

Weekly page reach by demographics (Male & Female)

Sagar Giri

Data comparison 2013 Vs. 2014 - Female

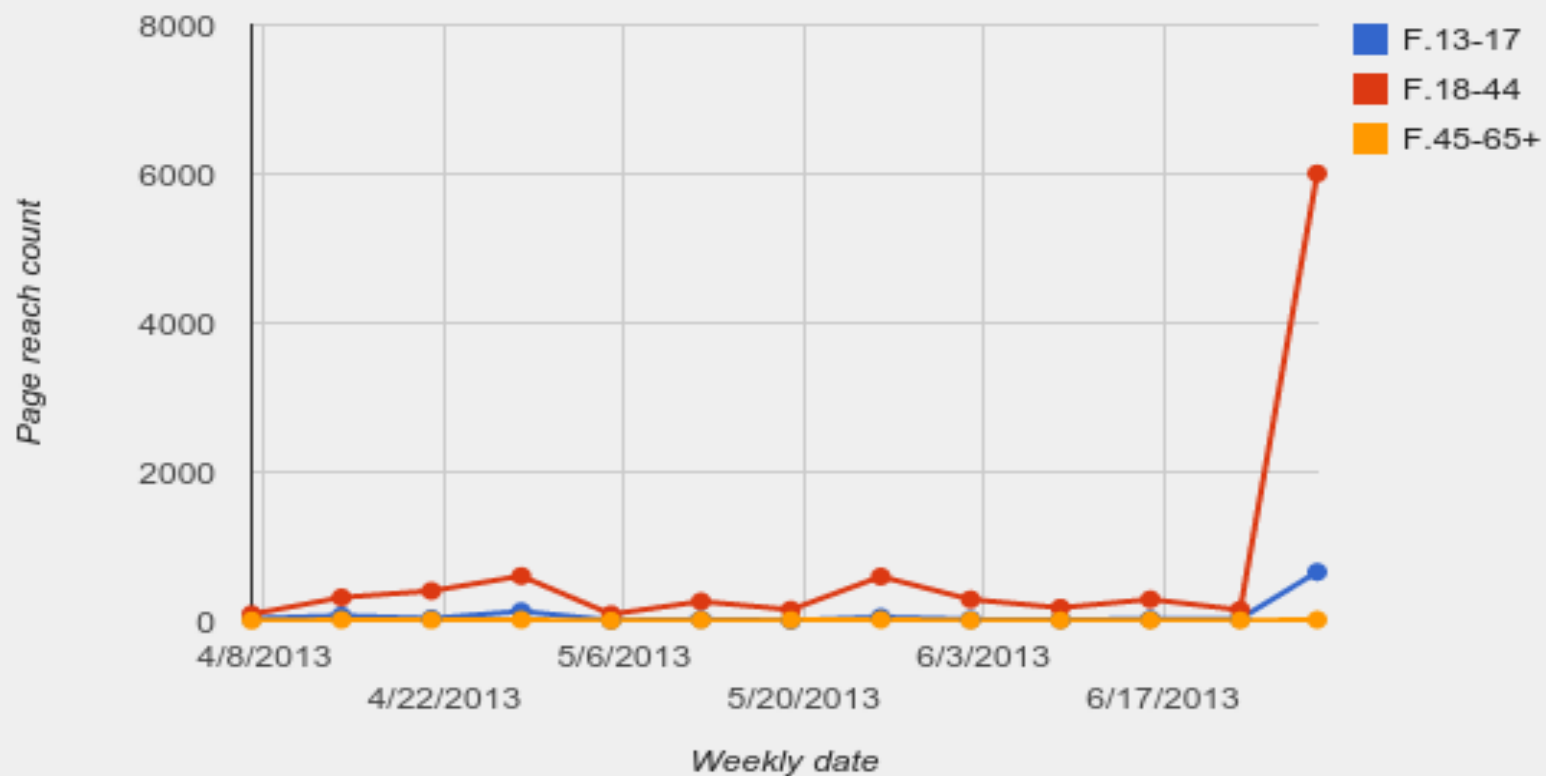
2013

Date	F.13-17	F.18-44	F.45-65+
4/7/2013	33	92	6
4/14/2013	72	317	16
4/21/2013	34	404	13
4/28/2013	131	604	17
5/5/2013	8	91	4
5/12/2013	24	263	13
5/19/2013	7	152	13
5/26/2013	53	597	17
6/2/2013	22	290	8
6/9/2013	17	178	9
6/16/2013	26	291	10
6/23/2013	29	149	9
6/29/2013	659	6006	17

