

# HubPages

Where brands reach millions of focused,  
intent-driven consumers

The collage displays various elements of the HubPages website interface:

- Category Navigation:** A sidebar on the left lists categories such as "Fashion and Beauty" (with sub-links like baby clothes, body art, dental care, etc.), "Food and Cooking" (with sub-links like beverage recipes, cooking for smaller numbers, etc.), and "Games, Toys, and Hobbies".
- Featured Article:** A central article titled "Christmas Gift Idea for Kids and a Holiday Party: The Christmas Grab Box" by TheHubCommunity. The article features a photo of a yellow gift box on a checkered floor and includes a "SIGN UP NOW" button.
- Right Sidebar:** A sidebar on the right promotes publishing with the text "PUBLISH easily ATTRACT readers EARN rewards" and includes a "SIGN UP NOW" button and a "connect with facebook" link.
- Recent Blog Posts:** A section titled "RECENT BLOG POSTS" lists articles such as "The Surprising Power of a Name" by Theodore Shade and "On Writing Well: 6 Tips on a Successful Public Reading" by eJay.
- HubPages Logo and Navigation:** The top of the collage shows the HubPages logo and navigation links like "Home", "Topics", "Hubs", "Answers", "Hubbers", and "Forums".

HubPages features over one million premium articles and videos published by more than 225,000 influential content producers.

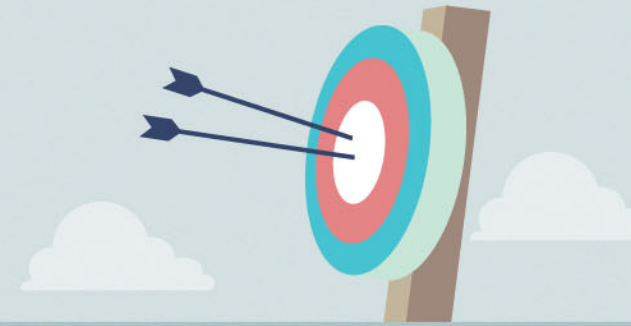
Over 16 million intent-driven US consumers visit HubPages every month.

---

HubPages provides brand marketers the opportunity to intersect the right consumer at the moment their brand is most important.

# Targeting the right audience

## REACHING YOUR BRAND'S CONSUMER ON HUBPAGES



### Audience Segments:

- Mothers
- Women
- Men
- Boomers
- Affluents
- Small Business Owners
- Gadget Seekers
- Pet Owners
- Travelers
- Brides to Be
- Outdoor Enthusiasts
- Sports Fanatics
- Trend Spotters

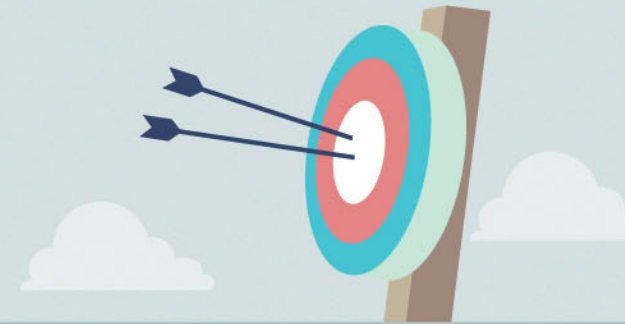
### Topical Categories:

- Arts and Design
- Autos
- Books, Literature, and Writing
- Business and Employment
- Education and Science
- Entertainment and Media
- Family and Parenting
- Fashion and Beauty
- Food and Cooking
- Games, Toys, and Hobbies
- Gender and Relationships
- Health
- Holidays and Celebrations
- Home
- Personal Finance
- Pets and Animals
- Politics and Social Issues
- Religion and Philosophy
- Sports and Recreation
- Technology
- Travel and Places



# Targeting the right audience

## REACHING YOUR BRAND'S CONSUMER ON HUBPAGES



### Seasonal Packages:

- The New Year
- Tax Season
- Mothers Day
- Fathers Day
- Graduation
- Summertime Fun
- Back to School
- Halloween
- Black Friday
- Cyber Monday
- Winter Holidays

### 3<sup>rd</sup> Party Data Targeting:

- Demographic
- Behavioral
- Psychographic
- Shopping and purchase

### Product reviews and gift guides:

- People: Dads, Moms, Kids, Teens
- Interests: Gourmet Food, Geek Culture, Gardening, Outdoor Living, Photography
- Category: Electronics, Home, Garden, Beauty, Sports
- Life stage: Retired, Pregnant

### Ad Server Targeting:

- Time
- Day
- Geo
- ISP
- Channel

# Integrating your brand on HubPages



HubPages  
browse » Topics Hubs Answers Hubbers Forums Feed  
[jamestdmondson] sign out start a new hub my account my profile help  
All Topics » Fashion and Beauty » Makeup and Cosmetics

## Makeup and Cosmetics

Articles about makeup, including mineral makeup, blush, lipstick, concealer, and foundation.

face foundation lip gloss eye shadow makeup sets lipstick nail art more ...

