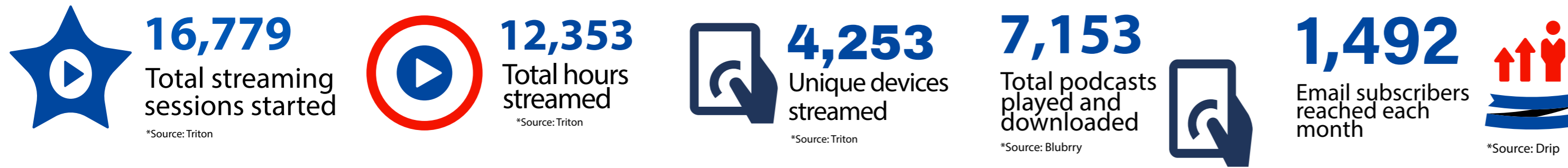


TOP 5 POTENTIAL TO BUY INTERESTS

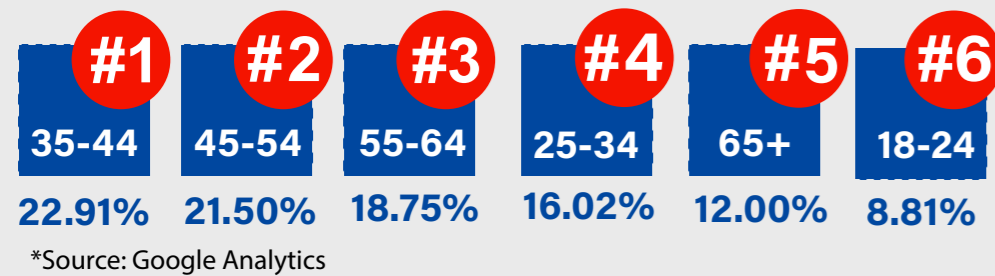
- Gifts & Occasions/Holiday Items & Decorations
- Financial Services/Investment Services
- Gifts & Occasions/Gift Baskets
- Home & Garden/Home Decor
- Apparel & Accessories/Women's Apparel

TOP 5 AFFINITY CATEGORIES

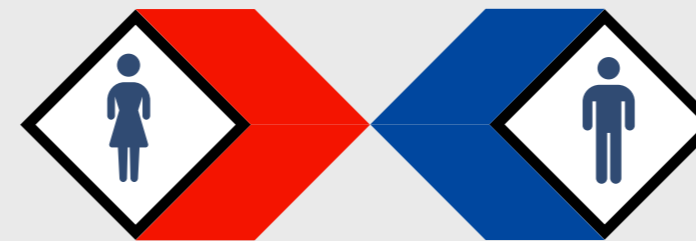
- News & Politics/Avid News Readers
- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Shoppers/Value Shoppers
- Banking & Finance/Avid Investors
- Lifestyles & Hobbies/Pet Lovers



AGES REACHED



50.9% of avg. listeners are women



49.1% of avg. listeners are men

*Source: Google Analytics

SOCIAL MEDIA AUDIENCE

*Source: Facebook, Instagram



441,631 Facebook page reach

*Source: Facebook

AUDIENCE LOCATIONS



*Source: Facebook

1,311,206 Webpage Views



*Source: Google Analytics