

Great Ideas For Parenting Are Born On About.com

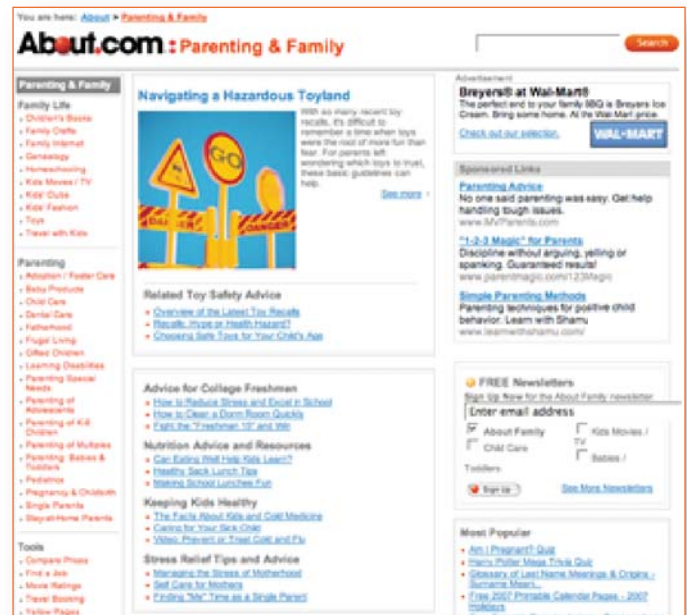
Kids don't come with a manual. That's why there's About.com – offering a massive database of information in answer to the millions of questions children bring. Where to dine in style with wee ones...what steps to take before calling the doctor...how to read – and respond to – your child's learning style. It's all on About.com's Parenting & Family Channel. And all designed to make the "job" of parenting a labor of love.

What Makes About.com's Parenting & Family Channel an Authority?

Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com readers answer a question, solve a problem or simply learn more about a topic, which makes them worthy of the About.com "family." Come, meet a few:

- **Pregnancy Guide: Robin Elise Weiss** – Robin is a perennial About.com favorite – a childbirth and postpartum educator, certified doula and proud mother of seven beautiful children, she is also the renowned author of The About.com Guide to Having a Baby and The About.com Guide to Baby Care.
- **Children's Books: Elizabeth Kennedy** – as an early childhood educator, elementary school teacher, museum educator and arts-in-education program director and mother, Elizabeth has had a long love of children's literature. She is a graduate of Brown University with a degree in English Literature.
- **Genealogy: Kimberly Powell** – a professional genealogist, Internet consultant, Web developer and proud mother of three children. She is a member of the Association of Professional Genealogists, the National Genealogical Society, the International Society of Family History Writers and Editors and is the author of *Everything Family Tree, 2nd Edition* by Adams Media (2006).



About.com Parenting & Family Makes Brand Success Kid's Stuff

- About.com's Parenting & Family Channel is a top five parenting information site
- Reaches 3.3 Million unique users, most of whom do not go to other major parenting sites
- About.com's Parenting & Family Channel's unique audience is up 39% over one year ago – with page views up 50%
- About.com's Parenting & Family Channel is more effective than BabyCenter.com in reaching:
 - 35-49 year old women
 - Families with children aged 2-11
 - Hispanics
 - Educators

About.com Parenting & Family Offers an Exclusive Audience

- 94% don't visit BabyCenter.com or FamilyFun.com
- 96% are unduplicated on BabyZone.com
- 99% do not overlap with AOLParenting.com

* Source: Nielsen//NetRatings, July 2007