



CORPORATE OVERVIEW AT A GLANCE

Warmhome Media Group was founded in March 2007 by a group of experienced advertising and technology executives, all of whom remain with the company to the present day. Warmhome Media was established in order to enable agencies, marketers and publishers to work together successfully and profit from their digital marketing investments.

DIGITAL MISSION AND BELIEFS OF OUR GROUP

We have met our promise through a combination of technology, focus, and unwavering commitment to special-interest content and communities. Warmhome Media has empowered the original thinkers and leaders in the digital advertising industry to deliver on the promise of the rich possibilities of our medium. The company powers the online advertising marketplace and will continue to enable clients to profit from opportunities across all digital advertising channels as consumers worldwide embrace them.

MODERN INTERACTIVE CONSUMER

The consumer of today is one that's interested in media and spends an increasing amount of time online. Warmhome Media wants to be able to serve this new generation, wherever possible 'any time and anywhere online'. Warmhome Media's strategy is not only focused on offering the consumer a wide range of services but also to make them available on the wide range of connected devices that are important to the consumer.



SELECTING WARMHOME MEDIA

At Warmhome Media Group, we're changing the way advertisers purchase online media by giving them the ability to reach the precise target audiences across a large-scale network of websites. Warmhome Media technology takes this process further and enables advertisers to reach specific targeted potential users. Warmhome serves more than 1 billion global impressions monthly to over 100 million unique users across more than 7500 publisher websites every month.

ADVERTISERS

Warmhome Media has solutions to meet the complete needs of any online marketer. Warmhome Media contains a spider software to define the categories your product belongs to, analyzes your product content and generates keywords for relevant advertisements. Also, it is possible to recognize on which websites the advertisers ads are displayed already, so that we won't double-book them.

PUBLISHERS

We dedicated to monetizing 100% of our publishers inventory at every level and geography of the serving impression. This means that they do not have to build multiple tiers of advertising networks into their fulfillment strategies. We try to provide our publishers with guaranteed income and that is why we work on pre-payment basis with CPM, CPC and fixed cost model only, which is one of the reasons why they are always willing to give us the best ad spots on their websites as well as work closely in coordinating the campaigns.



INVENTORY TOTAL INFORMATION

We use sophisticated analytics and advanced targeting technologies to create value for both marketers and publishers. Warmhome Media geographic targeting enables each advertiser to target users in the world based on their geographic location. Geographic targeting is highly valuable to advertisers who serve customers regionally and also to advertisers seeking to increase product awareness levels in specific geographic areas.

CURRENTLY TOTAL NETWORK MONTHLY PAGEVIEWS (x1000)

WORLDWIDE	5.000.000 +
UNITED STATES	330.000
UNITED KINGDOM	280.000
CANADA & AUSTRALIA	190.000
EUROPEAN COUNTRIES ▾	300.000
• GERMANY	150.000
• NETHERLANDS	115.000
• BELGIUM	105.000
• IRELAND	100.000
• CZECH REPUBLIC	100.000
• DENMARK	120.000
• FINLAND	100.000
• SWEDEN	100.000
• NORWAY	100.000
• FRANCE	200.000
• ROMANIA	100.000
• POLAND	100.000
• SPAIN	105.000
• ITALY	110.000
• GREECE	100.000
• HUNGARY	100.000
• RUSSIA & UKRAINE	250.000
REST OF THE WORLD	2.150.000

(INCLUDING CHINA, JAPAN, THAILAND, INDIA, ARAB COUNTRIES, LATIN AMERICA, CYPRUS, SOUTH AFRICA & MORE)

Warmhome Media Group targets advertisements options can be based on time target as well so that the advertiser selects what is the best time for him to show his advertisement, and when not to show it.



ADVERTISE WITH US

The Internet is growing as are the number of people who are consuming online products and services. As an advertiser you are always looking for quality clients, we can get them for you. Here at Warmhome Media we build your brands as well as we drive sales, while we stand behind the quality of our sites. whether you're buying a targeted channel or the entire network, you can be assured your ads are running only on quality content.

