xo group/

How to purchase using our Media Storefront

	xogroupinc.com		Download Media Toolkit
xo group/	XO Group Inc. is the premier media compr millennial women with trusted information guide them through the most transformat brands include The Knot, The Nest, The B WeddingChannel.	and products they need to ive events of their lives. Our	
		th & Frequency ⊚ 4M/11.4	Ad Products $\textcircled{0}$
			Data Source comScore
C 18 18 - 24 25 - 34 45 - 54 45 - 54 65 - 64 65 - 64 0M 2M 4M 6N	15k - 24k 25k - 35k 00 60k - 74k 100k + 004 2.5M 5M	7.5M	3% 67% Self Reported: comScore
Preview	Ad Product (1)		Price ③
ARE YARE	All brands 160x600 160 x 600		\$6.00 CPM + E
American State Sta	All brands 300x250 300 x 250		\$6.00 CPM + 第
	All brands 320x50		\$6.00

1. Choose ad products





1. Currencies

Select your home currency and the ad prices will update.



2. Site statistics

Monthly unique visitors and page views, age, gender & income.



3. Targeting

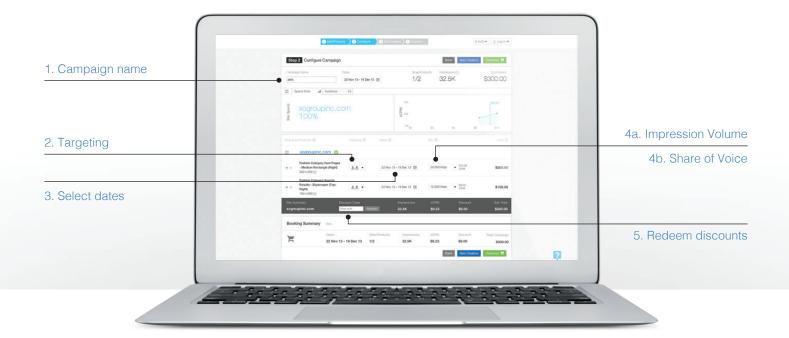
Ad products may have geo or keyword targeting.



4. Product details

Mouse over ad products to view details such as ad size and page placement.

2. Configure your campaign





1. Campaign name

Use product names, seasons or other details around your promotion. e.g Kids Bike Spring Sale.

3. Select dates

for each ad product.

Choose start and end dates

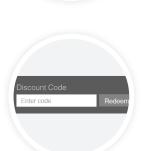




- 5% Share of Voice
- 10% Share of Voice
 20% Share of Voice
- 25% Share of Voice
- 50% Share of Voir
- ন 100% Share

4b. Share of Voice (Sponsorships)

For ad products sold by sponsorship, input your desired share of voice (SOV).



1.8 -

\$11.48

Targeting

Accessories (\$8) 🛛 🕄

Geography (Optional)

x 714,285

2. Targeting

If available, configure your targeting by geo or section.

4a. Impression Volume (CPM)

For ad products sold by CPM, input the number of impressions you want to buy.

5. Redeem discounts

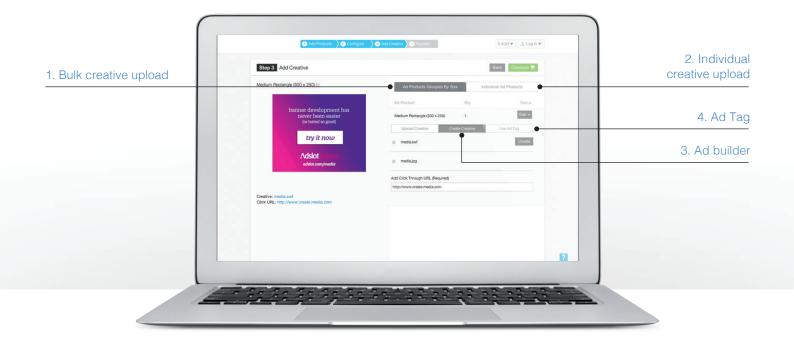
redeem it before you checkout.

If you have a discount code,



3. Upload creative

You can skip this step and add creative later.





1. Bulk creative upload

If you have existing creative, this option allows you to update all ad products of the same size with a single upload.



3. Ad builder

Use the free ad builder to edit and create your own banner from one of the hundreds of templates.



Copy and Paste your

ad tag here

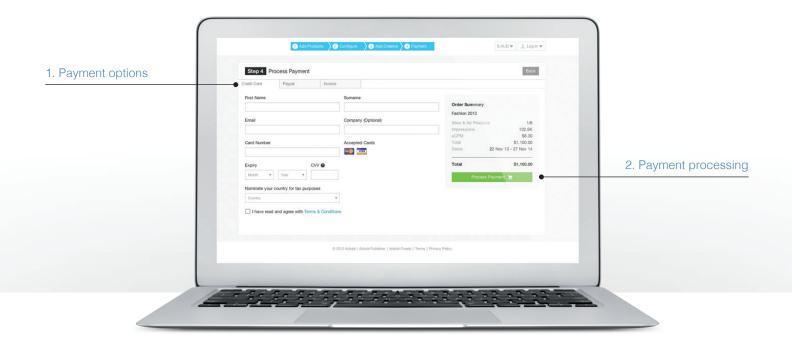
2. Individual creative upload Add creative to each

Add creative to each line item individually.

4. Ad Tag

If you use a 3rd party adserver, simply add your code snippet.

4. Checkout





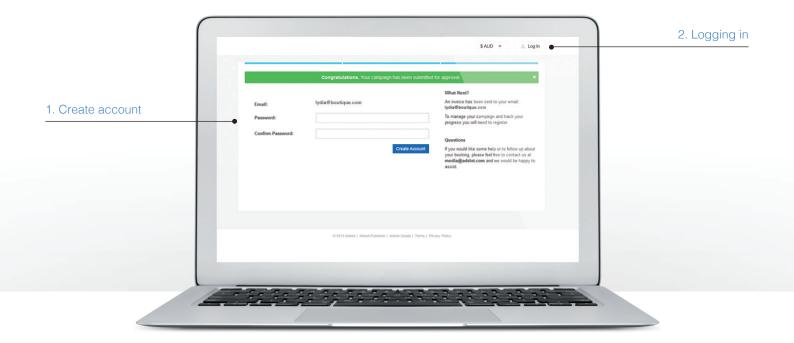
1. Payment options Pay by credit card or Paypal.

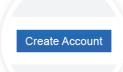


2. Payment processing

Payment is processed once your campaign has been approved.

5. Create an account





1. Create account

Create an account so you can log in and check on your campaign's progress with online reporting.

Log In	
Email	
Password	

2. Logging in

Once your campaign has been approved, you can login to view its progress in your Media Dashboard.

Create your campaign now https://media.adslot.com/sites/3647