola Gibbons, MSN.co.uk

## USEFUL CONTACTS

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