

List of websites observed (November 2010-February 2011)

<b>Domain name</b>	<b>Google Ad-Planner Category</b>
123people.co.uk	Internet & Telecom > Search Engines > People Search
additionsdirect.co.uk	Mass Merchants & Department Stores
airmiles.co.uk	Travel > Air Travel
allinlondon.co.uk	Reference > Geographic Reference > Maps, Travel
allrecipes.co.uk	Food & Drink > Cooking & Recipes
ancestry.co.uk	People & Society > Family & Relationships > Ancestry & Genealogy
aol.co.uk	Internet & Telecom > Web Portals
appliancesonline.co.uk	Home & Garden > Home Appliances
argos.co.uk	Mass Merchants & Department Stores
asda.co.uk	Food & Drink > Grocery & Food Retailers
asda-entertainment.co.uk	Computers & Electronics
audi.co.uk	Autos & Vehicles > Vehicle Brands
autotrader.co.uk	Autos & Vehicles > Vehicle Shopping
aviva.co.uk	Finance > Insurance, Finance > Retirement & Pension
babycentre.co.uk	People & Society > Family & Relationships
bestwestern.co.uk	Travel > Hotels & Accommodations
bhs.co.uk	Mass Merchants & Department Stores
blueyonder.co.uk	Internet & Telecom > Web Portals
bmw.co.uk	Autos & Vehicles > Vehicle Brand
boden.co.uk	Shopping > Apparel
brandalley.co.uk	Shopping > Coupons & Discount Offers
buyspares.co.uk	Home & Garden > Home Appliances
cafePress.co.uk	People & Society > Religion & Belief
canon.co.uk	Computers & Electronics > Consumer Electronics
careerbuilder.co.uk	Jobs & Education > Jobs
cineworld.co.uk	Arts & Entertainment > Events & Listings
clarks.co.uk	Shopping > Apparel > Footwear
cloggs.co.uk	Shopping > Apparel > Footwear
cnet.co.uk	News > Technology News
comet.co.uk	Mass Merchants & Department Stores
consumeractiongroup.co.uk	Debt Management
cottontraders.co.uk	Shopping > Apparel
dailymail.co.uk	Newspapers > Gossip & Tabloid News

dailyrecord.co.uk	News, Sports, Arts & Entertainment
demon.co.uk	ISP
dfs.co.uk	Home & Garden > Home Furnishings
dhl.co.uk	Business & Industrial > Transportation & Logistics
dialaphone.co.uk	Internet & Telecom > Mobile & Wireless
discountvouchers.co.uk	Shopping > Coupons & Discount Offers
disney.co.uk	Arts & Entertainment > Entertainment Industry
dixons.co.uk	Computers & Electronics > Consumer Electronics
dominos.co.uk	Food & Drink > Restaurants > Fast Food
dooyoo.co.uk	Beauty & Fitness > Face & Body Care
dreams.co.uk	Home & Garden > Bed & Bath
eastcoast.co.uk	Travel > Bus & Rail, Reference
ebay.co.uk	Shopping > Auctions
epson.co.uk	Computers & Electronics > Hardware
ernestjones.co.uk	Shopping > Apparel > Clothing Accessories
eticketing.co.uk	Arts & Entertainment > Events & Listings > Ticket Sales
everydaysale.co.uk	Shopping > Coupons & Discount Offers, Shopping
exchangeandmart.co.uk	Autos & Vehicles > Vehicle Shopping
expedia.co.uk	Travel > Travel Agencies & Services
express.co.uk	News > Newspapers
fashionworld.co.uk	Shopping > Apparel > Women's Apparel
findmypast.co.uk	People & Society > Family & Relationships
firstchoice.co.uk	Travel
firstgreatwestern.co.uk	Travel > Bus & Rail
fish4.co.uk	Real Estate > Real Estate Listings
ford.co.uk	Autos & Vehicles > Vehicle Brands
fragrancedirect.co.uk	Beauty & Fitness > Face & Body Care
freeindex.co.uk	Reference > Directories & Listings
friday-ad.co.uk	Shopping>Jobs & Education
friendsreunited.co.uk	Online Communities > Social Networks
game.co.uk	Games > Computer & Video Games
games.co.uk	Games > Online Games
gamestation.co.uk	Games > Computer & Video Games
genesreunited.co.uk	People & Society > Family & Relationships
girlsgogames.co.uk	Arts & Entertainment > Fun & Trivia
goldsmiths.co.uk	Shopping > Apparel
goodtoknow.co.uk	Health > Women's Health

