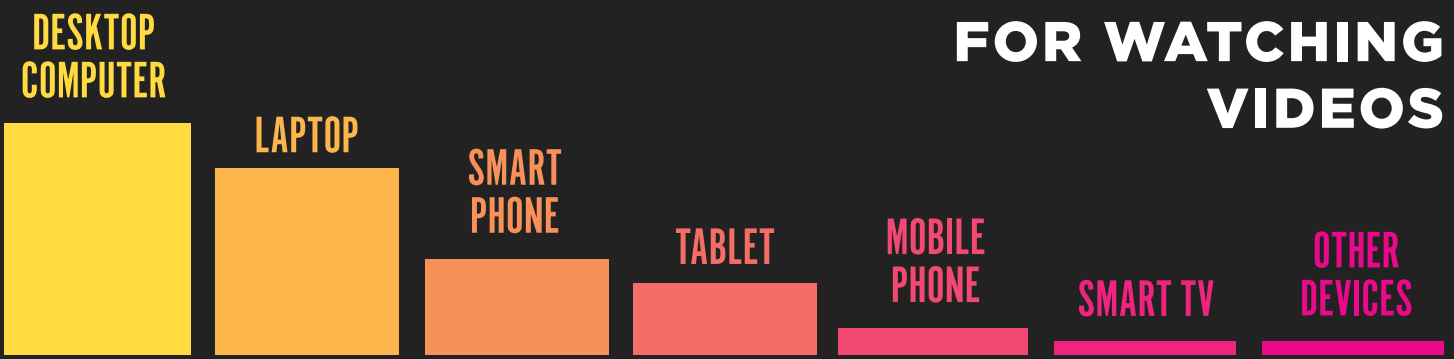


WHAT WOMEN WATCH



Total Beauty Media Group, a leading online beauty and wellness publisher, understands how women connect and engage with video online.

DESKTOP COMPUTERS ARE THE MOST COMMONLY USED DEVICE FOR WATCHING VIDEOS



Leverage video content to capture her attention while she's poised to purchase.



80% OF WOMEN FIND VIDEO ADS "REALLY ANNOYING"



BUT LESS THAN 1/3 WILL PAY FOR PREMIUM CONTENT

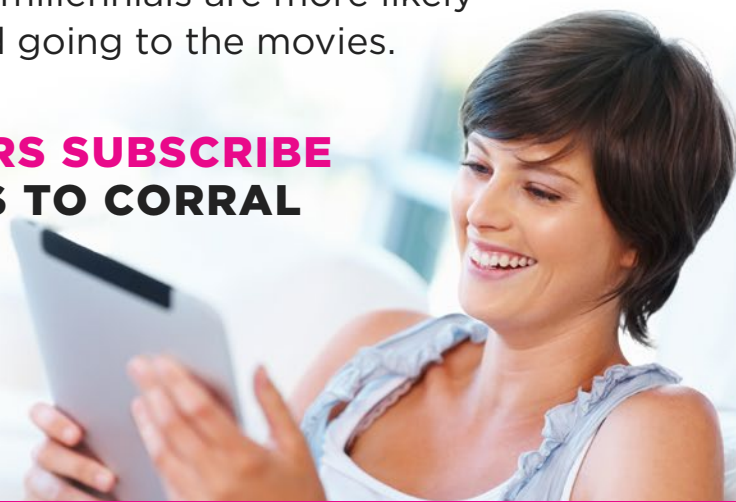
Skip the ad and **utilize pre-roll engagement surveys** to unlock content for consumers while you capture data.

Women with incomes below \$25,000 and millennials are more likely to substitute online video for cable TV and going to the movies.



40% OF YOUNG BOOMERS SUBSCRIBE TO YOUTUBE CHANNELS TO CORRAL VIDEOS THAT REFLECT SPECIFIC INTERESTS

Entertain her to drive brand affinity.

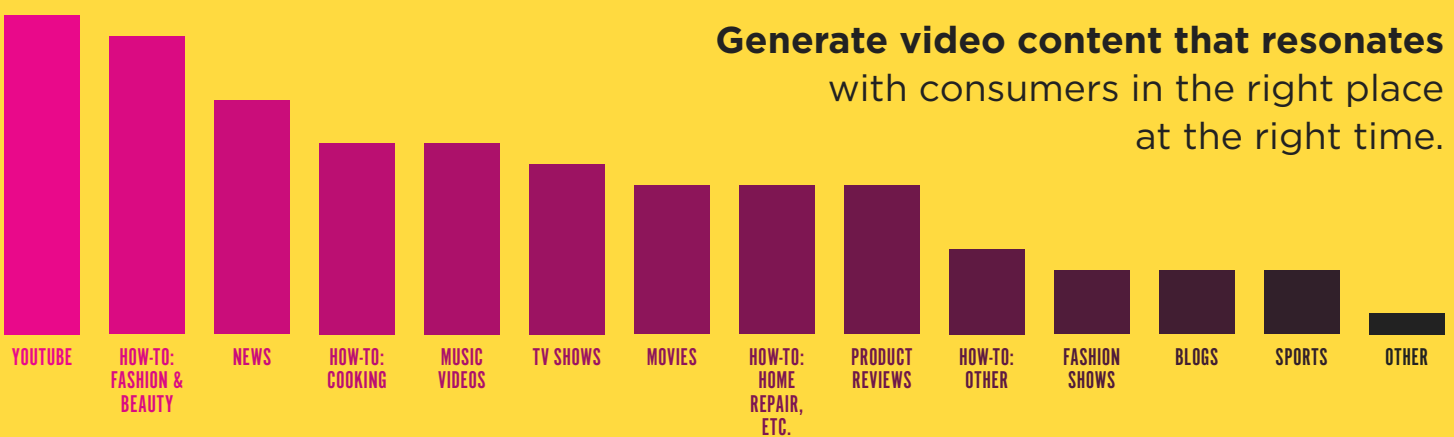


60% OF MILLENNIALS SAY THEY'VE REPLACED CONSUMER REPORTS AND PRODUCT MANUALS WITH ONLINE VIDEO



Create service-based content to educate her and encourage purchase.

WHICH TYPES OF VIDEOS WOMEN TYPICALLY WATCH



Generate video content that resonates with consumers in the right place at the right time.

Total Beauty Media Group offers creative advertising and sponsorship solutions via web, video, email and mobile to connect brands with shoppers.

AWARD WINNING CONTENT:



DOWNLOAD THE **FREE REPORT**
WHATWOMENWATCH.COM

