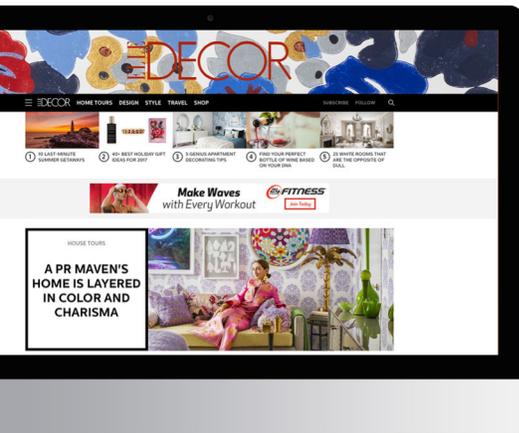


ELLE DECOR



14.3 MILLION

TOTAL BRAND IMPRESSIONS (+8% YOY)

ELLEDECOR.COM

UNIQUE VISITORS: 3.5 MILLION+

PAGE VIEWS: 10 MILLION

AVERAGE TIME SPENT PER VISITOR: 2.3 Minutes

TOP TRAFFIC SECTIONS: Design & Decorate, Life & Culture, Shopping

SEARCH TRAFFIC: 44% of traffic driven from search (+36% YOY)

ORIGINAL CONTENT: 60% MOM

AFFILIATE REVENUE YTD: \$2.2 MILLION+ (+106% YOY)

SOCIAL MEDIA

8.4 MILLION+ FOLLOWERS (+8% YOY)

—INSTAGRAM: 3.9 Million+

—FACEBOOK: 3.5 Million+

—TWITTER: 485,000+

—PINTEREST: 572,000+

PRINT

TOTAL AUDIENCE: 1.5+ Million

TOTAL CIRCULATION: 500,000+

CROSS PLATFORM

MULTI-PLATFORM UNDUPLICATED AUDIENCE: 3.9 Million adults

Delivering desirable content wherever—and everywhere—our fashionable and design-first audience is, through regular on-site and social content.

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SOURCE: *MPA TOTAL BRAND IMPRESSIONS, JAN-SEP AVG. + SOCIAL COMP REPORT AUGUST 2020, COMSCORE JULY 2020, MULTI-PLATFORM FUSION 5/20, FA19, MONTHLY SEO REPORT JULY 2020, MONTHLY CONTENT VELOCITY REPORT JULY 2020

10/20/2020