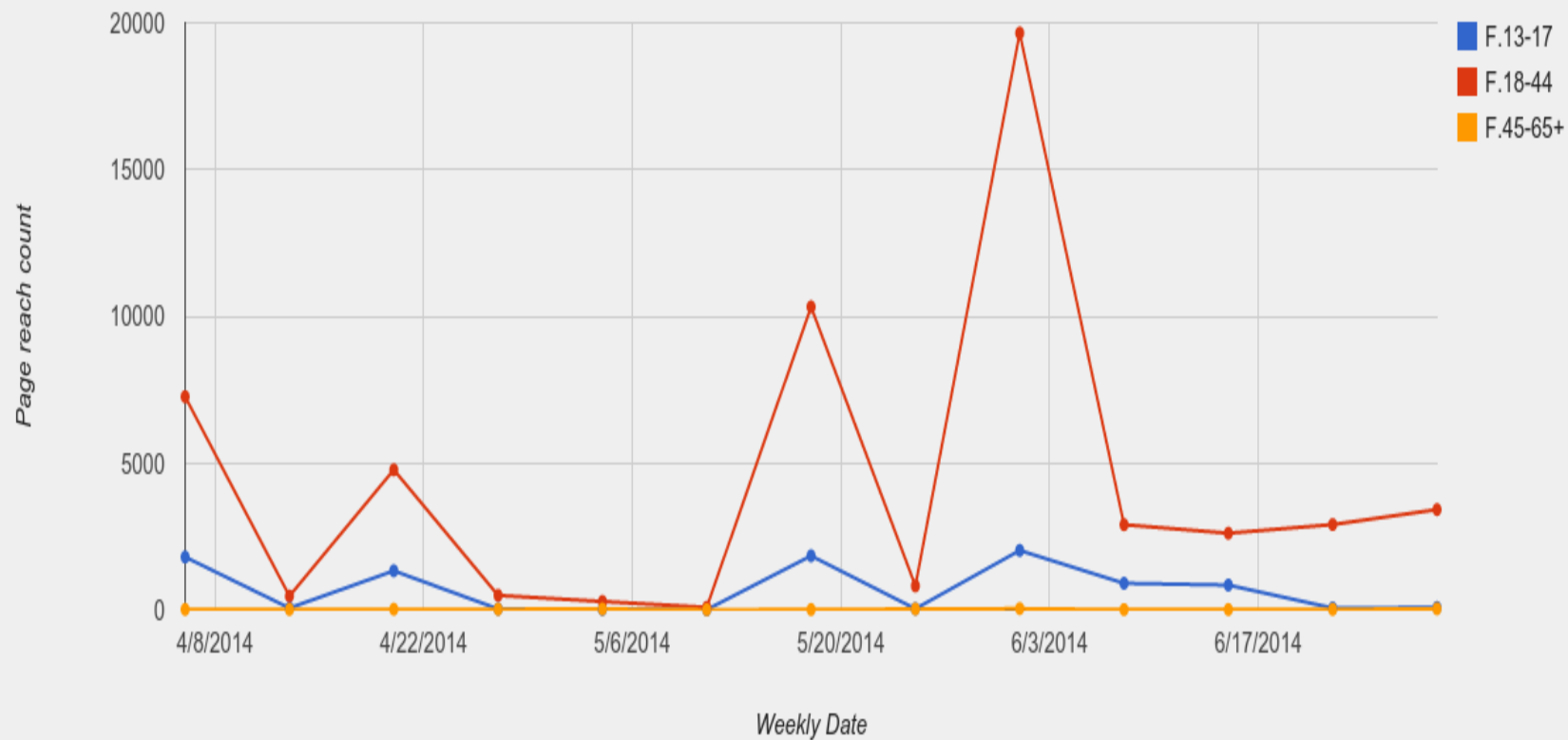
2014

Date	F.13-17	F.18-44	F.45-65+
4/6/2014	1800	7261	15
4/13/2014	61	470	12
4/20/2014	1330	4771	21
4/27/2014	31	492	22
5/4/2014	17	284	30
5/11/2014	7	84	6
5/18/2014	1840	10323	10
5/25/2014	36	816	30
6/1/2014	2024	19651	42
