



AGE 25-44  
**42%**

AGE 45-64  
**26%**

MALE  
**53%**

FEMALE  
**47%**

MEDIA HHI  
**\$86,443\***

UNIQUE VISITORS  
**8.8MM**

VIEWS  
**15.4MM**

Source: Google Analytics Monthly  
Average Q4 2022: \*Publisher's estimate