



JAD Communications International

JOURNEY. ACHIEVEMENT. DESTINY.

Our Audience

- **99%** are working women in predominantly white-collar careers with middle incomes.
- Their professions are represented in the banking, professional association, and insurance industries.
- They are 22 - 65 years-old and college graduates.
- Their purchasing interests include Home Furnishings & Appliances, Cars, and Health & Beauty Items.
- 90% of our visitors access the website from home.

Traffic Statistics:

Monthly Page Views

22,000

Int'l Visitors

68% - No. America; 20% - So. America; 4% - Europe

Why advertise?

Suppliers and merchants want to affiliate and distinguish themselves among their competition & customers. This web site was founded by a woman and produced for women. Launched in January of 2000, JAD has grown to 3,000 subscribers. In addition, we provide information to academia and female business owners. You can target ads specifically to reach optimum effectiveness for your campaign.

Services & Products

JAD provides information on women's issues, coaching & training, corporate education, and personal development. In addition, books, e-books, tele-conferences, seminars, and classes are available for purchase.

Overall Statistics

- 63% of American Adults use the Internet regularly & 79.5% have access¹
- Women control 80% of the buying power - 2/3 of the country's GDP³
- They own 8 MM small businesses²; about 40% of all US companies³
- Women make up 52% of the labor force²
- 58% of them own bank cards²
- Over 59% of women purchase new cars and over 70% buy specific models²
- They spend \$23 billion on travel²
- They make 69% of the grocery decisions²
- Women spend \$13 billion on fashion²

¹ AskWebHosting.com, June 2004

² MRI Data, Spring 2003

³ Trendsight.com, February 2003