6/8/2014	904	2901	8
6/15/2014	843	2610	11
6/22/2014	62	2905	15
6/29/2014	79	3416	38

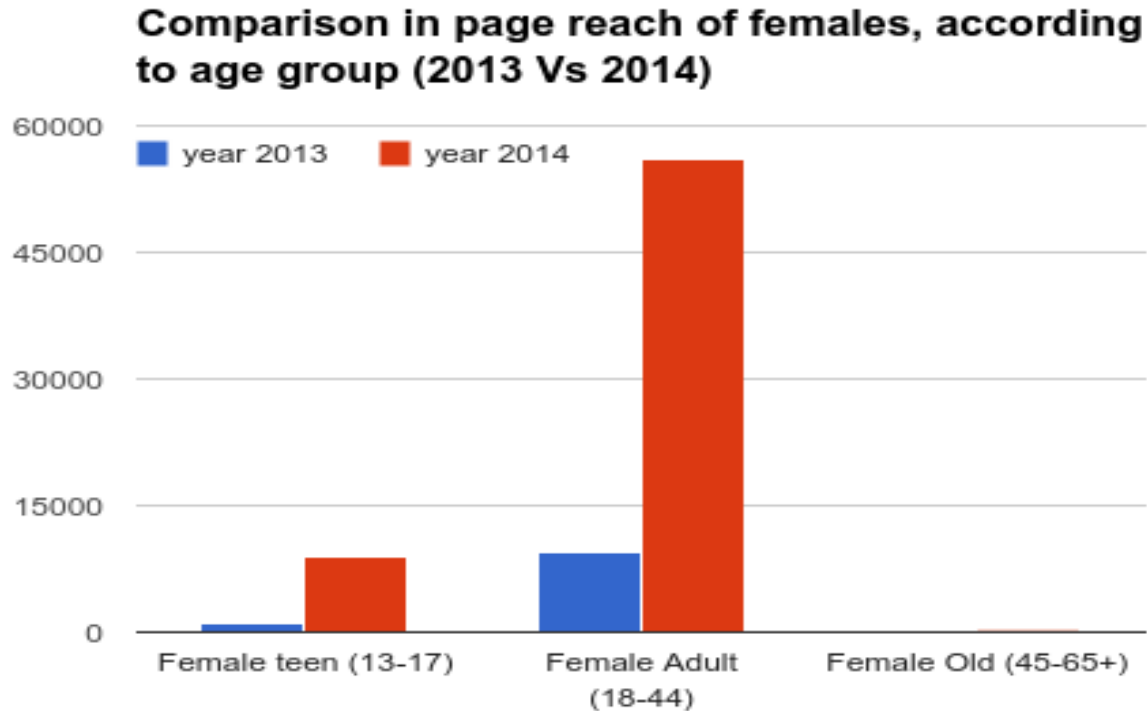
Page reach by females, according to age group (2nd quarter 2013)



Page reach by females, according to age group (2nd quarter 2014)



