

Appliance.com is the **ultimate** consumer guide for buying appliances. And, the **ultimate** advertising vehicle for appliance companies.



- **Appliance.com** is **the** source for consumers who want to learn and research the latest features, technology and styles in new appliances.
- Appliances are The Heart of the Home.® As the consumer demand for more sophisticated appliances grows, so does the consumer's appetite for information. We educate consumers and help them buy the best appliances based on need, function and style.
- **Appliance.com** is a 24-hour, 365 day a year resource for consumers. With over 50,000 unique users a month, Appliance.com can make sure you reach thousands of consumers every month for minimal cost.

WHY ADVERTISE?

- **Appliance.com** is targeted at consumers who are interested in buying your company's products. It is the only Website providing consumers with *in-depth information specifically on appliances*.
- All advertisers have FREE access to research conducted by **Appliance.com**.
- Advertisers are able to increase brand awareness and name recognition through advertising and push consumers to their higher end products. *Through our Website, we show consumers why appliances should be given considerable attention and budget.*
- Most importantly, **Appliance.com** attracts a very specific type of reader, **the reader about to make a purchasing decision and the professional assisting consumers in that appliance purchasing decision.** Make sure your message isn't missed—advertise on **Appliance.com**.



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