



the Insider

Who's Hot And What's New In Entertainment News & Pop Culture

Monthly Site Stats¹:

4 Million	Unique visitors
282%	Growth in unique users YOY
13.6 Million	Page views
5 Million	Visits

Audience Profile²:

80%	Female ³
88%	18-49
33	Average Age
36%	Have children ³
95%	Shop online regularly ³
90%	Regularly make purchases online ³
72%	Use the internet everyday ³

The fastest growing entertainment news and community site⁴

The News They Crave

TheInsider.com is the online companion to the The Insider, the #2 most popular entertainment TV show, and is the fastest growing site in the category. Averaging more entertainment fans than Perez Hilton and TMZ,⁵ its the ultimate online forum for celebrity news. We've got the scoop on the latest celebrity news, an engaged community, games, videos, photos as well as trivia. Plus, TheInsider.com also has exclusive interviews with today's hottest stars, red carpet access, trendy fashion and shopping tips, and more.

Advertiser Benefits

Access to the audience you want

- Reach active, savvy women through the benefit of integration across TV, online, mobile and radio.

A community platform that promotes engagement

- There is an increased, active participation as visitors share stories, polls and videos with their friends

Premium content

- Benefit from growth through ongoing partnerships resulting from widely distributed and trusted content.

Find Out More: ContactEntertainmentSales@cbs.com

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SOURCES: 1. comScore US, August 2009. 2. comScore MediaMetrix, July 2009. 3. comScore PlanMetrix, June 2009. 4. comScore MediaMetrix, July '08-'09. 5. comScore, July 2009

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