

Splendicity.com is the ultimate destination for the latest news, product reviews and personal insights into beauty, fashion and accessories.

PREMIUM SPONSORSHIP PACKAGES

b5media presents **monthly premium sponsorship packages** for each portal, including Splendicity.

Advertisers benefit not only from placement on a wide selection of blogs with targeted ad impressions, but from deeper value relationships with b5media's readership through sponsored articles, partnered contests and giveaways, and re-skins.

DEMOGRAPHICS

- 57% are between the ages of 18 and 35
- 88% are female
- 65% are online +12 hrs/week
- 79% share online finds with friends and relatives
- 56% post comments online
- 33% maintain their own blog

CONTACT

advertising@b5media.com
<http://www.b5media.com/advertise>

MORE INFORMATION

To learn more about Splendicity and its network of blogs, visit www.b5media.com/network

JANUARY Look Great in 2009
Tips, tricks and advice to turn your dry drab winter self into a healthy glow!

FEBRUARY And the Award Goes To...
From coverage of the events to red carpet accessories. Plus Valentine's Day!

MARCH Spring into Fashion
New spring must-have items showcased by the women who do them best.

APRIL Back from the Past
Fashion, accessories and hairstyles from decades past get redone for today's hipsters.

MAY Summer Beauty
Let the world's most beautiful lead the way in summer beauty trends.

JUNE Travelling Beautifully
How to keep your beauty routine while jet-setting the globe this season.

JULY Style at Any Age
Look fabulous at 20, 30, 40, 50, 60 and beyond. Possibly without all the fuss!

AUGUST Fall Trends
Showcase of the women to watch this fall. With an eco-friendly guide to accessories.

SEPTEMBER All That Glitters
Hitting high-style with NY Fashion week, MTV video awards and the Emmy's.

OCTOBER Breast Cancer Awareness
Coverage of Breast Cancer Awareness Month for friends, family and loved ones.

NOVEMBER Country Bonanza
CMA fashion teaching a lesson or two cowboy comeback style.

DECEMBER Winter Beauty
Trends for the best holiday fashion for any event, with a look at the best of 2009.