

Monthly Page Views	21,376,578
--------------------	-------------------

Unique Browsers	3,867,067
-----------------	------------------

Top Page Page Views	1,088,454
---------------------	------------------

Category	Page Views
Trend	9,589,013
Digital	8,575,138
Health	779,667
Total	18,943,818

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Dec. 30-Jan. 5	1,177,094	539	0.05%
	Jan. 22-27	886,965	429	0.05%

Average	0.05%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Nov. 1-Jan. 19	3,020,047	537	0.02%
	Jan. 1-31	400,046	500	0.12%
	Jan. 1-31	620,577	87	0.01%

Average	0.03%
---------	-------

Monthly Page Views	19,427,498
--------------------	-------------------

Unique Browsers	3,517,412
-----------------	------------------

Top Page Page Views	1,052,553
---------------------	------------------

Category	Page Views
Trend	7,831,465
Digital	8,314,842
Health	908,295
Total	17,054,602

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Feb. 17-23	1,340,134	1,887	0.14%

Average	0.14%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Jan.7-Feb.3	504,341	168	0.03%
	Jan.14-Feb.28	200,016	36	0.02%
	Feb. 1-28	400,058	501	0.13%
	Feb. 1-28	560,385	109	0.02%

Average	0.05%
---------	-------

Monthly Page Views	19,390,157
--------------------	-------------------

Unique Browsers	3,608,421
-----------------	------------------

Top Page Page Views	1,042,087
---------------------	------------------

Category	Page Views
Trend	7,422,958
Digital	9,079,837
Health	675,516
Total	17,178,311

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Jan.27-Mar.23	4,847,182	5,579	0.12%

Average	0.12%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Mar.1-31	400,028	475	0.12%
	Mar.1-31	653,444	106	0.02%

Average	0.06%
---------	-------

Menu	Period	imp	Click	CTR	
1st rectangle by category	Digital	Mar.1-31	758,284	2,255	0.30%
	Trend	Mar.1-31	512,112	197	0.04%

Average	0.30%
---------	-------

Average	0.04%
---------	-------

Monthly Page Views	19,152,899
--------------------	-------------------

Unique Browsers	3,609,433
-----------------	------------------

Top Page Page Views	1,051,303
---------------------	------------------

Category	Page Views
Trend	7,578,528
Digital	8,431,132
Health	879,368
Total	16,889,028

(Data from SiteCensus(Nielsen/NetRatings))

Monthly Page Views	20,867,750
--------------------	-------------------

Unique Browsers	3,901,147
-----------------	------------------

Top Page Page Views	1,039,285
---------------------	------------------

Category	Page Views
Trend	8,439,608
Digital	9,320,942
Health	809,487
Total	18,570,037

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
Top rectangle	Apr.30-May 19	611,983	454	0.07%
Top welcome banner	Apr.30-May 19	277,011	1,380	0.50%

Average	0.21%
---------	-------

Menu	Period	imp	Click	CTR
1st rectangle	May 19-25	772,846	450	0.06%
	May 1-30	594,033	221	0.04%

Average	0.05%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Apr.24-May 31	1,048,386	179	0.02%

Average	0.02%
---------	-------

Menu	Period	imp	Click	CTR
Text ad	May 19-25	949,200	179	0.02%

Average	0.02%
---------	-------

Monthly Page Views	19,593,520
--------------------	-------------------

Unique Browsers	3,737,135
-----------------	------------------

Top Page Page Views	1,096,163
---------------------	------------------

Category	Page Views
Trend	8,185,575
Digital	8,355,102
Health	771,834
Total	17,312,511

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR	Average
1st rectangle	May 28-Jun. 19	210,023	114	0.05%	0.05%
	Jun. 16-23	1,620,053	864	0.05%	
	Jun. 9-30	108,008	47	0.04%	

Menu	Period	imp	Click	CTR	Average
1st rectangle by category	May 27-Jun. 19	856,485	311	0.04%	0.04%
	Jun. 16-23	540,045	220	0.04%	

