



YourFINDit 

MEDIA/PRESS KIT

a member of the TransWorldNews family of sites

The global social network where YOU provide the content!

What is YourFINDit.com?

YourFINDit.com is a content driven personal, business, social and music networking community that combines many of the most widely used features of the Internet and places them in one space. YourFINDit's feature rich networking community connects social networkers with their real world needs such as jobs, autos, real estate, and more. With a simple and easy to navigate user interface YourFINDit brings the Internet's most used services directly to members in less clicks with less searching.

Define your personal space to express yourself, market you business or even introduce your musical group or band. Use your space to network with friends, interact with business contacts, or find new people. Reach out to local businesses or communicate with businesses worldwide. Read News, find jobs, share pictures, buy and sell cars, blog, videos and more.

Find jobs or list a job, find a home or list a car for sale.
You can do it all on YouFINDit.com.

- Upload Videos
- Submit Press Releases
- Read News (Business, Entertainment, Finance, Sports, Politics, Green and more)
- Share Pictures with friends and family
- Buy and Sell Music
- Network with members
- Dating
- List Events

The YourFINDit Community

The "Community" area of YourFINDit is the hub of the website. "Community" is where profiles are designed and created. Members spend time making their own space as personal as they choose to make it. Personal design features are made available through pre-designed YourFINDit modules and applications, however, members can also choose to add/delete or create their own content types allowing for endless personal design opportunities. "Community" does not limit members to a single page site, instead it allows for numerous pages that supply content to a single "dashboard" style area that branches out into countless other applications and content areas.

Once members establish their own personal space (personal page or pages) within the community they can then interact, socialize or network. This networking is not limited to a "social" community but enables members to fully interact with integrated highly used web services to help find jobs, cars, real estate, or to just simply surf the web.

Members receive their own unique URL for their profile. YourFINDit's integrated web indexing tools enable each member's page to be indexed due to their personal preferences and specifications creating additional exposure and elevating their own personal web presence.

TransWorldNews Family of Sites Include



GLOBAL MARKET DIRECTORY



Content Provided By

People, Business, Musicians, Artists

Content Areas For Ad Placement

Community, News, Profiles, Blogs, Finance, Music, Events, Autos, Realty, Jobs, Classifieds, Dating, Horoscopes, Lottery, Weather, Newsletters, Analyst Reports, Message Boards, Interviews, Videos

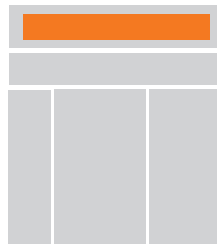
Client Types/Members

Individuals, Companies, Organization, Musicians, Artists

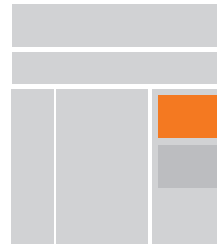
Ad Types



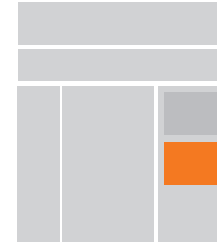
Skyscraper
160px x 600px
CPC \$0.15
CPM \$3.00



Leaderboard
728px x 90px
CPC \$0.30
CPM \$5.00



Large Panel Top
300px x 250px
CPC \$0.20
CPM \$4.00



Large Panel Bottom
300px x 250px
CPC \$0.20
CPM \$3.50

Who Visits the TransWorldNews family of sites?

TransWorldNews, YourFINDit, The Global Market Directory and Finditt.com

Traffic

Page Views per Month: **6.35 million**

Unique Visitors per Month: **more than 1 million**

Demographics

Age		Income		Ethnicity		Location By Country	
18-34:	30%	\$0 - 30k:	16%	Cauc:	78%	United States:	78.77%
35-49:	39%	\$30 - 60k:	27%	Afr. Am.:	10%	Canada:	7.19%
50+ :	29%	\$60 - 100k:	25%	Asian:	6%	United Kingdom:	2.98%
		\$100k+:	32%	Hispanic:	4%	Other:	< 1%
				Other:	2%		
Education		Gender					
No College:	34%	Male:	52%				
College:	47%	Female:	48%				
Grad. Sch.:	18%						

Other includes (in order of traffic ranking) - India, Philippines, New Zealand, Singapore, Malaysia, Germany, South Africa, China, France, Mexico, Japan, Netherlands, etc.)

Demographics by State

California	14.59%	New Jersey	3.43%	Unknown	2.46%	Wisconsin	1.49%
Texas	7.52%	Ohio	3.30%	Maryland	2.33%	Indiana	1.49%
New York	7.07%	Virginia	3.15%	Arizona	2.07%	Oregon	1.40%
Florida	6.14%	North Carolina	3.11%	Tennessee	1.92%	South Carolina	1.30%
Illinois	4.34%	Massachusetts	2.66%	Colorado	1.85%	Alabama	1.29%
Georgia	4.02%	Washington	2.57%	Missouri	1.64%	Connecticut	1.24%
Pennsylvania	3.73%	Michigan	2.47%	Minnesota	1.62%	Louisiana	1.15%

All other states represent less than 1% of the traffic to TransWorldNews.com

Statistics as of 9/17/08

TransWorldNews, Inc. 500 Bishop Street Suite ELL1 Atlanta, Georgia 30318

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TransWorldNews, Inc.

500 Bishop Street

Suite ELL1

Atlanta, Georgia 30318

1 404 352 4949

twm@transworldnews.com