

Life'sLittleMysteries is a little gem of a web site whose mission is to answer all of the mysterious and odd questions you can't find the answer to – and those you never knew you had! If this web site were a party guest it would be the one surrounded by a captivated audience as it engages and entralls with facts and phenomena from odd bodily functions to the first movie sequel to why flamingos are pink. A must-visit for trivia aficionados, mystery lovers, myth busters and anyone looking for a whimsical and quirky view on the world.

Amazing Content Every Day

Each day, the team of intrepid and curious reporters and editors at **Life'sLittleMysteries** put their investigative reporting hats on and set out to dispel rumors, question long-standing theories and ferret out facts from the mundane to the serious. It all sums up to addictive content that keeps visitors coming back for more.

Sample Articles

- Do Animals Have Feelings?
- Why do Most Prices End in .99?
- Does Hypnosis Work?
- Is it True Dick Cheney Has No Heartbeat?

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **Life'sLittleMysteries** allows advertisers to buy contextually across current and in-depth content and to benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within Life'sLittleMysteries, visit: techmedianetwork.com/our-brands/lifesslittlemysteries.html

Strength Through Scale

Life'sLittleMysteries is one of 16 owned and operated sites in TechMediaNetwork's stable of content sites. This powerful Network **allows** you to reach your targeted audience with scale and with trusted, original, and current content.

The Network yields nearly twice the reach as CNET against key segments that can help advertisers reach their goals:

- **Science Buffs**
- **Adults 18-49; 25-54 and 18-54**
- **Technology Mavens**

*comScore July 2010 Plan Metrics Report

Life'sLittleMysteries Categories

- **Body and Mind**
- **Culture**
- **Entertainment**
- **Sports**
- **Tech**
- **Creatures**
- **Space**
- **Money**
- **Weird**



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