

Monthly Page Views	22,653,638
Smartphone (iPhone/Android) Optimized Site	13,161,153

Unique Browsers	4,667,265
Smartphone (iPhone/Android) Optimized Site	3,096,039

■ Page View Breakdown

Homepage Page Views	1,044,200
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Category	Page Views	Unique Browsers
Trend	9,001,845	2,158,552
Digital	12,339,094	2,703,344
Total	21,340,939	4,861,896

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	207,634
Weekly TRENDYnet	254,513

Menu	Period	imp	Click	CTR
Welcome banner	Nov. 7-13	692,374	7,441	1.07%
	Nov. 21-27	630,269	6,615	1.05%
	Nov. 14-20	681,477	7,135	1.05%