

KEY MEASURES REPORT

Geography : United States
Location : All Locations
Time Period : June 2007
Target : Total Audience
Media :
Date :

Items 1 to 13		Total Unique Visitors (000)	% Reach	Total Minutes (MM)	Total Pages Viewed (MM)
Total Internet : Total Audience		178,839	100.0	312,461	473,831
3	[P] Glam Media	19,075	10.7	198	460
	[M] MYYEARBOOK.COM	3,320	1.9	103	250
	[M] QUALITYHEALTH.COM	2,375	1.3	7	10
	[M] KABOODLE.COM	2,211	1.2	2	5
	[M] Glam.com Sites	1,632	0.9	3	32
	[C] GLAM.COM	654	0.4	1	12
	[C] FREE-BEAUTY-TIPS.COM	473	0.3	0	1
	[C] 2HAIRSTYLES.COM	431	0.2	1	12
	[C] BEAUTYDEN.COM	395	0.2	0	3
	[C] ROMANTIC-LYRICS.COM	343	0.2	0	1
	[C] CELEBRITY-HAIRSTYLES.ORG	114	0.1	0	3
	[C] 2PROMHAIRSTYLES.COM	68	0.0	0	1
	[M] TAROT.COM*	1,430	0.8	13	16
	[M] MVM.COM*	1,157	0.6	8	34
	[M] MEEZ.COM*	1,145	0.6	21	30
	[M] BESTDIETFORME.COM	862	0.5	1	2
	[M] SMILEBOX.COM	798	0.4	4	4
	[M] MAKEOVERSOLUTIONS.COM	659	0.4	4	7
	[M] BOSSIP.COM	506	0.3	0	2
	[M] HAIRSTYLESDESIGN.COM	481	0.3	2	5
	[M] THEFIND.COM	467	0.3	1	2
	[M] DIVAVILLAGE.COM	444	0.2	1	1
	[M] HOLLYSCOOP.COM	443	0.2	1	1
	[M] THEBOSH.COM	369	0.2	1	1
	[M] DOGSTER.COM	354	0.2	4	6

over 50% of page views?

sold to hearst

black hat seo site

black hat seo site

black hat seo site

black hat seo site

avatar site

[M]	CELEBRITY-BABIES.COM	322	0.2	0	1
[M]	PURSEBLOG.COM	268	0.2	4	5
[M]	WEDDINGSOLUTIONS.COM	232	0.1	1	1
[M]	FAVORIDEAS.COM	192	0.1	1	1
[M]	HAIRSTYLESWATCH.COM	186	0.1	1	1
[M]	HECKLERSPRAY.COM	170	0.1	0	0
[M]	QUEENDOM.COM	167	0.1	1	1
[M]	MYHAIRCUTS.COM	165	0.1	0	4
[M]	IMNOTOBSESSED.COM	162	0.1	1	1
[M]	SHORT-HAIRSTYLES.COM	155	0.1	1	3
[M]	POPBYTES.COM	146	0.1	0	0
[M]	COUTURECANDY.COM	145	0.1	0	0
[M]	APPARELSEARCH.COM	141	0.1	0	0
[M]	DEREKHAIL.COM	139	0.1	0	0
[M]	THESKINNYWEBSITE.COM	136	0.1	1	3
[M]	1001-HAIRSTYLES.COM	127	0.1	0	1
[M]	CATWALKQUEEN.TV	119	0.1	0	0
[M]	CATSTER.COM	117	0.1	2	7
[M]	VISUAL-MAKEOVER.COM	106	0.1	0	0
[M]	2HAIRCUT.COM	101	0.1	0	0
[M]	GOSSIPORTRUTH.COM	98	0.1	0	0
[M]	THEFASHIONSPOT.COM	93	0.1	0	0
[M]	FAMETASTIC.CO.UK	90	0.1	1	0
[M]	ICYDK.COM	88	0.0	0	0
[M]	HOTMOMMAGOSSIP.COM	86	0.0	0	0
[M]	LOHANGROUPIE.COM	85	0.0	0	0
[M]	STYLE-HAIR-MAGAZINE.COM	79	0.0	0	0
[M]	ZAFU.COM	72	0.0	0	1
[M]	STYLEBAKERY.COM	71	0.0	0	0
[M]	SHINYSHINY.TV	70	0.0	0	0
[M]	THERADREPORT.COM	67	0.0	0	0
[M]	JUST-HAIRSTYLES.COM	66	0.0	0	1
[M]	SNARKYGOSSIP.COM	65	0.0	0	0
[M]	NUBELLA.COM	64	0.0	0	0
[M]	CELEBRITYMOUND.COM	62	0.0	0	0
[M]	HOLLYWOODBACKWASH.COM	60	0.0	0	0

[M]	BUMPSHACK.COM	57	0.0	0	0
[M]	DANASDIRT.COM	55	0.0	0	0
[M]	STYLE-SPOTLIGHT.NET	54	0.0	0	0
[M]	HIPSTERCARDS.COM	54	0.0
[M]	MTVREALITYWORLD.COM	50	0.0
[M]	GILMOREGIRLSNEWS.COM	46	0.0
[M]	FOCUSONSTYLE.COM	42	0.0	0	0

Media Metrix 2.0 Legend

- [P] Property
- [M] Media Title
- [C] Channel
- [S] Subchannel
- [G] Group
- [SG] Subgroup
- [E] Custom Entity
- [n] Ad Network
- [A#] Alternate Rollup

* Indicates that the entity has assigned traffic to certain pages in the domain to other entities

** Indicates that the entity is an advertising network.

... Indicates data used fell below minimum reporting standards and/or data not available.

N/A Indicates data is not available in the data set for reporting for the specified time period.

Caution - small base may result in unstable projection.

Directional purposes only - base too unstable for reliable projection.

Details on minimum reporting standards are located at: http://mymetrix.comscore.com/mmx/definitions_minreportingstandards.asp