

Hobbies & Interests

Reach hobby and recreation enthusiasts with ValueClick Media's highly targeted Hobbies & Interests Channel.

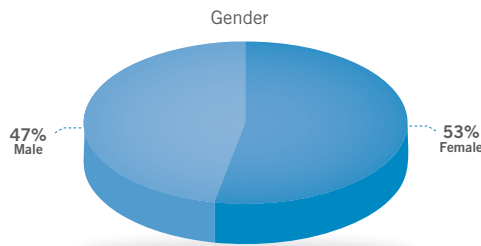
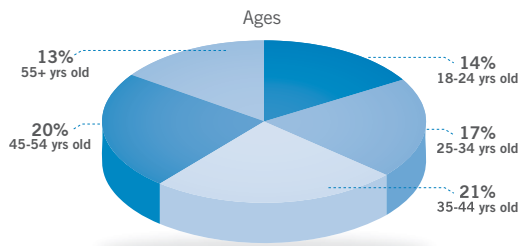
Total Unique Visitors (000): 12,034

Average Daily Visitors (000): 745

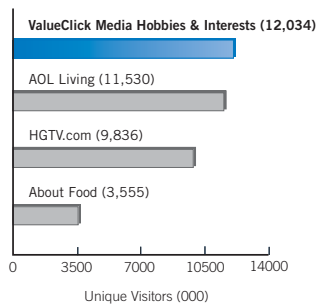
ValueClick Hobbies & Interests users are:

- 42% more likely to have spent \$2,500 or more on remodeling their kitchen in the last 12 months
- 33% more likely to have a portfolio valued of \$25,000 - \$49,999
- 122% more likely to have searched for information on a mortgage refinance online in the last 6 months
- 29% more likely to say the Internet is the easiest way to shop
- 49% more likely to have searched online for information on a photo printing/sharing service in the last 6 months

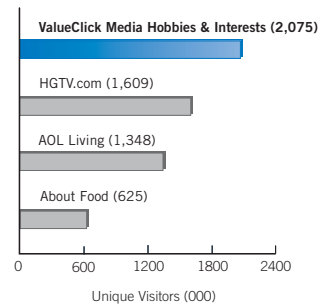
Composition of Unique Visitors



Channel and Site Uniques Comparison



Bought furniture or home furnishings in the last 6 months



Source: comScore Media Metrix