

KOHL'S

America's #2 Best Big Box Store

(Consumer Reports, 2012)

Tell Your Story

...Where It Matters Most.

Shopping Media on Kohls.com is the key to directly effecting consumers' decisions while they're shopping. An exclusive platform created by RichRelevance, the #1 e-commerce personalization provider according to the Internet Retailer, Shopping Media enables a wide selection of big brands to dynamically target consumers, building on Kohls' 50 years of innovation and renowned customer service.



Kohl's Advertising Profile

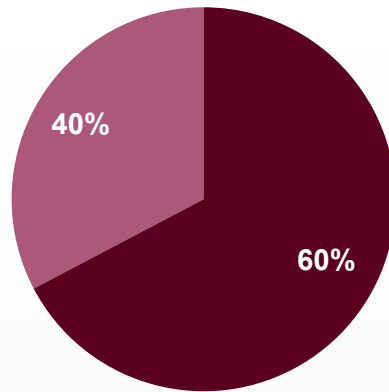


With a highly loyal customer base, Kohl's Corporation is a Top 10 Favorite Online Retailer according to the National Retail Federation and one of the nation's fastest growing retailers with 1,146 stores in 49 states. Twenty-one million unique shoppers visit Kohls.com each month and spend twice the amount of time as they do on competing retailer sites.

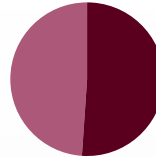
Shopper Info

Gender

- Female
- Male

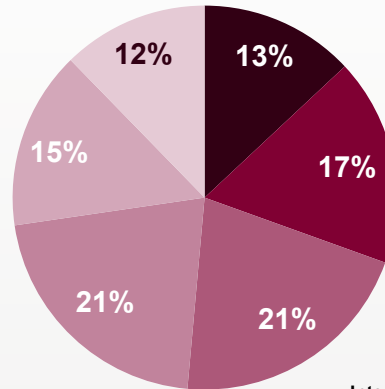


Internet Average

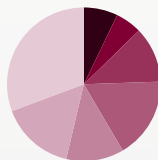


Age Range

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- Over 64

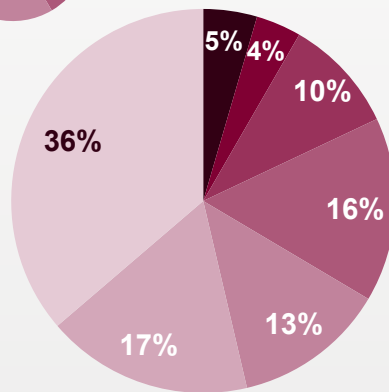


Internet Average

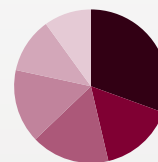


Household Income

- Under \$15,000
- \$15,000–\$24,999
- \$25,000–\$39,999
- \$40,000–\$59,999
- \$60,000–\$74,999
- \$75,000–\$99,999
- \$100,000+

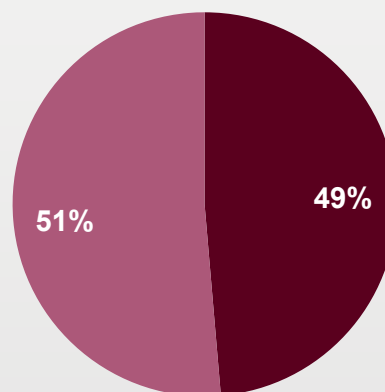


Internet Average

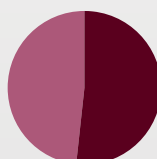


Children in the Home

- Have children
- Do not have children



Internet Average



21 Million
Monthly Uniques
448 Million
Monthly Page Views

ComScore, Oct – Dec. 2012 and Kohl's internal data.

Available Categories

Kohls.com shopping media offerings include placements on product matrix and search results pages.

- | | | | |
|----------------|--------------|---------|---------------------|
| » Women | » Bed & Bath | » Men | » Baby |
| » For the Home | » Furniture | » Teens | » Jewelry & Watches |
| » Shoes | » Swim | » Kids | » Sports Fan Shop |

RichPlacement Branded Recommendations

An innovative ad unit that leverages the millions of product recommendations delivered by RichRelevance every day

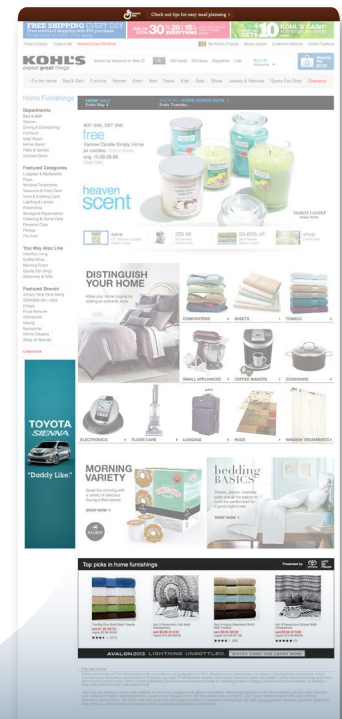
Advertisers can wrap their brands around sponsored RichRelevance product recommendation carousels and/or choose to highlight their products within the recommendation set.

Using RichRelevance's proprietary ad serving technology, you can control where you want ads to show (search, category, product pages, etc.) and target ads by a variety of attributes including search terms, geo-location, past behavior and more.

As the shopper interacts with the recommendation module she is presented with an engaging experience, which includes your brand creative, custom-created by RichRelevance.

