

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.ology.com.



Featured Campaign:

During September and October, Ology is teaming up with Denny's to celebrate the awesomely cheesy ways the entertainment world fills us with joy. From the cheesiest love songs to the most ridiculous rom-com moments, we're highlighting the silliest of pop culture on a custom channel, CheeseOlogy (now live)! Denny's extended their reach beyond the custom content with a targeted buy across Ology's partner sites.



Fall Rush on Ology:

September marks Ology's first year of complete Fall TV coverage with a three week initiative known as Fall Rush. Rush includes exclusive features as well as a brand new interview with a star from a fall series every weekday. Already, features such as "The 10 Hottest Guys Of Fall TV" and "The 12 Best Episodes Of Glee Ever", and interviews with stars from *The Vampire Diaries* and *Awkward*, are boosting TVOlogy towards its biggest month yet!



Upcoming Editorial Sponsorship Opportunities:

GiftOlogy: the ultimate guide to gifts, movies, and everything you need to make this holiday season jolly.

Ology Media

29.4 MM Unique Visitors

Adults 18-34

Comp Index- 143

Average Min per Visit- 6

49.9% Male

50.1% Female comScore August 2011

Industry News:

[-http://www.mediapost.com/publications/?fa=Articles.showArticle&art_cid=158368&nid=130881](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_cid=158368&nid=130881)

"Social media accounts for one out of every four minutes that U.S. users spend online, four out of five people in the United States who access social media sites, and three out of four Internet users globally, according to a report released Monday. [...] About 60% of social media users create reviews for products and services to help others make choices. The medium has become fundamental in helping people make choices, which could explain Google's recent acquisition of Zagat."

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