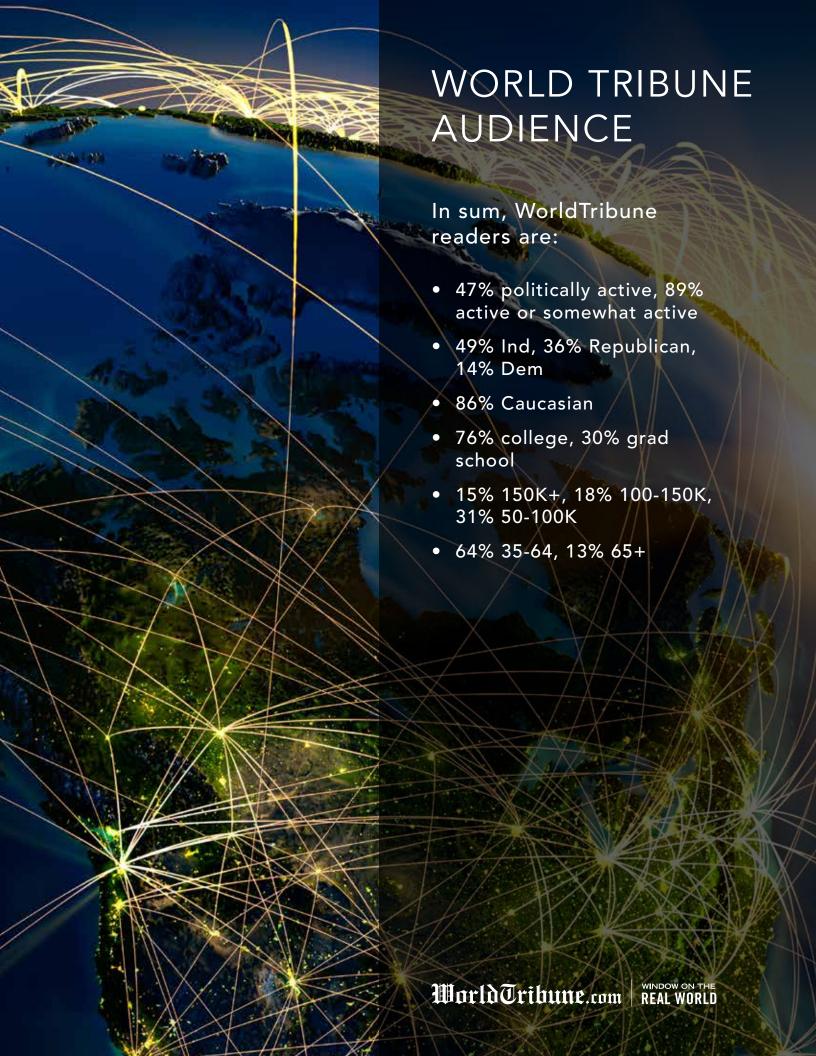
MEDIAKIT

NEWS. TECHNOLOGY. GEOPOLITICS. LIFE. POLITICS. CULTURE. FAITH.

