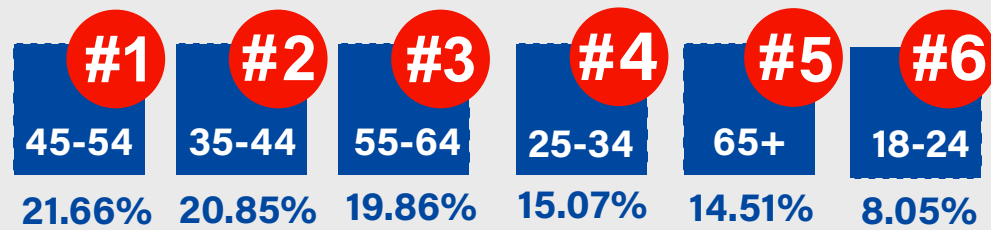




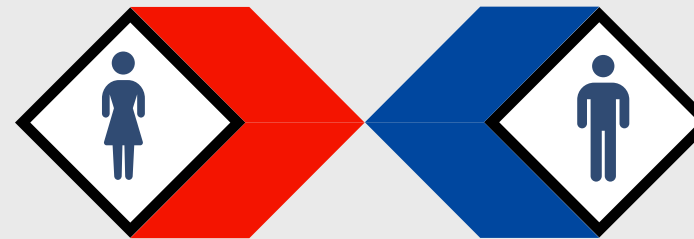
TOP 5 POTENTIAL TO BUY INTERESTS

- Financial Services/Investment Services
- Real Estate/Residential Properties
- Employment
- Autos & Vehicles/Auto Repair & Maintenance
- Financial Services/Banking Services

AGES REACHED



*Source: Google Analytics



*Source: Google Analytics

SOCIAL MEDIA AUDIENCE

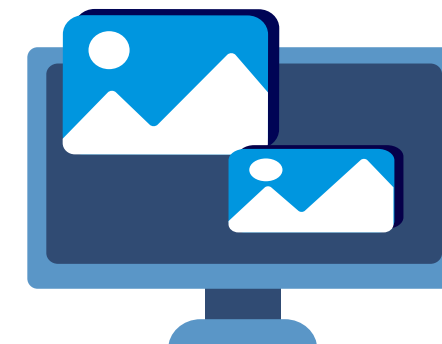
*Source: Facebook, Instagram



AUDIENCE LOCATIONS



*Source: Facebook



*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

- News & Politics/Avid News Readers
- Banking & Finance/Avid Investors
- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Sports & Fitness/Sports Fans
- Lifestyles & Hobbies/Business Professionals