grattan.co.uk	Shopping > Apparel
guardian.co.uk	News > Newspapers
habitat.co.uk	Home & Garden > Home Furnishings
hays.co.uk	Business & Industrial > Business Operations
hilton.co.uk	Travel > Hotels & Accommodations
honestjohn.co.uk	Autos & Vehicles > Vehicle Shopping
hotelchocolat.co.uk	Food & Drink > Candy & Sweets
hsamuel.co.uk	Shopping > Apparel > Clothing Accessories
iii.co.uk	Finance > Investing
independent.co.uk	News > Newspapers
ivillage.co.uk	People & Society > Women's Interests
jdsports.co.uk	Shopping > Apparel > Athletic Apparel
jobisjob.co.uk	Jobs & Education > Jobs
jobsite.co.uk	Jobs & Education
jobstoday.co.uk	Jobs & Education > Jobs
just-eat.co.uk	Food & Drink > Restaurants
kaleidoscope.co.uk	Shopping > Apparel > Women's Apparel
kaspersky.co.uk	Computers & Electronics > Computer Security > Antivirus & Malware
kelloggs.co.uk	Food & Drink
kodakgallery.co.uk	Online Communities > Photo & Video Sharing
lakeland.co.uk	Home & Garden > Kitchen & Dining
laptopsdirect.co.uk	Computers & Electronics > Hardware > Laptops
laredoute.co.uk	Shopping > Apparel, Beauty & Fitness > Fashion & Style
lasenza.co.uk	Shopping > Apparel > Undergarments
maplin.co.uk	Computers & Electronics > Consumer Electronics
marriott.co.uk	Travel > Hotels & Accommodations
matalan.co.uk	Mass Merchants & Department Stores
menmedia.co.uk	News > Local News
metro.co.uk	News
millets.co.uk	Hobbies & Leisure > Outdoors > Hiking & Camping
mirror.co.uk	News > Newspapers, Sports > Team Sports > Soccer, News
mirrorfootball.co.uk	Sports > Team Sports > Sports News
misco.co.uk	Computers & Electronics > Hardware
mobilefun.co.uk	mobile
mobiles.co.uk	Internet & Telecom > Mobile & Wireless > Mobile Phones
monarch.co.uk	Travel > Air Travel

monster.co.uk	Jobs & Education > Jobs
msn.co.uk	Shopping > Gifts & Special Event Items > Cards & Greetings
mtv.co.uk	Arts & Entertainment > Music & Audio
myoffers.co.uk	Computers & Electronics > Consumer Electronics
myvouchercode.co.uk	Shopping > Coupons & Discount Offers
national-lottery.co.uk	Gambling
nationalrail.co.uk	Travel > Bus & Rail
netdoctor.co.uk	Beauty & Fitness
newsoftheworld.co.uk	Arts & Entertainment > Celebrities & Entertainment News
next.co.uk	Mass Merchants & Department Stores
nextag.co.uk	Shopping > Consumer Affairs & Product Reviews
nokia.co.uk	Internet & Telecom > Mobile & Wireless
nowmagazine.co.uk	Arts & Entertainment, News > Gossip & Tabloid News
o2.co.uk	Internet & Telecom > Mobile & Wireless
odeon.co.uk	Arts & Entertainment > Movies
onthebeach.co.uk	Travel > Travel Agencies & Services
orange.co.uk	Internet & Telecom
parkers.co.uk	Autos & Vehicles > Vehicle Shopping
paypal.co.uk	Business & Industrial > Business Services
pcadvisor.co.uk	Computers & Electronics
peacocks.co.uk	Shopping > Apparel > Women's Apparel
pets4homes.co.uk	Pets & Animals > Pets
phones4u.co.uk	Internet & Telecom > Mobile & Wireless > Mobile Phones
pixmania.co.uk	Computers & Electronics > Consumer Electronics
pizzahut.co.uk	Food & Drink > Restaurants > Fast Food
pocketgamer.co.uk	Games > Computer & Video Games
postoffice.co.uk	Business & Industrial > Transportation & Logistics
preloved.co.uk	Shopping > Pets & Animals
rac.co.uk	Law & Government > Public Safety
raileasy.co.uk	Travel > Bus & Rail
reed.co.uk	Jobs & Education
republic.co.uk	Shopping > Apparel
rightmove.co.uk	Real Estate > Real Estate Listings
sainsburys.co.uk	Mass Merchants & Department Stores
simplybe.co.uk	Shopping > Apparel > Women's Apparel
snaphish.co.uk	Shopping > Photo & Video Services
sony.co.uk	Computers & Electronics > Consumer Electronics