Comparison (2013 Vs. 2014) - Female



Data comparison 2013 Vs. 2014 - Male

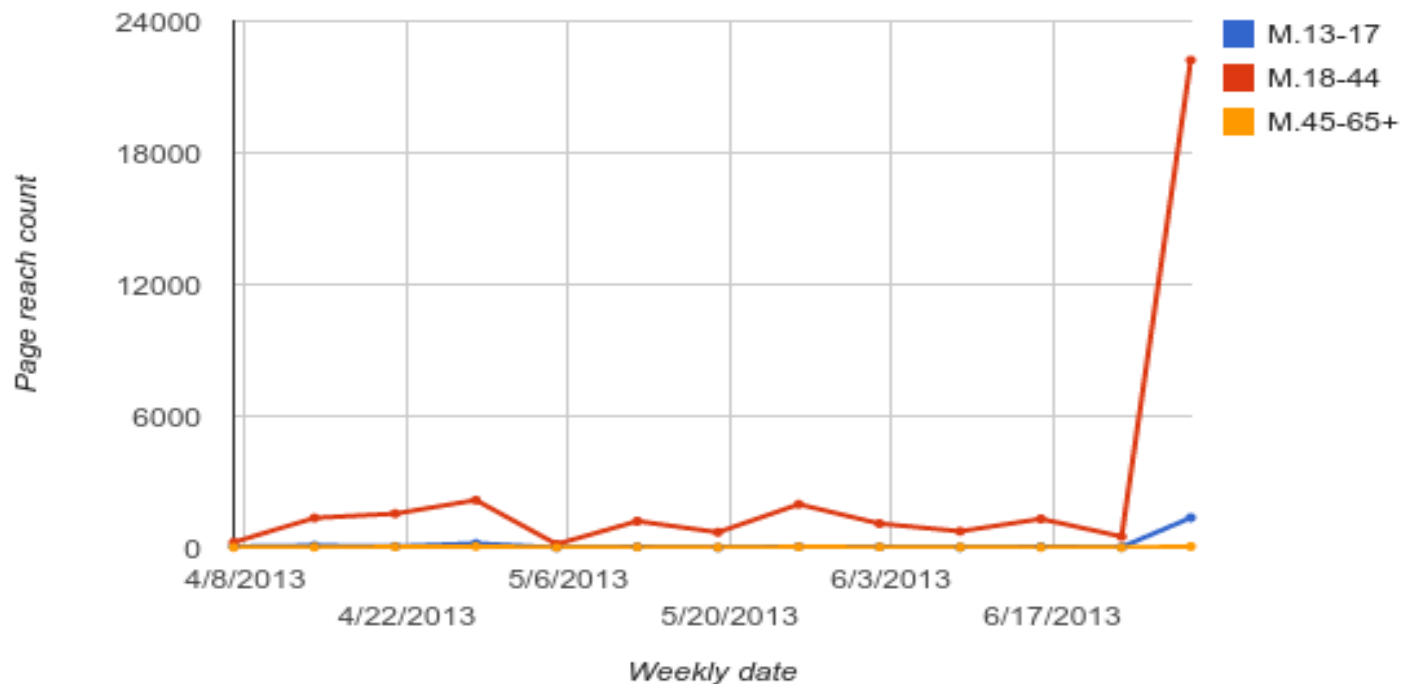
2013

Date	M.13-17	M.18-44	M.45-65+
4/7/2013	56	255	20
4/14/2013	102	1361	31
4/21/2013	67	1556	42
4/28/2013	201	2173	63
5/5/2013	12	164	13
5/12/2013	46	1214	36
5/19/2013	11	708	22
5/26/2013	60	1983	45
6/2/2013	43	1105	35
6/9/2013	23	753	29
6/16/2013	46	1318	23
6/23/2013	31	513	15
6/29/2013	1371	22221	59