### FEATURED ARTICLE

#### IS MARK MAKEUP AS GOOD AS THEY SAY?

by Beauty School

In 2003 Avon Came Out With A New Line Of Makeup Known As Mark Makeup. With Their "Meet Mark Makeup" Campaign, It Quickly Became Very Popular Among Teen And Young Adults...

Keep Reading →

#### Makeup and Cosmetics Community Members

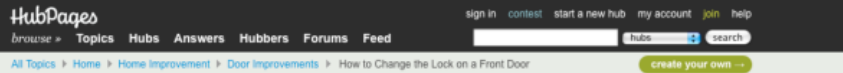
Ms Chievous Nell Rose rzmollory

Plus about 770 more members

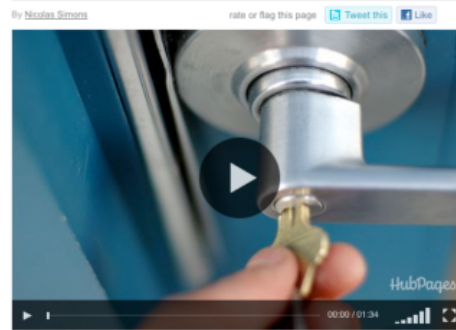
## ADVERTISING UNITS

- IAB Rising Star Display Ad Units
- Billboard (970x250)
- Filmstrip (300x3000)
- Portrait (300x1050)
- Pushdown (970x90)
- Sidekick (850x700)
- Slider (950x90)
- Rich Media: interstitials, skins, and expandable units
- Mobile: MMA specifications and rich-media
- Video: in-banner and in-stream
- Sponsorships, roadblocks, and takeovers
- Custom-developed content channels and brand integration
- Sweepstakes, surveys, and promotions

# Integrating your brand on HubPages



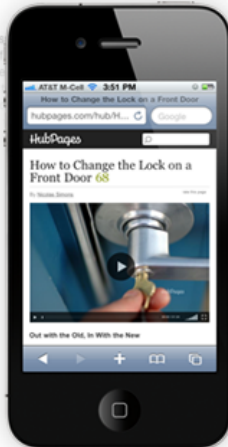
## How to Change the Lock on a Front Door 68



Almost as easy as hanging a new piece of wall art metalor **copper wall decor**, changing the **lock** on a front door is a somewhat simple task that most people can do on their own, without calling out a locksmith, in less than thirty minutes. Many people feel safer when they move into a new home or apartment when they change the locks on the door, which assures them that they are the only person who has keys to their home. For the purposes of this article, we will discuss changing the front door lock when the lock is a deadbolt and/or door knob lock, which are the most common types of locks found on residential properties.

### Choosing a Lock

When choosing a new lock, it is important to consider your existing lock, which you can keep with the same brand and the same size. You may need to make other modifications to the backset of your deadbolt and/or door knob to the edge of the lock. The backset is 2-3/4" or 2-3/8", which are the most common sizes. Some locks are adjustable, which means you can change the backset before you install the lock.



**Nicolas Simons**  
From San Francisco  
4 Followers  
22 Hubs  
Joined 8 months ago

Read more hubs by Nicolas Simons

Contact Nicolas Simons

Follow Nicolas Simons

Subscribe to Nicolas Simons's RSS feed

### ASK A QUESTION

Ask Nicolas Simons a question based on this Hub.

ask!

### RELATED QUESTIONS

Will Jesus have His scars in heaven?

asked by Shepherd's Lamb 9 months ago

5 answers + Answer this question

Mutual Funds Question: Dividend Reinvest vs Dividend payout growth

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

asked by pms101 1 year ago

5 answers + Answer this question

## VIDEO ADVERTISING

- Pre-roll
- Custom video content creation
- Content producer endorsement
- Product placement

## MOBILE ADVERTISING

- Mobile web & downloadable apps provide users with an optimized reading experience for a broad array of devices
- Optimized social tools
- Standard MMA ad units
- Video and rich media
- Custom-produced mobile applications with content feed for sponsorship
- Standard ad units: 320x50 Leaderboard and 200x200 Small Square



# Integrating your brand on HubPages



## CONTEST SPONSORSHIP

- Develop relevant content for your brand
- Leverage content producers influence and search ranking expertise
- Custom content development, including opportunities for content producers to mention or endorse products



## HUBCAMP SPONSORSHIP

- Content development educational seminars
- Brand has opportunity to influence and create relationship with influencers
- Category-specific and custom-developed sessions to shape development of content



## Authentic, Influential Voices

Passionate content producers talk about things that matter most to your brand's consumers

- Fresh, interesting content published daily by over two hundred thousand everyday experts
- Content producers and audiences interact through comments, ratings, Q&A, and forums
- Content producers leverage their sphere of influence through social media tools and applications
- Brands gain access to influencers (content producers) through sponsorship of content contests and HubCamps





We take keeping your  
brand safe seriously.

- Proprietary technology- multiple stage, automated solution evaluates every submitted article to the word before publishing
- Human touch- team of moderators evaluate all flagged content
- Community involvement- our readers participate in quality control by flagging articles and videos
- Internal rating system- HubScore adjusts writers' publishing control as they prove they can be trusted

# HubPages

Please direct all inquiries  
to:  
[advertise@hubpages.com](mailto:advertise@hubpages.com)