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Where Women Click

Women on the Web

Most-visited women's community sites

Web Site	Unique visitors in March, in millions
1 iVillage.com: The Women's Network	15.5
2 Glam Media	10.0
3 Everyday Health	7.5
4 Condenet sites	6.2
5 Womensforum sites	5.9
6 Family Network	4.3
7 BabyCenter Network	4.0
8 The Knot	3.3
9 Sheknows	3.3
10 BHG.com	3.2

Source: comScore Media Metrix

[Glam.com](#), with lead articles like "How to Get Bouncy Curls," "Who Should Prince William Date Now?" and "Chatting with Nanette Lepore" is the second most visited *community* website by women, after [iVillage](#).

According to [The Wall Street Journal](#) (paid sub. req.) Glam Media is a favorite of online media buyers.

Glam Media is one of several emerging Web networks that offers advertisers the chance to run narrowly targeted and heavily customized ad campaigns -- with customized the operative word. Lots of Web firms, of course, help advertisers target specific groups of people on different sites. What makes Glam and other networks, including female-oriented properties [SheKnows](#) and [Sugar Publishing](#), stand out is their willingness to devise new marketing formats, ad executives say.

"They will bend over backwards for you. That's refreshing from a marketer's standpoint because sometimes you just feel like the partnership isn't a partnership on these big deals. It can be like pulling teeth," says Martin Reidy, president of Modem Media, an arm of digital marketing concern Digitas, itself a unit of Paris-based Publicis Groupe.

Glam Media's founder, chairman and chief executive, Samir Arora, says Glam wants advertising that is both useful and entertaining, an approach he says isn't that different from the fashion magazine world. "Does [advertising] deter you from picking up Vogue? No. It actually enhances the experience," he says. "The key is in understanding when ads are desirable."

Posted by david burn



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[Trish](#) commented on [April 30, 2007 3:01 PM](#):

The graphic says these are the top "community" sites women visit, not web sites. I'd be curious to know the age range for "women" because I've never visited any of these sites and I have two x chromosomes.

[David Burn](#) commented on [April 30, 2007 3:16 PM](#):

Thanks Trish. It does indeed say "community sites." I'll make the correction to the post.

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