

## Winter Holidays Package

### FEATURED CONTENT

Holidays and Celebrations	Thanksgiving, Christmas, New Year's, and more 23,200+ articles
Food and Cooking	Food recipes, drink recipes, entertaining, and more 44,600+ articles
Arts	Home decorating, crafts for holidays, and more 22,600+ articles
Gifts and Gift-Giving	Gift guides, ideas, bargains, product reviews, and more 2100+ articles

### ADVERTISING OPPORTUNITIES

- IAB Rising Star Display Ad Units
- IAB Standard Banner Units
- MMA specifications for mobile units
- Sponsorships, roadblocks and takeovers
- Interstitials, skins and expandables
- Video: in-banner and in-stream
- Sweepstakes, surveys and promotions

### HUBPAGES AT A GLANCE Data as of December 2011

**17,000,000**  
monthly US visitors

**1,212,100+**  
published articles

**230,100+**  
published users

♀ 51% are female

♂ 39% are 18-34  
index 132

🎓 56% are college graduates

👨‍👩‍👧 45% have kids in household

💰 47% have incomes over \$60k

HubPages is a thriving community of passionate content producers and millions of intent-driven consumers. Everyday experts publish fresh, interesting, and influential content daily and interact with an eager and responsive audience.

Advertising on HubPages integrates your brand into the lives of millions of consumers at the moment it matters to them the most.