



# UrbanBaby

## The Online Resource for Urban Parents

### Monthly Site Stats<sup>1</sup>:

**196,000** Unique visitors

**128%** Growth in unique visitors MOM

### Audience Overview:

**82%** Female<sup>2</sup>

**90%** 18-49<sup>3</sup>

**26%** Have an average HHI of 100K or more<sup>3</sup>

**55%** HH size of 3 or more<sup>3</sup>

**54%** College grad/post grad<sup>2</sup>

“The **most** compelling window into modern parenting.”

-New York Times

### The UrbanBaby Difference

UrbanBaby.com is where city-dwelling parents go for advice and companionship anytime of day – or night. It is the most vibrant, honest and lively parenting discussion on the web and the only place for the parenting information they need. It includes local and national newsletters about the coolest products and events, lively message boards for parents and parents to be, and in depth local information for urban areas like New York and San Francisco.

### Advertiser Benefits

#### Active and engaged environment

- A dedicated and candid community fuels vibrant, dynamic message boards.

#### Access to those you want to reach

- Reach affluent, well-educated, stylish parents who utilize the site as an online community and parenting resource.

#### Connect with today's new parenting generation

- Align your brand with the word-of-mouth information sharing that today's mom craves.

Find Out More: [ContactEntertainmentSales@cbs.com](mailto:ContactEntertainmentSales@cbs.com)

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SOURCES: 1. Nielsen Online NetView, March 2009. 2. Nielsen Netview, Aug 2009. 3. comScore MediaMetrix, Aug 2009

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