

CONSOLIDATED MEDIA REPORT

Today



Home



PRODUCT CIRCULATION

Home Today Magazine	
TOTAL AVERAGE CIRCULATION	603,000
Print:	
Average Paid Circulation	250,000
Average Verified Circulation	50,000
Total Average Print Circulation	300,000
Digital Issue:	
Average Paid Circulation	200,000
Average Verified Circulation	100,000
Total Average Digital Issue	303,000

Subject to Audit for 6 months ended December 31, 2014

PRODUCT KEY NUMBERS MEASURED TIMING

Newsstand Specials:		
Food at Home	150,000	6 months ended December 31, 2014
Decor at Home	50,000	6 months ended December 31, 2014
<i>Subject to Audit</i>		
Digital:		
Homeloday.com (avg. page views)	5,000,000 monthly	3 months ended December 31, 2014
Homedecortoday.com (avg. page views)	2,000,000 monthly	3 months ended December 31, 2014
Social Media:		
Twitter Followers	215,000 total	As of January 15, 2015
Facebook Likes	9,650 total	As of January 15, 2015
Foursquare Followers	17,452 total	As of January 15, 2015
Newsletters (avg. net deliveries):		
Painter Update	4,250 per issue	Month of January 2015
Daily Decor Tips	1,651 per issue	Month of January 2015
Mobile:		
m.homemakeover.com (page views)	45,000 monthly	Month of January 2015
m.creativepainting.com (page views)	65,000 monthly	Month of January 2015
Apps:		
Home Today (downloads)	425,000 to date	Launch 7/3/2014 thru 1/15/2015

Tablets, smartphones and other mobile devices

