

**YOUR #1 NETWORK TO REACH PREMIUM NEWS, BUSINESS AND FINANCE AUDIENCES.**

Total, unduplicated News, Business and Finance audience: **14.9 million UVs**

Q3 2016	TOTAL MULTI-PLATFORM UNIQUE VISITORS	MALE/FEMALE %	DESKTOP COMPOSITION				MULTI-PLATFORM COMPOSITION				
			AVG. AGE	AVG. HHI	HHI \$75K+	HHI \$100K+	A 18-34	A 25-54	W 25-54	M 25-54	A 55+
<b>THE GLOBE AND MAIL</b>	5,751,000	53/47	46	\$82,512	113	114	112	125	117	132	133
<b>abc NEWS</b>	1,387,000	46/56	45	76,644	97	93	134	130	137	125	102
<i>The Atlantic</i>	1,242,000	52/48	43	80,928	111	103	172	120	103	137	86
<b>FAST COMPANY</b>	550,000	52/48	36	79,458	107	99	120	88	72	104	31
<b>Forbes</b>	4,258,000	53/47	42	78,797	110	104	191	119	107	130	68
<b>theguardian</b>	4,910,000	50/50	44	75,982	112	107	154	128	126	131	90
<b>Inc.</b>	683,000	42/58	40	77,811	102	102	157	142	171	115	68
<b>REUTERS</b>	1,024,000	61/39	47	80,062	102	101	91	129	100	156	114
THE TIMES OF INDIA	528,000	56/44	42	82,448	104	86	168	153	142	164	51
<b>THE WALL STREET JOURNAL Digital Network</b>	1,981,000	66/34	45	80,008	116	110	121	128	82	173	123
<b>The Washington Post</b>	2,995,000	54/46	47	78,797	105	104	130	126	116	136	126



# Alliance

NEWS BUSINESS FINANCE

## SHOWCASE YOUR BRAND IN THE WORLD'S MOST RESPECTED NEWS SITES

### THE GLOBE AND MAIL

Each day, The Globe engages Canadians with authoritative, award-winning coverage and analysis of news, politics, business and lifestyle topics.



The news division of ABC, offering breaking national and world news, broadcast video coverage, and exclusive interviews.



America's leading destination for brave thinking and bold ideas that matter, The Atlantic is the source of opinion, commentary, and analysis for the most influential individuals.

### FAST COMPANY

Inspiring a new breed of innovative and creative thought leaders by delivering inspirational business and design innovation, world-changing ideas and creativity in branding, tech and entertainment.

### Forbes

Delivering an engaging mix of top stories, video and trending features to the world's business leaders, entrepreneurs, business owners, managers and investors who share an unshakable belief in the spirit of free enterprise.

### theguardian

Delivering a unique blend of UK and international news, business, politics, culture, sport and commentary, the world's leading liberal voice connects with progressive and connected consumers.

### Inc.

The essential resource for entrepreneurial business owners and decision-makers who are starting and growing their company – including advice, tools and services.



Reuters is the world's largest multimedia news organization delivering coverage of financial markets and world events with speed, accuracy, and credibility.

### THE TIMES OF INDIA

Times of India brings the latest news and breaking headlines on politics and current affairs in India and around the world, sports, business, Bollywood and more.

### THE WALL STREET JOURNAL Digital Network

The Wall Street Journal Digital Network is the largest online publisher of original business news and financial information, for those who seek the news and information critical to their business and personal lives.

### The Washington Post

In the capital and beyond, The Washington Post delivers news and understanding about the politics, policies, regulations, agencies and leaders that make Washington the world's seat of power.

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Total, unduplicated Lifestyle and Entertainment audience: **6.7 million UVs**

