

# Why Sponsor Whyville?



Whyville.net is the leading educational virtual world for children age 8 to 15. For advertisers and sponsors, Whyville represents an exciting and unique opportunity to connect with a concentrated population of tweens. Rather than passive banner ads that today's savvy tweens have learned to ignore, Whyville specializes in custom integrated games and activities that empower the audience to actively experience your message, product, or brand.

## Reaching Tweens Through Whyville



Whyville leads the industry in its ability to reach tweens (especially girls) with its games and activities. Parents trust Whyville to engage their children in a safe, COPPA compliant environment, and Whyville has won numerous awards, including the 2008 Gold Award at the Nation Parenting Publication's Awards (NAPPA) Children's Products Competition.

- 60% of registered users are 17 or under, 70% are female
- Estimated more than 500 million visits in coming year
- Members will spend 5 million hours inside in coming year
- Members will generate nearly 1 billion views in coming year
- Over 5 million registered members
- 50 million page views per month
- Most engaging site for teens on the web with 32 minute average visit, more than twice the nearest competitor.

## Some of Our Sponsors



NASA sponsors a series of simulation-based educational games on Whyville, one of which teaches the principles behind ion engines, the next generation technology for long distance space travel. More than a million games were played in less than three months on Whyville, setting an all-time NASA record for the use of a web-based education.



To promote its brand, cars and financing arm, Toyota has brought cars to Whyville. Members can learn about the company, purchase and customize a Scion xB and take their friends for rides around town. They even learn about how financing works.

## Want to Learn More? Send us an Email!

*Interested in exploring sponsorship opportunities in Whyville? Email us at [info@numedeon.com](mailto:info@numedeon.com) for more information. We can accommodate any size budget, and our design team is eager to work closely with you to create an engaging, high-impact sponsorship inside our virtual world.*

