

REAL MUMS

Reaching today's online mums

First for celebs

The web provides **51%** of online mums with their gossip fix

Hot shopping tips

62% regularly shop online for the household

30% shop for themselves

Pamper time

"I'll open a bottle of wine, paint my toenails and go online"

Your guide to what's on

63% of online mums watch video clips online for entertainment

 Microsoft Advertising

PLUS: how the web is transforming mums' lives for the better