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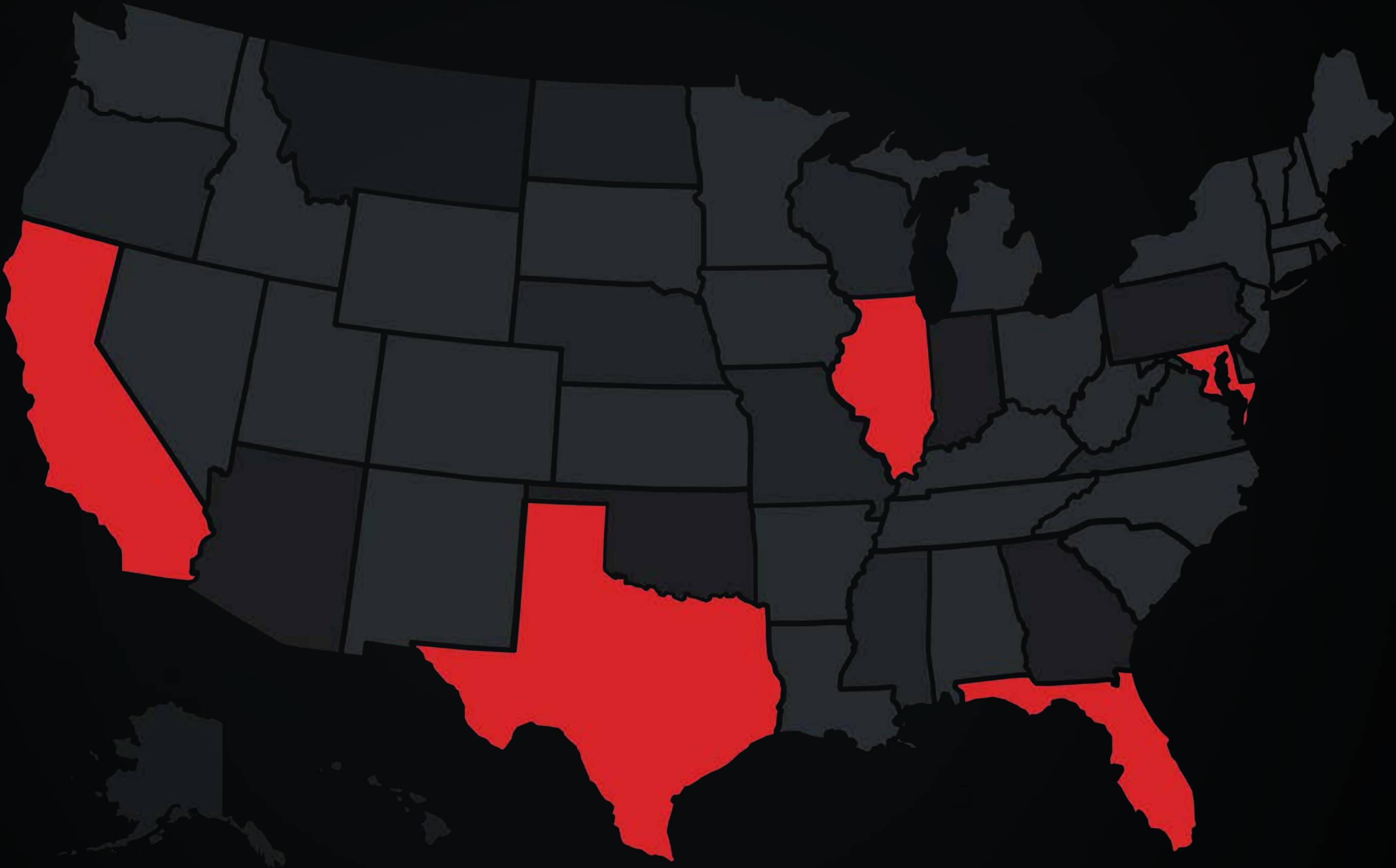
THE NUMBERS

AUDIENCE INSIGHTS

SBD NEWSLETTER SUBSCRIBERS

12,000+

REGIONAL BREAKDOWN



TEXAS	NEW YORK	CALIFORNIA	FLORIDA	ILLINOIS
8.0	7.8	7.5	6.4	5

OVERVIEW

14,000,000
SESSIONS /YR

30,000,000
VIEWS /YR

9,100,000
ACTIVE USERS /YR

85%
% US TRAFFIC /YR