

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](http://www.ologycorp.com).



### Featured Campaign:

Ology teams up with Chevy for a targeted campaign across a range of partner sites, complete with full integration into My.Ology, Ology's social platform. Ology has also created FirstOlogy, a one-stop shop for all your favorite firsts! We dish on everything from first car memories to first celebrity crushes! My.Ology will be integrated with Chevy's custom channel, allowing users to share photos, videos and comments about their first time experiences.

ology presents

**OCTOBER  
FANDOM  
'11**

### October Fandom on Ology:

Ology goes all-out fan crazy in October! Check out our awesome fan-centric features, interviews, and exclusive giveaways! We hope you checked Ology out during the New York Comic Con on Oct. 14-16 where we got previews of hot new games like Batman: Arkham City, plus interviews and updates on The Avengers and geek titans like Felicia Day and Kevin Smith!



### Upcoming Editorial Sponsorship Opportunities:

GiftOlogy: the ultimate guide to gifts, movies, and everything you need to make this holiday season jolly. Also, look out for our coverage on the American Music Awards, the World Series, the Presidential Election, the MLS Finals, and the Victoria Secret fashion show!

### Ology Media Stats:

**29.8 MM Unique Visitors**  
**Adults 18-34**  
**Comp Index- 147**  
**Average Min per Visit- 5.6**  
**54% Male & 46% Female**

comScore September 2011

### Industry News:

"In 2012, national mass media will continue to gain share, due to strength in national online display, online video, mobile and national cable network advertising, according to a new forecast from MagnaGlobal...For 2011, we now expect \$31.1 billion in total online advertising, up 19.5% vs. 2010." (MediaPost)

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