spareroom.co.uk	Real Estate
specsavers.co.uk	Health > Vision Care
staples.co.uk	Business & Industrial > Business Services > Office Supplies
sunbingo.co.uk	Games, Sports > Fantasy Sports
talksport.co.uk	Sports, News > Sports News
talktalk.co.uk	Internet & Telecom > Service Providers
telegraph.co.uk	News > Newspapers
theanswerbank.co.uk	Reference, Online Communities > Forum & Chat Providers
thebodyshop.co.uk	Beauty & Fitness > Face & Body Care
thefind.co.uk	Shopping > Apparel > Footwear
thefirstpost.co.uk	News > Broadcast & Network > Politics
thescottishsun.co.uk	Sports > Team Sports > Soccer
thestudentroom.co.uk	Reference > General Reference > Educational Resources
thesun.co.uk	Newspapers > Gossip & Tabloid
thisislondon.co.uk	News > Newspapers > Gossip & Tabloid News
thomson.co.uk	Travel > Travel Agencies & Services
thorntons.co.uk	Shopping > Gifts & Special Event Items
three.co.uk	Internet & Telecom > Mobile & Wireless
ticketmaster.co.uk	Arts & Entertainment > Events & Listings
timesonline.co.uk	News > Newspapers
tiscali.co.uk	Internet & Telecom > Service Providers
tjhughes.co.uk	Home & Garden, Law & Government
t-mobile.co.uk	Internet & Telecom > Mobile & Wireless
topcashback.co.uk	Shopping > Coupons & Discount Offers
travelodge.co.uk	Travel > Hotels & Accommodations
travian.co.uk	Games > Roleplaying Games
tripadvisor.co.uk	Travel, World Localities
sarenza.co.uk	Footwear
valuedopinions.co.uk	Business & Industrial > Advertising & Marketing
vertbaudet.co.uk	Shopping > Women's Apparel
very.co.uk	Mass Merchants & Department Stores
viagogo.co.uk	Arts & Entertainment > Events & Listings
viewlondon.co.uk	Arts & Entertainment > Events & Listings > Clubs & Nightlife
viking-direct.co.uk	Business & Industrial > Business Services
virginholidays.co.uk	Travel > Travel Agencies & Services > Vacation Offers
virgintrains.co.uk	Travel > Bus & Rail
vistaprint.co.uk	Business & Industrial > Printing & Publishing

vodafone.co.uk	Internet & Telecom > Service Providers
vogue.co.uk	Beauty & Fitness > Fashion & Style
volkswagen.co.uk	Autos & Vehicles > Vehicle Brands > Volkswagen
vouchercodes.co.uk	Shopping > Coupons & Discount Offers
walkers.co.uk	Travel > Tourist Destinations > Theme Parks
wallis.co.uk	Shopping > Apparel > Women's Apparel
warehouse.co.uk	Shopping > Women's Apparel
weightwatchers.co.uk	Beauty & Fitness > Weight Loss
whsmith.co.uk	Books & Literature
wiggle.co.uk	Sports > Individual Sports > Cycling
windowslive.co.uk	Internet & Telecom > Email & Messaging
wired.co.uk	Arts & Entertainment > TV & Video
woolworths.co.uk	Shopping > Mass Merchants & Department Stores
yahoo.co.uk	Internet & Telecom > Web Portals, World Localities
yasni.co.uk	Internet & Telecom > Search Engines
yelp.co.uk	Reference > Geographic Reference > City & Local Guides
zdnnet.co.uk	Computers & Electronics > Hardware