Creatives can feature:

- | | |
|-------------------|---------------------|
| » Video | » Geo-targeting |
| » Coupons | » Social content |
| » Lead generation | » Customer Insights |
| » Reviews | » And more... |



Top picks in home furnishings

Presented by: **TOYOTA** Let's Go Places

The Big One Solid Bath Towels
sale \$1.99-\$4.00
regular \$5.99-\$9.99
★★★★ (231)

Apt. 9 Revolution Dial Bath Accessories
sale \$6.99-\$19.99
regular \$13.99-\$39.99
★★★★ (93)

Apt. 9 Highly Absorbent Solid Bath Towels
sale \$6.99-\$9.99
regular \$13.99-\$39.99
★★★★ (1)

Apt. 9 Revolution Striped Bath Accessories
sale \$6.99-\$19.99
regular \$13.99-\$39.99
★★★★ (1)

AVALON2013 LIGHTNING UNBOTTLED. WATCH VIDEO AND LEARN MORE

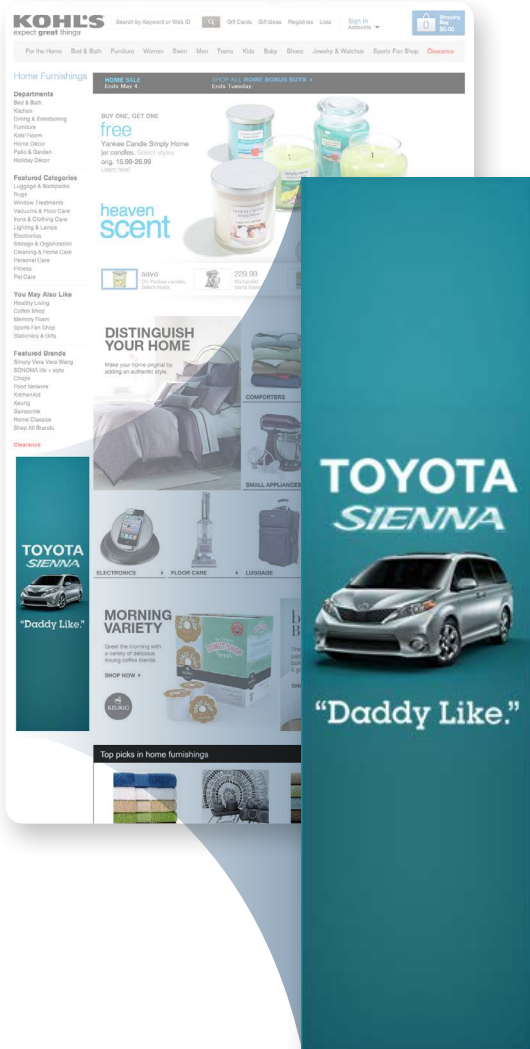
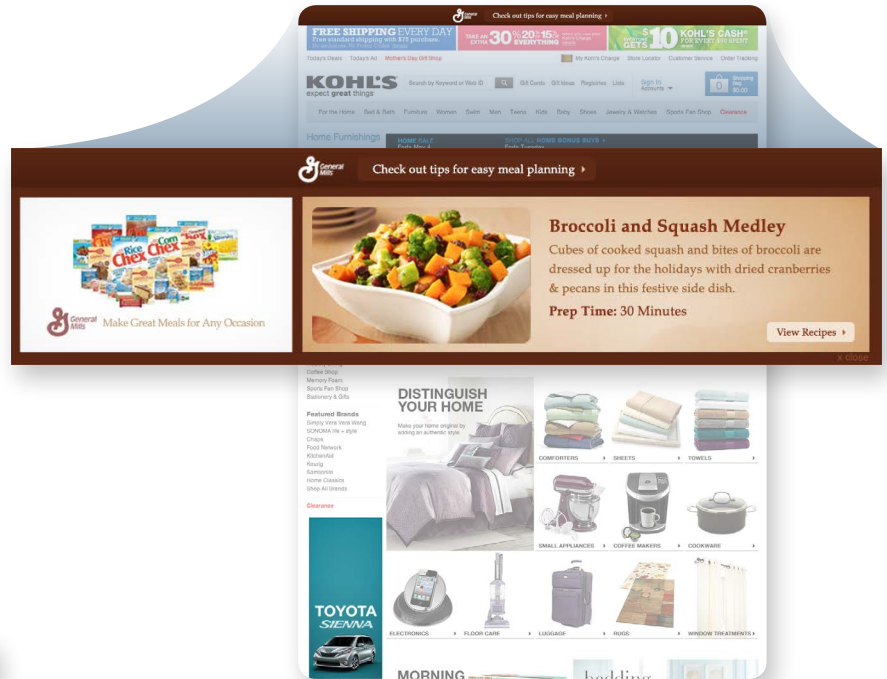
AUTO-INITIATED VIDEO

THE RADICALLY NEW AVALON
EXPERIENCE IT
TOYOTA Let's Go Places

Premium Push-Down Bar

A high-impact, above-the-fold placement that sits directly above the site navigation bar

This exclusive and time-based placement runs across an entire category. Upon click, a drop-down unit is activated, pushing down all content on the page. The drop down—which can be a video, advertorial, etc.—directs shoppers to your website or an external landing page.



Targeted Banner Ads

Contextually targeted banner ads that reach shoppers while they're making purchase decisions

This placement is offered in the following standard IAB sizes: 160x600 and 300x250. Based on investment levels, RichRelevance can be commissioned to create custom banner ad units.

Placement is available on the home page, as well as most category, search, product detail pages. Please contact RichRelevance for a full list of available categories.

Reach consumers with the content and offers they want—right when they want them.

Learn More

www.richrelevance.com

info@richrelevance.com

+1 415.956.1947