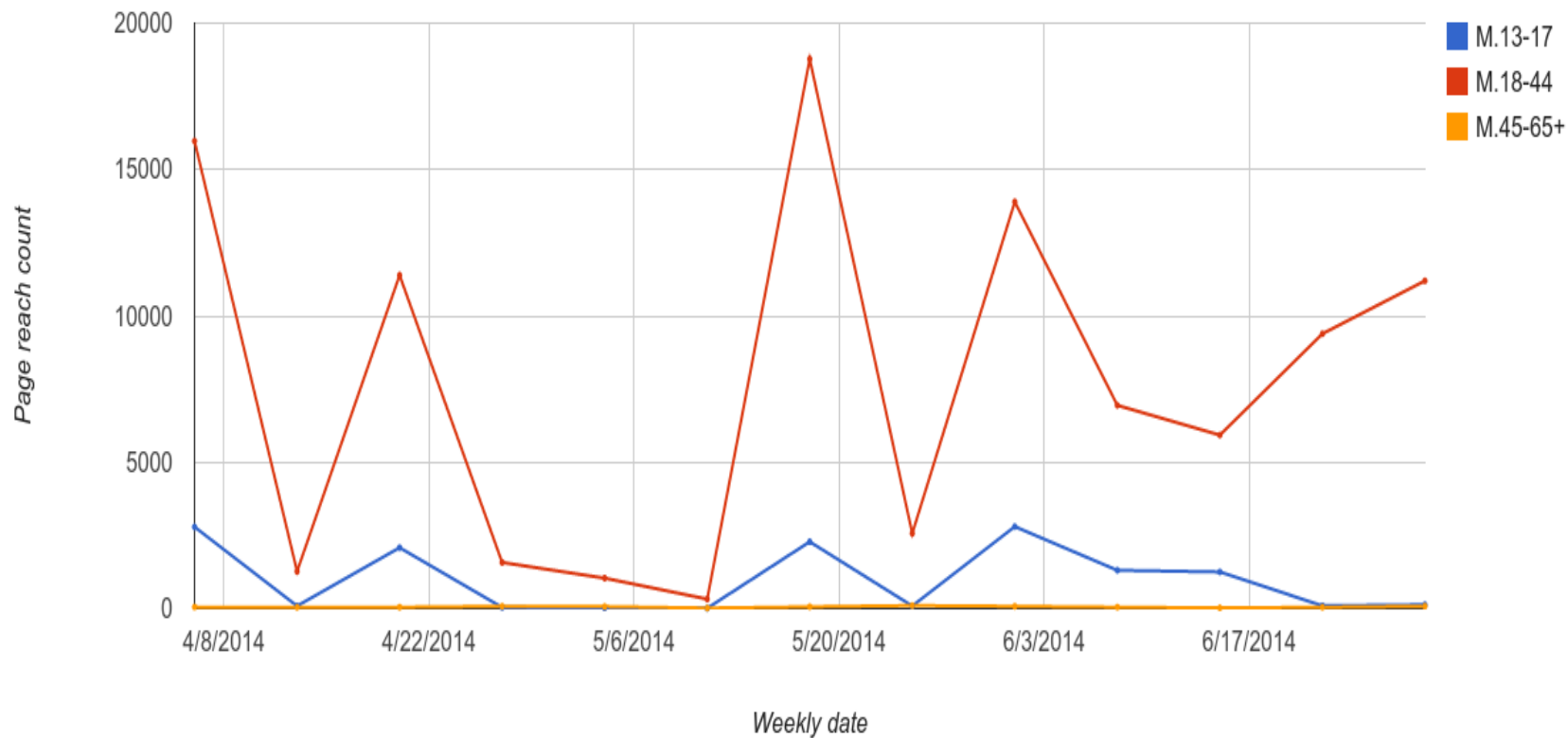
2014

Date	M.13-17	M.18-44	M.45-65+
4/6/2014	2789	15973	52
4/13/2014	89	1270	44
4/20/2014	2080	11389	47
4/27/2014	41	1575	79
5/4/2014	24	1039	69
5/11/2014	12	324	17
5/18/2014	2282	18776	61
5/25/2014	89	2566	102
6/1/2014	2800	13895	77
6/8/2014	1307	6943	48
6/15/2014	1251	5927	25
6/22/2014	96	9388	45
6/29/2014	131	11197	80