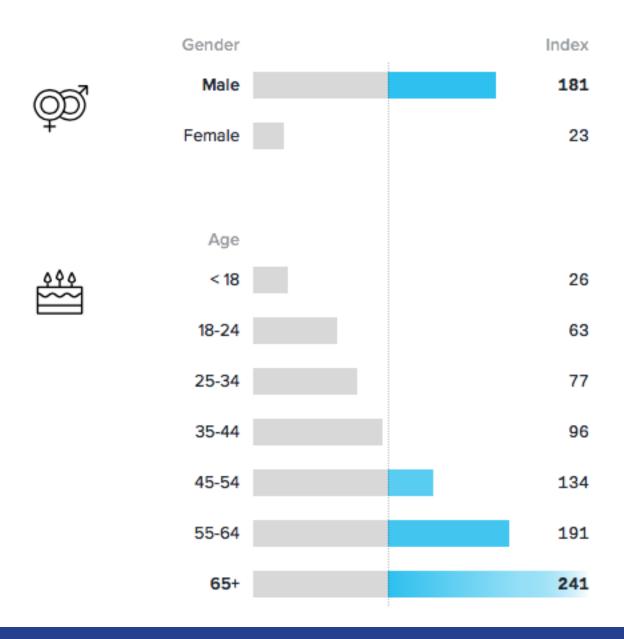


Morld Tibune.com REAL WORLD



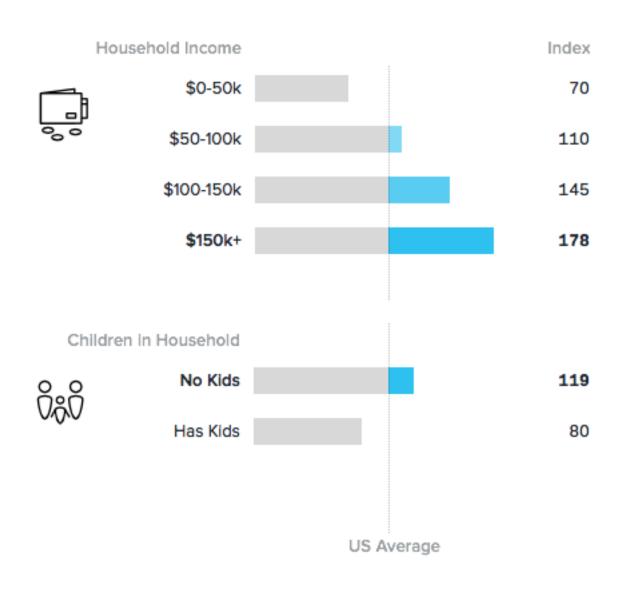


U.S. DEMOGRAPHICS



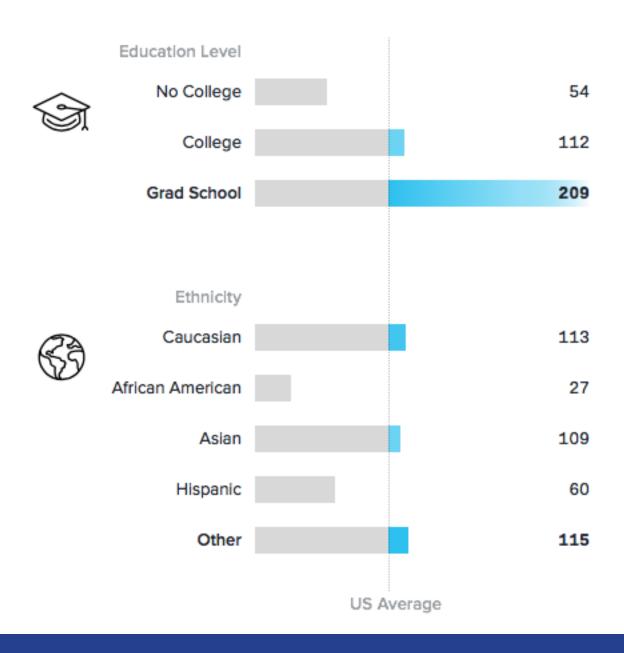


U.S. DEMOGRAPHICS





U.S. DEMOGRAPHICS





MEDIA INTERESTS

TV

Sports	Affinity
Football	1.02x
Golf	0.99x
Basketball	0.98x
Nascar	0.97x
Baseball	0.94x



MEDIA INTERESTS

Drama, Action & Adventure	Affinity
Crime	1.04x
Drama	1.03x
Legal	1.00x
Adult Animation	0.97x
Political	0.95x



MEDIA INTERESTS

Network		Affinity
ESPN	0.93x	
USA	0.91x	
TNT	0.91x	
TBS	0.85x	
Disney	0.81x	
News, Politics & Other		Affinity
News, Politics & Other Total TV	1.05x	Affinity
	1.05x 1.03x	Affinity
Total TV		Affinity
Total TV Awards Events	1.03x	Affinity



INDUSTRY AND OCCUPATION

Employer's Industry		Affinity
Business Services	1.12x	
Government	1.01x	
Healthcare	0.93x	
Education	0.85x	
Finance	0.80x	
Occupation		Affinity
Occupation Engineering	1.28x	Affinity
	1.28x 1.27x	Affinity
Engineering		Affinity
Engineering C-Suite	1.27x	Affinity

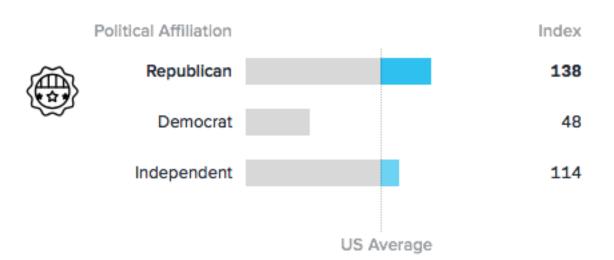


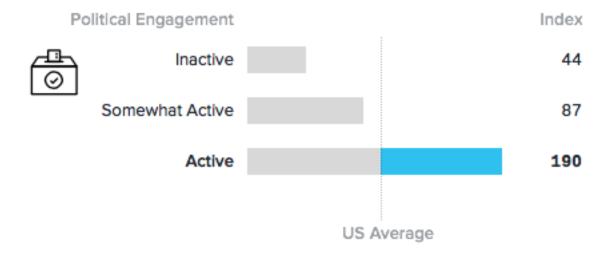
GENERAL INTERESTS

Interests	Affinity
News	2.9x
Computers & Technology	2.4x
Business & Industrial	1.9x
Science	1.9x
Arts & Entertainment	1.7x



POLITICAL INTERESTS







SHOPPING INTERESTS

AUTOMOTIVE	PACKAGED	SOODS	APPAREL	MOF
Food, Household & Po	ets	Affin	ilty	
Household Goods	1	.00x		
Eggs & Dairy	0	.99x		
Snacks	0	.98x		
Pet	0	.95x		
Baked Goods	0	.95x		



SHOPPING INTERESTS

Brands by Category	Affinity
Pain relief	1.23x
Soup	1.02x
Cough & cold relief	0.99x
Petcare	0.96x
Health and beauty	0.95x
Buy Style	Affinity
Buy Style Premium Brands	Affinity 1.08x
Premium Brands	1.08x
Premium Brands Home Cooking & Grilling	1.08x 1.05x