

REDBOOKMAG.COM OVERVIEW

Redbookmag.com cheers a woman on through the busiest times of her life with affordable style tips, no-fuss beauty solutions, healthy and yummy food-spiration, sane relationship and parenting advice and most importantly funny—and true—stories that totally get her. We're the shoulder she leans on as she's leaning in to life.



2.0MM SOCIAL MEDIA FOLLOWERS



SOURCE: HEARST SOCIAL COMP REPORT MAY 2018

- **Unique Visitors:** 4 MM – Up 61% YOY!
- **Page Views:** 11 MM
- **Average Minutes Per Visit:** 2.8

SOURCE: COMSCORE MULTI-PLATFORM MAY 2018

- **Audience Profile:** 80% F / 20% M
- **Median HHI:** \$81,321
- **Median Age:** 52

SOURCE: COMSCORE MULTI-PLATFORM MAY 2018

Content Channels:

Beauty • Parenting • Relationships •
Healthy Eating • Fitness