



Introducing the
 **b5media**
Blog Network

Who is **b5media**?

b5media is one of the world's fastest growing collection of blogs. A Blog Network discussing everything from emerging technologies to the hottest celebrity dirt. How many blogs? A lot. In fact, we're adding new blogs to the **b5media** Blog Network at near breakneck speeds, and we'd like nothing more than to make your brand a part of it.

So what is a **Blog Network** anyway?

Just think of the big network television stations: ABC, CBS, NBC. Every year they scramble to air new and interesting content to get different market segments tuning in. A Blog Network is no different. But instead of boob tube fluff, **b5media** brings together some of the most insightful and passionate writers in the world. Providing news and opinions on topics covered in hundreds of blogs, in multiple categories, all perfectly segmented to help you reach your desired target.

Why Advertise on b5?

Networks have their advantages.

Choosing to advertise on a Blog Network instead of individual blogs has some impressive advantages. For one, you can select blogs that are specific to your demographic, giving you more bang for your buck. Secondly, all the blogs on the b5media Network showcase original content, not some mishmash of previously run material. And finally, the b5 Blog Network environment is safe. Every blog in the network is managed by b5media, so you can rest assured your readers will feel comfort in the authenticity, quality and consistency of any blog they visit across the b5 Blog Network.

Readers that push trends.

Standing on the cusp of every trend, blog readers are not your ordinary audience. They're passionate about what interests them, and are not afraid to voice that passion. That strong voice makes blog readers influential members of society, pushing trends and making stars out of brands. So if you're looking to get your brand in front of consumers that really matter, there's no better place than the b5media Blog Network.

**Travel &
Culture**

Celebrities

Entertainment

Music

**Video
Games**

Technology

**Family &
Relationships**

**Beauty
& Style**

**Arts &
Design**

Team Blogs

Sports

**Science
& Health**

**Home &
Dining**

Business

Categories

Multiple categories to choose from.

b5media gives you the option to advertise across their entire Blog Network, or you can pick the categories that best suit your consumer.

Monthly Ad Impressions

**100
million**

Monthly Unique Visitors

**7.5
million**

Blogs

300

Monthly Page Views

**40
million**

Blog readers are 11% more likely than the average Internet user to have incomes of \$75,000 or more.

comScore Media Metrix, Behaviors of the Blogosphere

Research from Edelman, a public relations firm, found that of the top 100 blogs in the U.S., 34% cover technology, 26% are about culture, and 25% are devoted to politics. The study also found that just 3% were what it called "personal diaries".

The State of the News Media 2007, Citizen Media

They are 30% more likely to buy products or services online and blog readers spend approximately 6% more than the average online buyer.

comScore Media Metrix, Behaviors of the Blogosphere

Statistics

And of course, the hard numbers.

Give Us a Ring

Ready to buy? Or just looking to for more info?
Here's our contact info.

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