Q3 2016	TOTAL MULTI-PLATFORM UNIQUE VISITORS	MALE/FEMALE %	DESKTOP COMPOSITION				MULTI-PLATFORM COMPOSITION				
			AVG. AGE	AVG. HHI	HHI \$75K+	HHI \$100K+	A 18-34	A 25-54	W 25-54	M 25-54	A 55+
abc NEWS	1,387,000	46/56	45	\$76,644	97	93	134	130	137	124	102
<b>COSMOPOLITAN</b>	413,000	49/51	38	78,889	106	104	158	111	114	108	82
CountryLiving	192,000	22/78	47	75,264	90	76	67	128	211	48	139
<b>delish</b>	618,000	28/72	50	76,508	93	92	126	125	186	65	114
<b>ELITE DAILY</b>	709,000	37/63	33	79,703	116	83	251	126	156	97	15
<b>E L L E</b>	684,000	28/72	39	75,653	92	87	151	106	185	29	125
<b>Esquire</b>	175,000	69/31	44	75,418	92	88	94	125	65	182	110
Globe Arts	581,000	58/42	49	87,035	125	146	65	131	109	152	136
Globe Drive	424,000	64/36	45	79,424	98	99	145*	119*	96*	140*	137*
Globe Life	1,502,000	46/54	47	83,697	115	119	96	127	140	114	130
Globe Sports	849,000	58/42	48	82,082	112	123	73	122	95	148	152
GOOD HOUSEKEEPING	256,000	30/70	44	75,253	95	86	92	126	190	65	124
theguardian	465,000	39/61	43	79,570	103	98	178	104	122	87	67
BAZAAR	247,000	52/48	39	71,743	81	91	79	102	110	95	185
HouseBeautiful	72,000	28/72	52	63,479	66	51	62	103	149	58	205
<b>marie claire</b>	116,000	31/69	41	71,026	90	76	121	100	159	43	127
<b>Popular Mechanics</b>	227,000	72/28	46	82,698	116	103	76	119	89	147	150
<b>redbook</b>	182,000	35/65	44	74,018	89	85	215	103	142	66	70
ROAD & TRACK	210,000	90/10	46	75,592	94	80	128*	148*	15*	265*	64*
<b>seventeen</b>	119,000	28/72	30	76,710	107	89	176	91	130	54	16
TOWN&COUNTRY	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
VERANDA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>WomansDay</b>	249,000	25/75	43	80,350	117	84	163	151	244	71	45



# Alliance

LIFESTYLE & ENTERTAINMENT GROUP

## SHOWCASE YOUR BRAND IN THE MOST ENGAGING LIFESTYLE SITES

### THE GLOBE AND MAIL\*

Globe Life, Arts, Sports, Travel and Drive channels provide a rich combination of lifestyle content for every interest, with a vibrant mix of news, trends, reviews and videos.

### abc NEWS

Entertainment and Lifestyle content is a fundamental part of ABC news coverage, with an emphasis on video and exclusive interviews.

### COSMOPOLITAN

Cosmo targets contemporary women, featuring beauty, fashion, career and sex advice.

### CountryLiving

Home decorating ideas, recipes, plus antiques and more from the editors of Country Living.

### delish

For home cooks who are hungry for something good. Thousands of tested recipes, menus, cooking shortcuts, dinner ideas, family meals, and more at Delish.

### ELITE DAILY

Elite Daily is the voice of Generation Y. Connect with the Millennial generation on a personal level.

### ELLE

The latest news in fashion, beauty and celebrity style, brought to you by the team at ELLE

### ELLE DÉCOR

Elegant home decor inspiration and interior design ideas, provided by the experts at ELLE DÉCOR.

### Esquire

Esquire is the destination for the latest lifestyle and entertainment news, political commentary, celebrity interviews, men's fashion advice and food and drink recipes.

### GOOD HOUSEKEEPING

Good Housekeeping is your destination for everything from recipes to product reviews to home decor inspiration.

### theguardian

Culture, Lifestyle and Travel content with a decided UK and European flavor, from one of the world's leading news brands.

### BAZAAR

Sophisticated, elegant and provocative, Harper's Bazaar is the fashion resource for women who are the first to buy the best, from casual to couture.

### HouseBeautiful

Get the latest home decor inspiration and news from the editors of House Beautiful Magazine.

### marie claire

The site that women turn to for information on fashion, style, hairstyles, beauty, women's issues, careers, health, and relationships.

### Popular Mechanics

Popular Mechanics covers a variety of information on home improvement, automotive needs, electronics, computers and more.

### redbook

More of what readers want: fashion deals, beauty tricks, weight-loss secrets and ways to be happier – for less!

### ROAD & TRACK

Catch the latest car reviews, auto show coverage, racing stats, interviews and more from the editors at Road & Track.

### seventeen

Get the latest fashion, beauty, dating, and health tips on Seventeen. Plus, win freebies, and take quizzes.

### TOWN&COUNTRY

The trusted source of privileged information, taste, elegant living, and unpretentious fun – an irreplaceable guide to the very best the world has to offer.

### VERANDA

Home Design and Interior Decorating is what VERANDA is all about.

### Woman'sDay

Woman's Day is your source for healthy recipes, relationship advice and DIY home decor ideas.

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