

Monthly Page Views	26,775,525
Smartphone (iPhone/Android) Optimized Site	12,645,083

Unique Browsers	4,961,800
Smartphone (iPhone/Android) Optimized Site	2,809,685

■ Page View Breakdown

Homepage Page Views	1,098,187
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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

Monthly Page Views	23,536,951
Smartphone (iPhone/Android) Optimized Site	11,147,942

Unique Browsers	4,421,546
Smartphone (iPhone/Android) Optimized Site	2,537,726

■ Page View Breakdown

Homepage Page Views	1,093,208
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Category	Page Views	Unique Browsers
Trend	9,012,773	1,996,022
Digital	13,224,606	2,788,975
Total	22,237,379	4,784,997

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	186,304
Weekly TRENDYnet	234,437

Monthly Page Views	22,883,391
Smartphone (iPhone/Android) Optimized Site	10,809,752

Unique Browsers	4,321,331
Smartphone (iPhone/Android) Optimized Site	2,502,997

■Page View Breakdown

Homepage Page Views	1,143,725
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Category	Page Views	Unique Browsers
Trend	7,711,020	1,741,130
Digital	13,771,063	2,872,907
Total	21,482,083	4,614,037

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	189,590
Weekly TRENDYnet	238,400

Monthly Page Views	25,408,723
Smartphone (iPhone/Android) Optimized Site	12,457,398

Unique Browsers	4,857,237
Smartphone (iPhone/Android) Optimized Site	2,853,377

■Page View Breakdown

Homepage Page Views	1,068,170
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Category	Page Views	Unique Browsers
Trend	9,776,466	2,273,908
Digital	14,284,528	2,942,395
Total	24,060,994	5,216,303

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	193,129
Weekly TRENDYnet	241,171

Monthly Page Views	23,119,075
Smartphone (iPhone/Android) Optimized Site	11,231,485
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Unique Browsers	4,571,816
Smartphone (iPhone/Android) Optimized Site	2,711,900

■Page View Breakdown

Homepage Page Views	1,071,506
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Category	Page Views	Unique Browsers
Trend	8,303,075	1,952,545
Digital	13,538,301	2,956,730
Total	24,060,994	5,216,303

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	196,929
Weekly TRENDYnet	244,632

Monthly Page Views	21,893,075
Smartphone (iPhone/Android) Optimized Site	10,283,803
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Unique Browsers	4,132,733
Smartphone (iPhone/Android) Optimized Site	2,377,686

■Page View Breakdown

Homepage Page Views	1,102,861
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Category	Page Views	Unique Browsers
Trend	8,663,385	1,894,917
Digital	11,820,766	2,520,312
Total	20,484,151	4,415,229

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	199,582
Weekly TRENDYnet	247,320

Monthly Page Views	23,322,770
Smartphone (iPhone/Android) Optimized Site	23,322,770

Unique Browsers	4,502,934
Smartphone (iPhone/Android) Optimized Site	13,308,121

■Page View Breakdown

Homepage Page Views	1,026,695
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Category	Page Views	Unique Browsers
Trend	9,614,290	2,196,050
Digital	12,428,989	2,662,838
Total	22,043,279	4,858,888

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	202,002
Weekly TRENDYnet	249,514

Monthly Page Views	21,476,952
Smartphone (iPhone/Android) Optimized Site	12,132,231

Unique Browsers	4,374,188
Smartphone (iPhone/Android) Optimized Site	2,842,043

■Page View Breakdown

Homepage Page Views	1,014,520
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Category	Page Views	Unique Browsers
Trend	8,498,485	2,079,512
Digital	11,802,512	2,613,537
Total	20,300,997	4,693,049

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	203,634
Weekly TRENDYnet	251,119

Monthly Page Views	32,808,018
Smartphone (iPhone/Android) Optimized Site	19,367,025

Unique Browsers	5,867,952
Smartphone (iPhone/Android) Optimized Site	3,889,544

■Page View Breakdown

Homepage Page Views	1,154,276
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Category	Page Views	Unique Browsers
Trend	10,383,444	2,330,182
Digital	21,026,664	4,037,458
Total	31,410,108	6,367,640

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	203,984
Weekly TRENDYnet	251,116

Monthly Page Views	25,146,069
Smartphone (iPhone/Android) Optimized Site	12,812,502

Unique Browsers	4,857,791
Smartphone (iPhone/Android) Optimized Site	2,924,199

■Page View Breakdown

Homepage Page Views	1,122,460
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Category	Page Views	Unique Browsers
Trend	10,641,711	2,353,709
Digital	13,127,765	2,773,202
Total	23,769,476	5,126,911

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	206,104
Weekly TRENDYnet	252,649

Menu	Period	imp	Click	CTR
Welcome banner	Oct. 10-16	356,545	3,887	1.09%
	Oct. 3-9	340,859	7,373	2.16%
	Oct. 10-23	718,816	11,194	1.56%
	Oct. 24-30	695,963	12,654	1.82%
	Oct. 3-9	334,531	7,858	2.35%
	Oct. 17-23	362,485	2,536	0.70%

Menu	Period	imp	Click	CTR
1st rectangle	Jun. 25-Dec. 31	4,197,087	6,115	0.15%

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%

Monthly Page Views	23,999,560
Smartphone (iPhone/Android) Optimized Site	13,690,469

Unique Browsers	4,672,200
Smartphone (iPhone/Android) Optimized Site	3,057,609

■Page View Breakdown

Homepage Page Views	1,065,947
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Category	Page Views	Unique Browsers
Trend	10,067,509	2,202,114
Digital	12,659,137	2,680,857
Total	22,726,646	4,882,971

(Data from SiteCensus(Nielsen/NetRatings))

Number of email delivery

TRENDYnet mail	207,309
Weekly TRENDYnet	254,377