

Ology is an online entertainment and social media company focused on helping people find, create, and share content about their passions. Our portfolio includes our hub site Ology.com, ten premiere entertainment properties, and more than 300 exclusive blog and niche sites. Content spans music, film, TV, celebrity, geek, gaming, technology, sports, humor, and lifestyle content. For more information, please visit www.ologycorp.com.



Featured Campaign:

Ology ran a geo-targeted campaign with Belk, a Southern department store chain, that utilized the reach and targeting capabilities of Ology and our partner sites. Although the campaign was geo and demo targeted, Ology was still able to deliver millions of impressions in days!

Holiday Season on Ology:

Ology gears up for the Holidays in November! We'll be discussing everything you need to keep this holiday season special, from our TV Sweeps coverage, Holiday Movie Previews, NHL Season Previews, Fashion Wish Lists, Video Game Holiday Previews, and Black Friday Sales Previews! Also, stay tuned for exclusive Degraasi interviews from our set visit in Toronto as well as nation-wide scavenger hunts for autographed merchandise all throughout November!

Upcoming Editorial Sponsorship Opportunities:

- GiftOlogy: Kicking off on November 14th, GiftOlogy is the ultimate guide to gifts, movies, and holiday bliss.
- Exclusive Red Carpet Coverage in January and February, including the Golden Globes, The Grammy's, The SAG Awards, and NY Fashion Week!
- Spring Rush: Kicking off in January, Spring Rush is the insiders' guide to Spring TV, complete with recaps, reviews, and celebrity interviews!

Ology Media Stats:

31.7 MM Unique Visitors
Adults 18-34
Comp Index- 150
Average Min per Visit- 5.6
54.8% Male & 45.2% Female

comScore October 2011

Industry News:

"[The] smartphone is going to have a demonstrable effect at retail, as mobile shopping behaviors become more detailed and integrated with the final buying decision." (Mediapost)

Ology iPhone App

Download the new Ology iPhone app, featured in the iTunes store and listed by Applicious as a "fresh" must-have app for November.



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