

Key Website Metrics

Strong Traffic Growth

🖱 Monthly Page Views

302,425

+21%

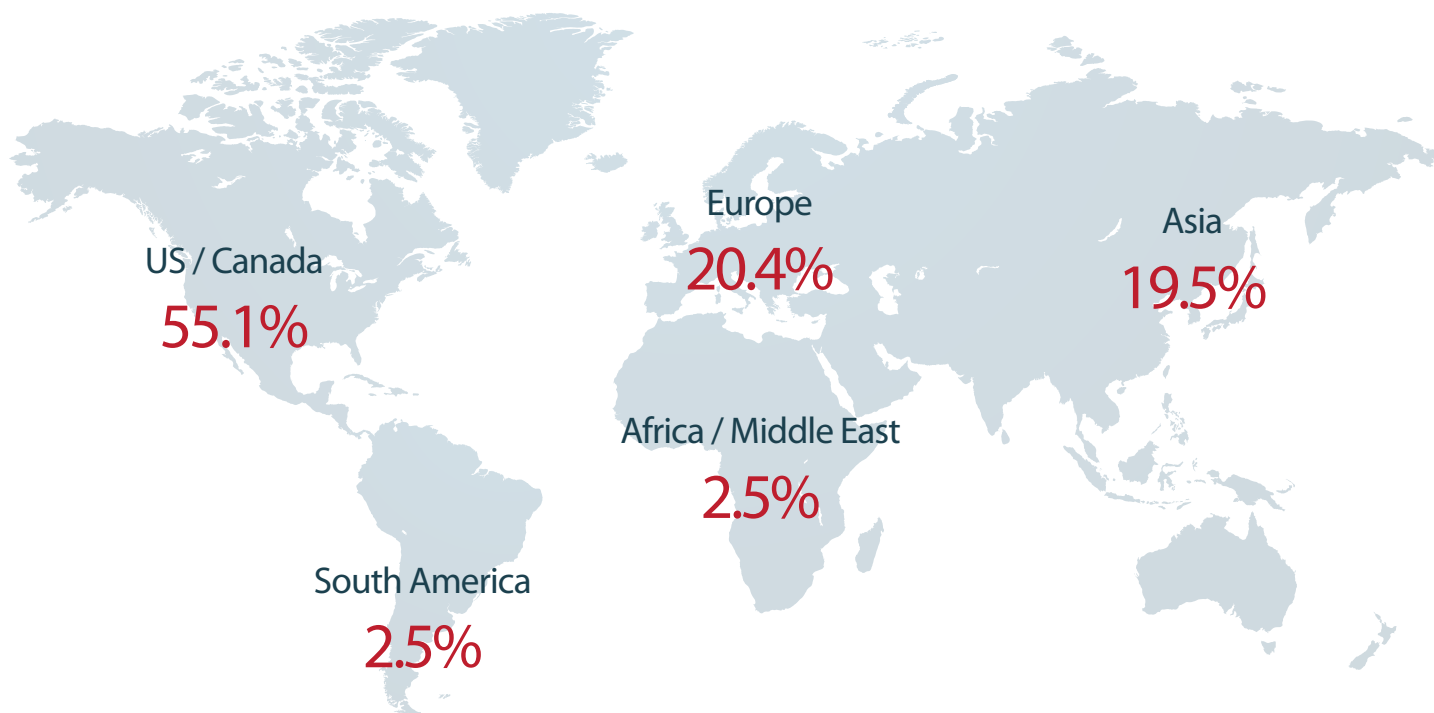
🖱 Monthly Visitors

171,092

+26%

Year-to-Year
Oct thru Sept
(2011/12 to 2012/13)

Emerging International Audience



Engaged Loyal Users*

- Spend 7.2 minutes per session
- View 3.9 pages per visit

*visits of 1+ page view and 30 seconds

- 2x number of searches since 2011
- 190% increase in news briefs-related traffic