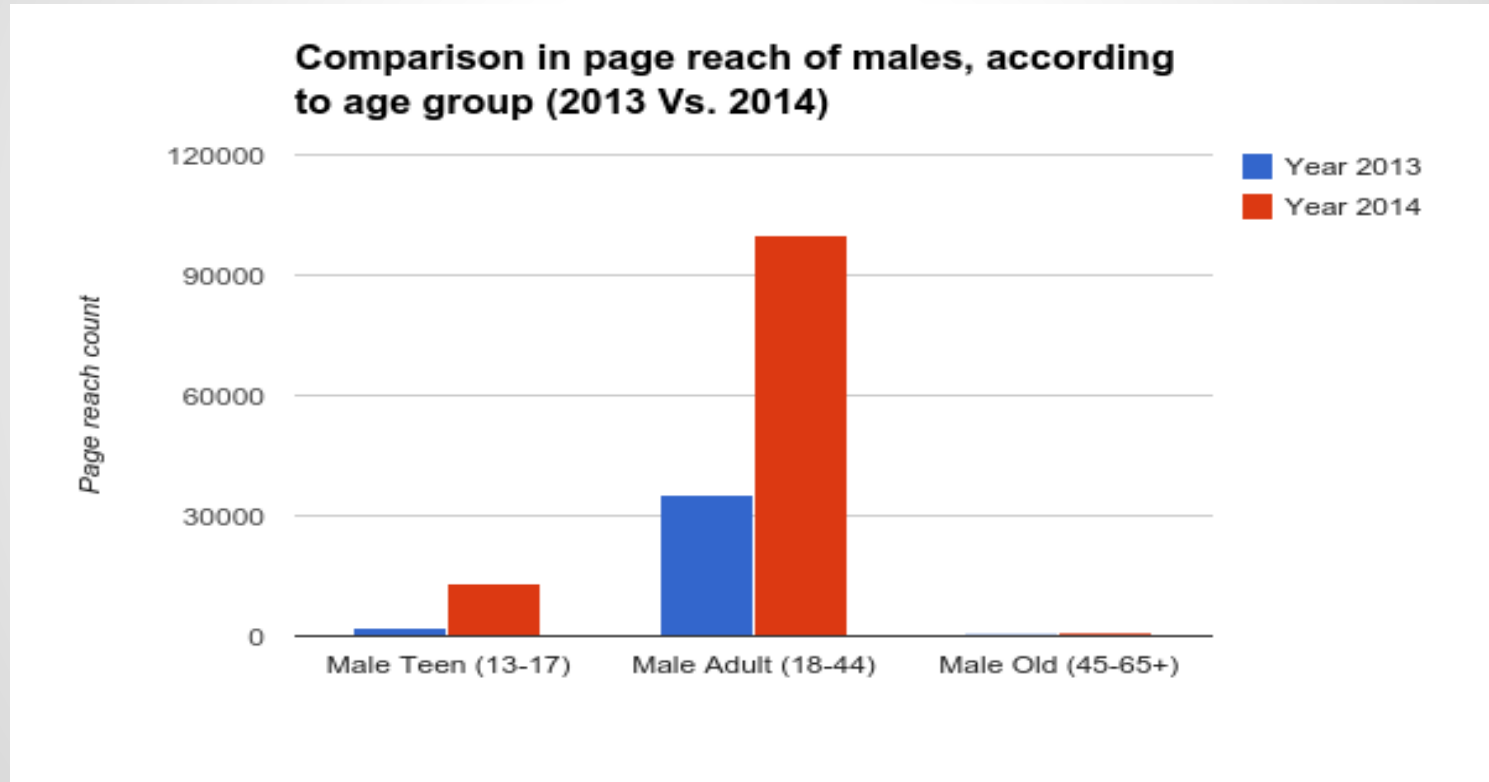
Page reach by males, according to age group (2nd quarter 2013)



Page reach by males, according to the age group (2nd quarter)

