



IndustryBrains

Lifestyle



IndustryBrains performance advertising placement connects you directly with the enthusiasts you're looking for, from travel to sports to food and wine, who are in the market for your products and services.

Our solutions . . .

- Allow you to choose and bid on the site and/or categories that best fit your business
- Give you complete control over your advertising dollars
- Help you to reach a targeted audience within an environment they trust

Advertise on premium travel and leisure websites. IndustryBrains has partnered with media powerhouses such as American Express Publishing and GolfServ.com , to bring you the audience you're looking for, ranging from travel to sports to food and wine enthusiasts

TRAVEL + LEISURE

T + L delivers entertaining travel reporting, quick access to destination facts, hot travel deals, thousands of archived articles and more. Features include articles on European travel, accommodations, driving tips, weather reports, best deals, featured destinations and food and drink reports.



Latimes.com, Southern California's ultimate source for news updated throughout the day, receives 3.5 million unique visitors each month. Its audience is affluent, educated and loves to shop online for travel specials and deals.



Golf.com's interactive content and tools allow golfers to follow the pro tour, improve and manage their game, track and analyze their online handicap, search for courses in the U.S. and Canada, and much more. It's the leading conduit between golfers and companies that want to reach golfers, & delivers a cost-effective, targeted and efficient marketing program on the Web.

TENNIS

THE OFFICIAL SITE OF TENNIS MAGAZINE

TENNIS.com, the official Web site of TENNIS Magazine, is a one-stop resource for active, affluent enthusiasts of the game. The award-winning site offers exclusive news, and instruction, gear, travel and fitness features. Interactive components - such as personalized searches for racquets and shoes - consistently engage visitors.

FOOD & WINE

Food & Wine celebrates all aspects of the epicurean lifestyle, covering the trends, the tables and the talents that define our time's most authentic, exuberant way of life. The site delivers an audience that's modern, energetic and stylish.

[Example of ad listings in targeted categories on FoodandWine.com](#)

The screenshot shows the Food & Wine website interface. At the top, there's a navigation bar with 'QUICK SEARCH', 'ADVANCED SEARCH', and 'Go'. Below that are tabs for 'RECIPES', 'WINE', 'RESTAURANTS & CHEFS', and 'ENTERTAINING & HOME'. The main content area features a large article titled 'POKER NIGHT IN NAPA' with a photo of people playing cards. To the right, there's an 'ADVERTISING' section with several product listings:

- Multigrain America Winery 100% Pure Coffee**: High-altitude Kona Coffee. Winner of the coveted Kona Clipping contest and newly awarded PCCA Best Coffee...
- Wine Coolers and Beer Taps at a Tasty Home**: A Tasty Home Win offer quality compact wine coolers and beer tap dispensers. View our great selection of home products, gift ideas, kitchen goodies...
- Culinary Schools Near You**: Find the perfect culinary school for you. Search our listings for programs near you in culinary arts, baking, pastry arts, and more.
- Sale Wine Coolers, Refrigerators, Freezers & More**: Low Prices on Portable Air Conditioner, Wine Cellar, Freezers, Compact Refrigerators, Swirlup Coolers, Electric Fans, Space Heaters, Garage Heaters &...
- Online Cook's Premium Wine Storage Facility**: Monitored at a constant 57 degrees and a humidity level of 65%. Monitored by camera, motion detection, and local security patrol 24 hours a day!
- Our e-List Now**: [Sign up now, enter our great give aways!](#)

 At the bottom, there are sections for 'march recipes', 'fast' (Speedy Sauces), and 'QUICK RECIPE OF THE DAY'. A sidebar on the right promotes an 'OPEN' offer for a \$299 wine cooler, stating 'AN OFFER AS GOOD AS GOLD' with bullet points: 'FIRST YEAR FEE-FREE', 'NO PRE-SET SPENDING LIMIT', and 'ONGOING SAVINGS ON BUSINESS PURCHASES'.

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