

## Site Demographics from Alexa.com – Women’s (Diva) Toolbox

What started as a web site where women business owners can post articles for free has grown to become the go-to spot online for women to connect with and support other women.

At the web site, today’s modern women can find information, inspiration and resources they need in every aspect of their lives from how to hire a plumber, start a business or how to plan their estate. Janet has attracted thousands of members and contributors to share their information freely at the site every month.

The sites visitors spend an **average of 28 minutes on the site and visit an average of 17 pages**. These numbers are extremely high compared to most other popular websites for women, even Oprah.com, iVillage.com and MORE.com. Visitors are a highly engaged group of savvy and successful women in business from across the Globe.

The Women’s Toolbox has an audience of **high-income, highly educated women between the ages of 29 and 59 and ranks 49,645 in the U.S.**, according to Alexa.com’s three month average traffic ranking as of 9/27/2012 and our own survey results. The site consistently has an average of 20k visitors per month and consistently has higher traffic than other sites for women in business.

As a comparison to the Women’s Toolbox traffic and rank, here are examples of other national sites for women in business and their three month average traffic and rank according to Alexa.com on 9/27/2012.

<i>Organization</i>	<i>U.S. Rank</i>	<i>Pageviews Per Visit</i>	<i>Time on Site (Minutes)</i>
<b>Diva Toolbox</b>	<b>46,426</b>	<b>17</b>	<b>28</b>
U.S. Chamber of Commerce	30,828	2	2
NAWBO.org*	88,600	3	2
WITI.com**	205,616	2	2
Ladies Who Launch	80,695	3	2

NAWBO: National Association of Women Business Owners\*

WITI: Women In Technology Association\*\*

## Media & Partnerships – Women’s Toolbox.com

Women’s Toolbox has established strong partnerships with national media outlets and created a national internet radio show focused on the women’s market.

### Media Exposure

Examples of Diva Toolbox International Blogs

- Ladies Home Journal
- MORE.com

- SELF.com
- YAHOO Shine
- YAHOO Associated Content
- EveryWoman.com (Women in Business network in the UK)

#### National Internet Radio Show: Across the Kitchen Table with Janet - Examples of Co-Hosted Shows

- Across the Kitchen Table with Oprah Contributor, Julie Morgenstern
- Work It Girl co hosted with Lisa Johnson Mandell, Head Writer, AOL Jobs
- Dell Entrepreneur Podcasts: Kim Hibler Vice President, Dell

#### Examples of Notable Interviews

- **Maxine Clark**, Chief Executive Bear at Build A Bear Workshop
- **Dr. Helene Gayle** is President and CEO of CARE USA, a leading humanitarian organization fighting global poverty.
- **Gail Goodman** is Chairman, President, and Chief Executive Officer of Constant Contact.
- **Kathy Ireland** is an author and Chief Designer and CEO of kathy ireland Worldwide®.
- **Sally Lee** is the Editor in Chief of Ladies Home Journal and SVP, Meredith Corp.
- **Dr. Susan Love** is the Founder of the Dr. Susan Love Research Foundation and Love/Avon Army of Women organization.
- **Helen Reddy** is a Grammy award winner and music icon.
- **Peter Walsh** is The Oprah Winfrey Show organizing expert helping people declutter their homes, their heads, their hearts and their hips.
- **Suzu Welch** is an author, commentator, and business journalist.
- **Sheryl WuDunn**, the first Asian American reporter to win a Pulitzer Prize, is the best-selling author of *Half the Sky*, a business executive, and a lecturer.

## ***Business & Community Organization Involvement – Diva Toolbox.com***

Women's Toolbox is a Sponsor, Member and Partner of these women's organizations:

- Women In Technology International – WITI.com
- CARE.org,
- ArmyofWomen.org
- OvationsfortheCure.org
- FriendsOfMel.org
- Formysisters.org
- Boston Children's Hospital/Dana Farber Jimmy Fund
- Susan G. Komen
- Volley for Molly
- Avon Three Day
- Simmons Leadership Conference
- NY Business Expo

- NE Business Expo
- MA Conference for Women
- Spark & Hustle
- eWomen Network
- Ladies Who Launch
- National Association of Female Executives
- DARE to be Phenomenal Women in Business in New England
- North Burb Entrepreneurs
- Downtown Women's Club
- Women's Business Network
- Women's Economic Summit
- And many more local and national women's and business organizations

## ***Diva Toolbox™ Testimonials – See What Others Are Saying About Us***

I love the Women's Toolbox for so many reasons! I have my articles posted here regularly because of the high quality leads that are generated for my business...**I've been featured on Yahoo.com, More.com and have gained clients.** It's like my secret weapon for national exposure, visibility and credibility. -- Meredith Liepelt, President of Rich Life Marketing, [www.richlifemarketing.com](http://www.richlifemarketing.com)

I am so happy that I found the Women's Toolbox. **The exposure from the AOL story about my foundation has brought some amazing people into my life, some who need my help and some to help me.** The radio show has become a huge part of our awareness campaign, so much so, we cannot continue in this fight without it. Janet and the Women's Toolbox are a very important weapon in our fight against domestic violence. -- Darlene Greene, Executive Director, Ina Mae Greene Foundation-For My Sisters

I can't say enough about the Womenstoolbox.com website, but more impressive (are) the people behind it. The professionalism and variety this site provides is an inspiration to the viewers that cannot be found on other sites. **(It) also provides a forum for which women can promote, network and grow... If you have any reason to work with Janet, get ready for a job really well done.** No wonder she is so successful. -- Jenifer Jurden, Cartoonist/Author, JURDY cartoon character, [www.jurdybiz.com](http://www.jurdybiz.com)

**I have enjoyed being a part of this great site since hearing about it last year.** There's truly something for everyone, and every need, on Women's Toolbox. -- Jamie Goldberg, Jamie Goldberg Kitchen and Bath Design, LLC, [www.jgkitchens.com](http://www.jgkitchens.com)

Women's Toolbox is an absolute miracle! ... You see, as successful entrepreneurial women, we have to be the whole package sometimes – wife, mother, business woman, etc. **There just hasn't been a place that has supported the holistic woman – until now – and that is Women's Toolbox!** THANK YOU Women's Toolbox! -- Sally Shields, Author, The Daughter-in-Law Rules: 101 Surefire Ways to Manage (and Make Friends with) Your Mother-in-Law! [www.thedilrules.com](http://www.thedilrules.com)

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