PREMIUM CONTENT GETS RESULTS

We know that one of the most important factors in the success of your online advertising campaign is the quality of the sites, that is why we are so selective in the sites we represent. Our flexible solutions include site specific campaigns, targeted channels, and broad Run-of-Network. Warmhome's advanced advertising technology analyzes every click and impression to determine whether they are quality clicks or artificially generated. The system will automatically identify and filter all invalid traffic in real time based.

CAMPAIGN EXPERTISE

We assign a dedicated account manager to each client. Your account manager is an expert when it comes to optimizing online placements. From the beginning, your account manager works with you to ensure that your media package is directly aligned with your objectives. We have built a team of seasoned account professionals who have successfully worked with top clients in the online advertising industry for a minimum of five years.

INTERACTIVE AGENCIES

Find unique channels and placement opportunities for your clients.

DIRECT ADVERTISERS

Experience conversion rates that rank among the best in online media.



PUBLISHERS LIST

No other online ad network combines premium name brand websites with sophisticated targeting technologies to meet every advertiser's campaign goals. We leverage our growing industry leading advancements and advantages in demographic, behavioral and contextual targeting technologies to eliminate wasted impressions and deliver the results advertisers want. Warmhome Media exclusively comprised of 7500 name brand publishers, it ensures that advertisers are only associated with credible websites.

Websites that are covered:

Xuqa.com	Deviantart.com	Spiegel.de
Perfspot.com	Santabanta.com	Fotolog.com
Depositfiles.com	Skyrock.com	Cardomain.com
eBuddy.com	Stardoll.com	Skysports.com
Friendster.com	Redtram.com	About.com
Imagehack.us	Pokernews.com	Taobao.com
Mininova.org	Gigasize.com	Linkedin.com
Rambler.ru	Yandex.ru	Maktoob.com
Kooora.com	Sohu.com	Liberio.it
Metrolyrics.com	Isohunt.com	Alibaba.com

TOP VERTICALS

Warmhome's traffic comes from varied sections of different type and content, we use to hand-pick every Website to ensure pure channel with relevant content. You will get customized packages that leverage Our best channels, or premium Run-of-Network. So no matter what you choose, the quality is there.

Some of our channels include:

Automotive	Business	Torrents
Women	Teens	Travel
Education	Sports	Gambling
News & Media	Real-Estate	Entertainment



AD SPECIFICATIONS

Warmhome Media Group supports most industry standard display ad sizes including Rich Media formats such as Pop-Unders, Layer ads, Video ads, Expandable and Floatable ads. Due to our close relationship with the varied publishers we can make unique custom arrangements based each advertiser needs.

Also, in addition to a wide variety of rich media formats, Warmhome Media Group supports many Common third-party vendors. JavaScript tags are accepted for third-party serving as well.

AD TYPE	UNIT SIZE	STANDARD	RICH MEDIA
SIMPLE AD	468 x 60 or 460 x 80	16K	20K
LEADERBOARD	728 x 90 or 730 x 95	16K	20K
STANDARD SKYCRAPPER	120 x 600 or 160 x 600	16K	20K
BIG RECTANGLE / MEDIUM	300 x 250 or 336 x 280	16K	20K
POP-UNDER / POPUP AD	800 x 600 (MAX SIZE)	30K	35K
EXPANDING AD	120 x 600 or 400 x 600	CONTACT US	CONTACT US
FLOATING AD	740 x 550 (MAX SIZE)	CONTACT US	CONTACT US

- Text-ads are also available on our advertising network.
- Pop-Under advertising option is not allowed on all websites.
- Pop-Under and Floating ad: Requires up to 4 business days to post.
- Pop-Under, Expandable and Floating ad: 15 second initial, infinite with user interaction.
- Pop-Under, Expandable and Floating ad: Audio and Video allowed. User initiated recommended.
- Expandable additional unit sizes: 160 x 600 to 400 x 600 or 728 x 90 to 728 x 550.
- Expandable and Floatable ads: Close button required.
- Tag accepted from 3rd-party redirects: HREF/IMG SRC.