

vita.mn online

REACH AN ENTERTAINMENT-SEEKING AUDIENCE ONLINE

Our users love to go out and want to be in-the-know about what's hot in the Cities. They also want to get a grip on what others are doing, wearing and saying. Vita.mn tells this group where it's at and helps them plan accordingly. So get into it because there's no better place to reach these hipsters.

VITA.MN IS THEIR ULTIMATE PLAY PLANNER

Visitors will find it useful and entertaining—whether they're looking for something to do, want to share their opinion or wondering what others are saying.

- Customizable
- Easy-to-use local entertainment guides
- Connects people and encourages conversation

Visit www.vita.mn and see how easy it is.

TARGETED SECTION BANNER ADVERTISING:

- Reach consumers with specific interests
- High-visibility half-page ad format
- Advertise in targeted sections: Music, Restaurants, Bars/Clubs, Movies, Art, Performance, Tags, Guides, Lists



THE FACTS ON FUN SEEKERS:

WIRED

- 89% access the Internet, 55% use a broadband connection
- Spend nearly twice as much time online in an average week than other metro adults
- 40% more likely to own an iPod
- 36% more likely to shop online

ACTIVE AND VIBRANT

- 98% more likely to do yoga
- 53% more likely to belong to a fitness club

LOVE TO BE ENTERTAINED

- 94% more likely to go to a nightclub
- 68% more likely to go to a concert

**TO INCLUDE VITA.MN IN YOUR MARKETING MIX,
CALL YOUR SALES REPRESENTATIVE OR 612-673-4000.**

Source: Scarborough Research 2006 (R1); Fun seekers: Readers of the Rake, City Pages, Citysearch, MSN Local, Yahoo! Local, AOL Local. Unless otherwise noted, events and activities reflect those participated in within the past 12 months

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