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**What Women Want on the Net  
(Guys, It's Not What You Think)**

ComScore Media Metrix 2007 year-end reports women are the growing force on the web composing over 50% of the online population

**Community** – women's community sites grew the fastest, jumping 35% to 70 million unique visitors.

**Shopping** - 54% shopped online (68% in \$100K+ HH's) and bought travel, clothing, health and beauty products, financial products and groceries.

**Gamers** - 51% of the casual gaming audience is now women, but not the violent games.

**Health** - 84% of all women online consult the web for both personal and family health issues.

**Videos** – All kinds from You Tube to TV shows to movies reviews ... women's video usage has almost doubled compared to a year ago.

**Social networking** - Long the primary driver of online usage for women...affluent women are connecting, blogging, downloading and even online dating.

*Call Howard Zoss at 216.328.6301 to find out how to effectively reach women and to explore cross-platform marketing activities to get more from your 2008 budget.*

**Zig bits marketing** Sell Something.

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216.328.6301