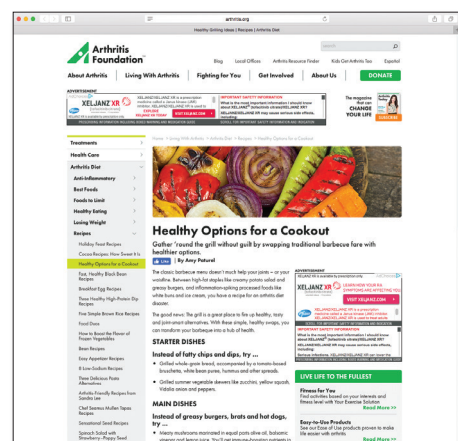


Health-conscious, solution-seeking adults



Arthritis Today Audience Snapshot

700,000 Rate Base AAM-Measured Circulation	78% Female	60 Median Age
4,116,000 Readers	76% 50+	\$40,800 Median Household Income

Source: 2016 Spring GfK MRI

Arthritis.org Monthly Metrics Data

7,552,490 Page Views	3 Pages Per Session
2,048,006 Users	2:03 Time Spent

Source: June 2016
Google Analytics

Other Health Concerns*

Arthritis Today ranks very high among all MARS-measured publications for having readers who have been professionally diagnosed with:

ailment	rank	score
High Blood Pressure	#1	215
Osteoporosis	#1	504
COPD	#1	296
Overactive Bladder	#1	565
Dry Eyes	#1	419
Acid Reflux	#1	255
Insomnia	#1	395
High Cholesterol	#6	175
Diabetes	#6	202

Source: MARS 2015/2016 Consumer Health Study

Reader Responsiveness Data

Arthritis Today ranks very high among all MARS-measured publications for having readers who have taken action after seeing healthcare advertising:

action taken	index rank	index score
Called a toll-free number	#1	215
Referred to a book or magazine	#1	737
Discussed an ad with a doctor	#2	352
Made a doctor appointment	#2	242
Consulted a pharmacist	#2	394
Watched a video online	#4	372
Visited a website	#5	277
Used a coupon	#5	281
Refilled a prescription	#5	203

Source: MARS 2015/2016 Consumer Health Study

50+ Market Metric Data

over 113 million people in the U.S. are age 50+	51% of all consumer expenditures are attributed to people ages 50+	over \$120 billion spent annually on leisure travel by boomers
more than 8 in 10 adults age 50+ are online	82% of adults age 50+ research health and wellness information online	39% of all online purchases are made by the 50+ market