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|--|-------------------|
| Monthly Page Views | 27,563,081 |
| Smartphone (iPhone/Android) Optimized Site | 9,969,728 |

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|--|------------------|
| Unique Browsers | 5,355,711 |
| Smartphone (iPhone/Android) Optimized Site | 2,600,048 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 961,165 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 9,797,176 | 2,076,113 |
| Digital | 15,463,134 | 3,183,015 |
| Health | 840,288 | 314,375 |
| Total | 26,100,598 | 5,573,503 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 24,112,948 |
| Smartphone (iPhone/Android) Optimized Site | 9,028,963 |

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|--|------------------|
| Unique Browsers | 4,513,617 |
| Smartphone (iPhone/Android) Optimized Site | 2,422,521 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 961,843 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,471,888 | 1,802,520 |
| Digital | 13,410,228 | 2,633,442 |
| Health | 781,526 | 276,007 |
| Total | 22,663,642 | 4,711,969 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 23,394,667 |
| Smartphone (iPhone/Android) Optimized Site | 8,773,560 |

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|--|------------------|
| Unique Browsers | 4,437,424 |
| Smartphone (iPhone/Android) Optimized Site | 2,390,285 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 982,231 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 7,774,345 | 1,719,014 |
| Digital | 13,461,995 | 2,716,189 |
| Health | 690,358 | 237,434 |
| Total | 21,926,698 | 4,672,637 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 22,513,594 |
| Smartphone (iPhone/Android) Optimized Site | 8,721,391 |

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|--|------------------|
| Unique Browsers | 4,288,574 |
| Smartphone (iPhone/Android) Optimized Site | 2,373,389 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 927,705 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,448,121 | 1,803,561 |
| Digital | 11,967,546 | 2,491,129 |
| Health | 605,009 | 212,357 |
| Total | 21,020,676 | 4,507,047 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 22,706,083 |
| Smartphone (iPhone/Android) Optimized Site | 9,430,628 |

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|--|------------------|
| Unique Browsers | 4,248,686 |
| Smartphone (iPhone/Android) Optimized Site | 2,302,213 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 909,831 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 7,726,530 | 1,707,180 |
| Digital | 12,898,563 | 2,512,212 |
| Health | 671,190 | 223,290 |
| Total | 21,296,283 | 4,442,682 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 23,898,102 |
| Smartphone (iPhone/Android) Optimized Site | 10,125,321 |

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|--|------------------|
| Unique Browsers | 4,406,140 |
| Smartphone (iPhone/Android) Optimized Site | 2,338,587 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 986,222 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,676,260 | 1,905,429 |
| Digital | 13,713,372 | 2,656,224 |
| Total | 22,389,632 | 4,561,653 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 24,525,993 |
| Smartphone (iPhone/Android) Optimized Site | 10,522,049 |

| | |
|--|------------------|
| Unique Browsers | 4,726,344 |
| Smartphone (iPhone/Android) Optimized Site | 2,427,118 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 871,353 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,270,411 | 1,897,718 |
| Digital | 14,923,604 | 3,008,927 |
| Total | 23,194,015 | 4,906,645 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 23,578,295 |
| Smartphone (iPhone/Android) Optimized Site | 10,361,715 |

| | |
|--|------------------|
| Unique Browsers | 4,622,571 |
| Smartphone (iPhone/Android) Optimized Site | 2,470,205 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 869,843 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,099,656 | 1,850,417 |
| Digital | 14,148,985 | 2,925,441 |
| Total | 22,248,641 | 4,775,858 |

(Data from SiteCensus(Nielsen/NetRatings))

| | |
|--|-------------------|
| Monthly Page Views | 28,190,925 |
| Smartphone (iPhone/Android) Optimized Site | 13,330,888 |

| | |
|--|------------------|
| Unique Browsers | 5,250,789 |
| Smartphone (iPhone/Android) Optimized Site | 2,944,313 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 926,499 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,099,656 | 1,850,417 |
| Digital | 14,148,985 | 2,925,441 |
| Total | 22,248,641 | 4,775,858 |

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

| | |
|------------------|----------------|
| TRENDYnet mail | 161,645 |
| Weekly TRENDYnet | 213,974 |

| | |
|--|-------------------|
| Monthly Page Views | 26,212,009 |
| Smartphone (iPhone/Android) Optimized Site | 12,053,621 |

| | |
|--|------------------|
| Unique Browsers | 5,217,478 |
| Smartphone (iPhone/Android) Optimized Site | 2,901,172 |

■ Page View Breakdown

| | |
|---------------------|----------------|
| Homepage Page Views | 926,499 |
|---------------------|----------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 8,492,176 | 1,861,204 |
| Digital | 18,271,541 | 3,607,810 |
| Total | 26,763,717 | 5,469,014 |

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

| | |
|------------------|----------------|
| TRENDYnet mail | 168,589 |
| Weekly TRENDYnet | 219,377 |

| | |
|--|-------------------|
| Monthly Page Views | 22,625,510 |
| Smartphone (iPhone/Android) Optimized Site | 104,118,114 |

| | |
|--|------------------|
| Unique Browsers | 4,329,232 |
| Smartphone (iPhone/Android) Optimized Site | 2,395,540 |

■ Page View Breakdown

| | |
|---------------------|------------------|
| Homepage Page Views | 1,105,802 |
|---------------------|------------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 7,925,482 | 1,843,033 |
| Digital | 13,308,895 | 2,780,207 |
| Total | 21,234,377 | 4,623,240 |

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

| | |
|------------------|----------------|
| TRENDYnet mail | 174,323 |
| Weekly TRENDYnet | 223,080 |

| | |
|--|-------------------|
| Monthly Page Views | 25,733,041 |
| Smartphone (iPhone/Android) Optimized Site | 12,023,394 |

| | |
|--|------------------|
| Unique Browsers | 4,934,080 |
| Smartphone (iPhone/Android) Optimized Site | 2,834,440 |

■ Page View Breakdown

| | |
|---------------------|------------------|
| Homepage Page Views | 1,098,187 |
|---------------------|------------------|

| Category | Page Views | Unique Browsers |
|----------|-------------------|------------------|
| Trend | 9,397,710 | 2,129,655 |
| Digital | 14,827,280 | 3,108,314 |
| Total | 24,224,990 | 5,237,969 |

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

| | |
|------------------|----------------|
| TRENDYnet mail | 183,917 |
| Weekly TRENDYnet | 231,347 |