Menu	Period	imp	Click	CTR	Average
Leaderboard	Jun. 9-30	108,009	13	0.01%	0.01%

Monthly Page Views	21,392,482
--------------------	-------------------

Unique Browsers	3,718,640
-----------------	------------------

Top Page Page Views	1,122,647
---------------------	------------------

Category	Page Views
Trend	9,631,435
Digital	8,417,123
Health	1,012,972
Total	19,061,530

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
2nd rectangle	Jun. 23-Jul. 31	2,000,016	284	0.01%

Average	0.01%
---------	-------

Menu	Period	imp	Click	CTR	
1st rectangle by category	Trend	Jul. 1-30	367,217	181	0.05%

Average	0.05%
---------	-------

Monthly Page Views	20,568,015
--------------------	-------------------

Unique Browsers	3,619,159
-----------------	------------------

Top Page Page Views	1,035,868
---------------------	------------------

Category	Page Views
Trend	8,650,876
Digital	9,092,770
Health	754,125
Total	18,497,771

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
2nd rectangle	Jun. 26-Aug. 8	1,575,077	456	0.03%
	Aug. 1-31	2,000,176	384	0.02%

Average	0.02%
---------	-------

Monthly Page Views	23,840,497
--------------------	-------------------

Unique Browsers	4,352,893
-----------------	------------------

Top Page Page Views	1,094,749
---------------------	------------------

Category	Page Views
Trend	8,577,348
Digital	12,173,775
Health	827,904
Total	21,579,027

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Aug. 31-Sep. 2	324,352	305	0.09%
	Aug. 22-Sep. 21	635,046	726	0.11%

Average	0.11%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Sep. 1-30	2,000,260	302	0.02%

Average	0.02%
---------	-------

Monthly Page Views	23,150,370
--------------------	-------------------

Unique Browsers	3,966,099
-----------------	------------------

Top Page Page Views	1,115,142
---------------------	------------------

Category	Page Views
Trend	8,210,295
Digital	11,611,815
Health	1,067,098
Total	20,889,208

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Aug. 7-Oct.13	9,450,197	6,453	0.07%
	Oct. 20-29	1,575,636	413	0.03%
	Oct. 10-31	350,006	235	0.07%

Average	0.06%
---------	-------

Menu	Period	imp	Click	CTR	
1st rectangle by category	Trend	Oct. 1-31	540,050	240	0.04%

Average	0.04%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Oct. 10-31	400,048	129	0.03%
	Oct. 1-31	3,000,442	417	0.01%

Average	0.02%
---------	-------

Monthly Page Views	23,203,330
--------------------	-------------------

Unique Browsers	4,185,753
-----------------	------------------

Top Page Page Views	1,024,449
---------------------	------------------

Category	Page Views
Trend	8,615,939
Digital	10,514,062
Health	904,144
Total	20,034,145

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Nov. 3-16	1,620,138	514	0.03%
	Nov. 7-30	350,037	125	0.04%

Average	0.03%
---------	-------

Menu	Period	imp	Click	CTR	
1st rectangle by category	Trend	Nov. 1-30	129,614	55	0.04%

Average	0.04%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Nov. 1-30	3,000,077	417	0.01%
	Nov. 7-30	400,031	95	0.02%

Average	0.02%
---------	-------

Monthly Page Views	24,314,559
--------------------	-------------------

Unique Browsers	4,132,976
-----------------	------------------

Top Page Page Views	1,059,557
---------------------	------------------

Category	Page Views
Trend	8,392,664
Digital	11,454,639
Health	704,004
Total	20,551,307

(Data from SiteCensus(Nielsen/NetRatings))

Menu	Period	imp	Click	CTR
1st rectangle	Dec. 8-21	1,620,279	458	0.03%
	Dec. 22-29	230,089	130	0.06%
	Dec. 1-31	200,005	41	0.02%
	Dec. 10-31	3,235,740	1,918	0.06%

Average	0.05%
---------	-------

Menu	Period	imp	Click	CTR
2nd rectangle	Dec. 1-31	400,021	68	0.02%
	Dec. 2-31	432,790	121	0.03%
	Dec. 22-31	920,655	289	0.03%
	Jun. 25-Dec. 31	4,197,087	6,115	0.15%

Average	0.11%
---------	-------