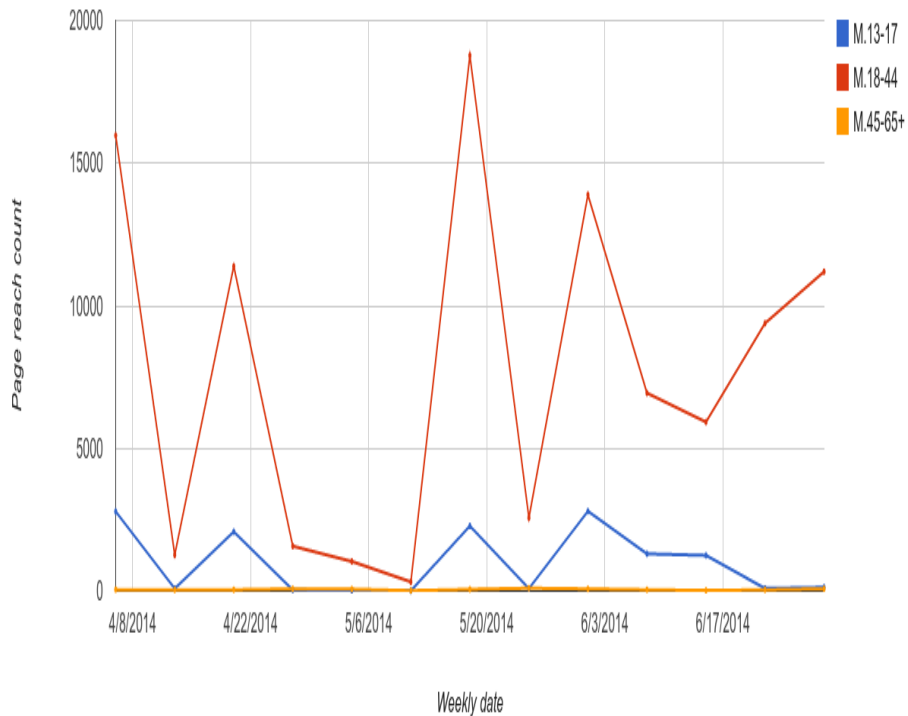


Comparison (2013 Vs. 2014) - Male

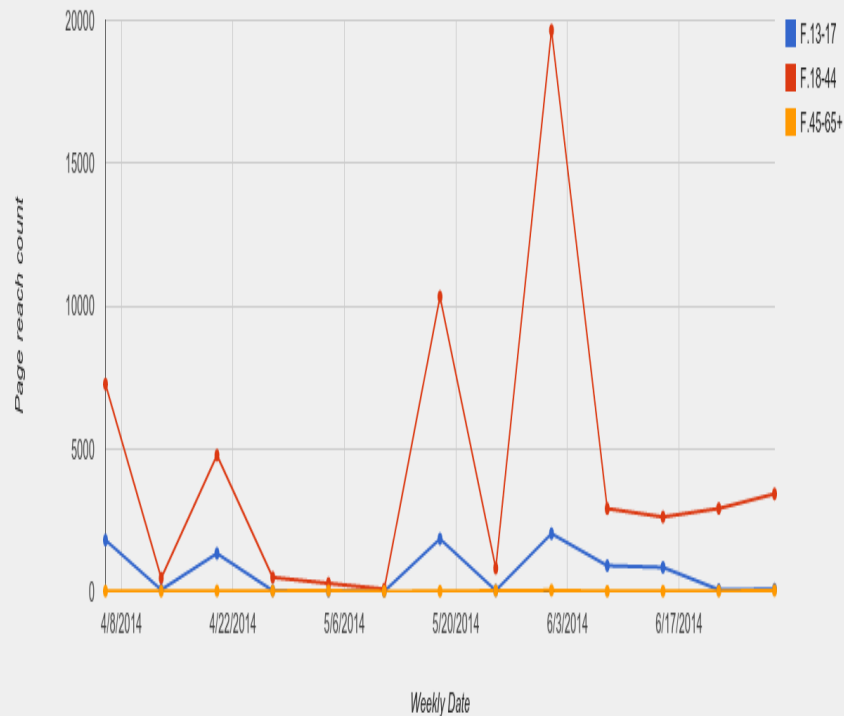


Male 2014 Vs. Female 2014

Page reach by males, according to the age group (2nd quarter)



Page reach by females, according to age group (2nd quarter 2014)



Thank You