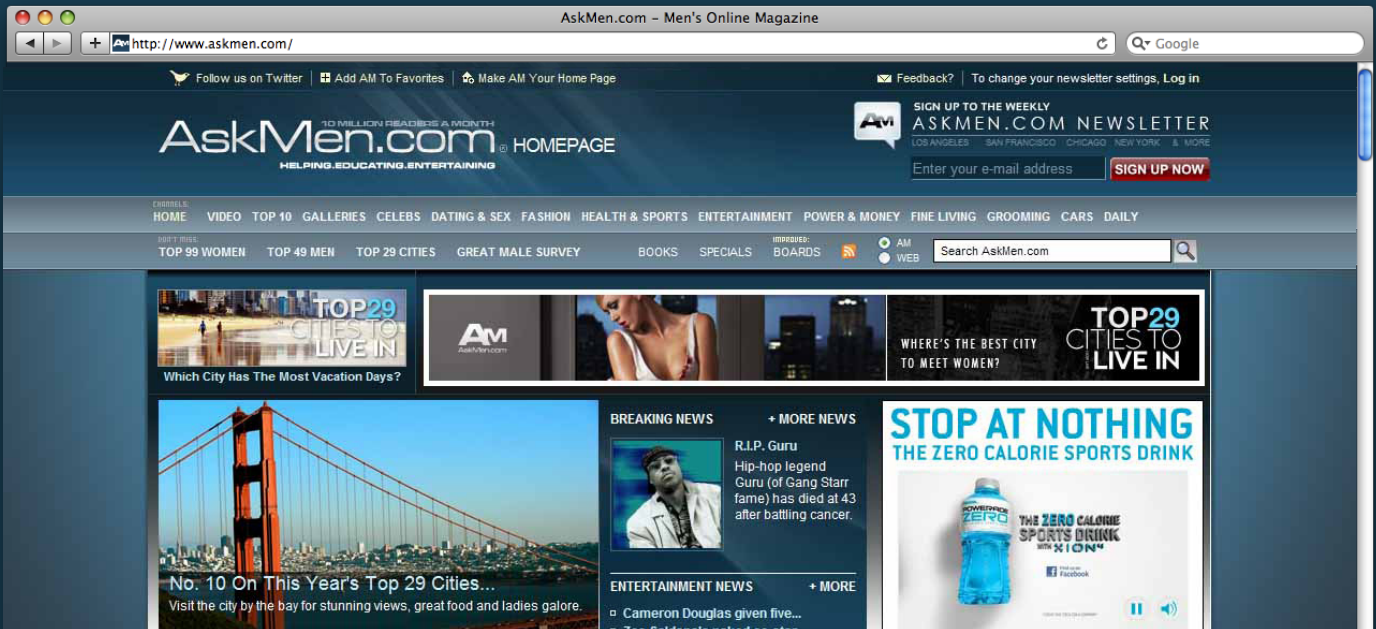


ASKMEN.COM

> Monthly Unique Reach
5,532,000

> Monthly Page Views
65,000,000



THE LARGEST AND MOST TRUSTED MEN'S LIFESTYLE SITE.

Selected as one of the top 50 sites by Time Magazine, AskMen.com's content caters to millions of young professional males, and has been featured or discussed by the likes of CNN, SI.com, The Tonight Show, LIVE with Regis & Kelly and Yahoo!

- > Top brands choose AskMen: Porsche, Calvin Klein, Universal Pictures, Sony, Tanqueray, Bombay Sapphire, Pepsi, Yahoo!, BMW, Mercedes, Lexus, Ubisoft, Pfizer, Procter & Gamble, Sprint, AT&T, and more.
- > AM Editorial Calendar for 2010 includes tent-pole events such as Top99 Women, Top49 Men, Great Male Survey, Top 29 Cities To Live In.
- > We offer fully-integrated campaigns including display advertising, contextual targeting, custom videos, newsletters, homepage & full site takeovers, custom-branded environments, branded utilities, editorial & organic article series, offline events, iPhone apps and more.

DEMOGRAPHICS

- > Male composition
64%
- > Average age in years
33.7
- > Average household income
\$73,440

AUDIENCE

- > According to a recent survey, AskMen.com is the primary source for men's lifestyle, ranking No. 1 amongst its competitors, with readers holding the brand as "educational, helpful and understanding men best."
- > To find out more about how to engage your brand with AskMen's audience, contact your IGN Sales Executive.



<http://corp.ign.com>
Part of IGN Entertainment
A Division of Newscorp

comScore Media Metrix, Spring 2010 U.S.
OTX AskMen study, August 2009

PSYCHOGRAPHICS

ENTERTAINMENT

46% have watched a movie in the theater, last 30 days. 17% above the online avg.



62% have rented movies, last 30 days. 12% above the online avg.

91% watch cable television, last 7 days

29% provide frequent advice on movies. 43% above the online avg.

GAMING

21% list video game playing as a favorite hobby. 1.4 times above the online avg.

19% have purchased video games in the last six months. 40% above the online avg.

14% have purchased computer games in the last six months. 34% above the online avg.

They are 1.6 times more likely to provide frequent advice on video games

16% have purchased a new gaming console in the last 12 months. 41% above the online avg.

CONSUMER GOODS

26% purchase home electronics, last 6 months. 47% above the online avg.

21% provide frequent advice on electronics. 1.9 times above the online avg.

21% provide frequent advice on computers. 1.9 times above the online avg.

91% own a cell phone

1.5 times more likely to access the Internet using their cell phones

2.0 times more likely to listen to music/MP3s on their cell phones

61% visited fast food restaurants, last 7 days. 7% above the online avg.

63% visited a casual dining restaurant, last 30 days. 6% above the online avg.