



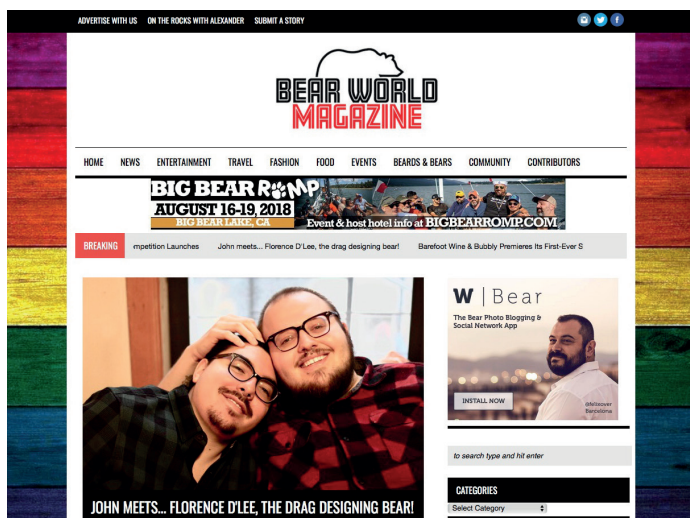
Bear World Magazine is the leading bear lifestyle website with valuable content for readers covering culture, travel, dining, auto and finance. Readership and impression numbers confirm their loyalty.

www.bearworldmagazine.com

What is a bear?! Bears are solid, stable members of the LGBTQ community, typically male, over 35 and hairy.

Why are they important? Bears are guys who dine out, travel, are brand loyal, and enjoy finer things more than other consumers. They traditionally have higher income and they spend that money on brands who speak to them.

Bear World Magazine is statistically the most popular online bear lifestyle magazine in the world. We are considered the leading authority on all things bear-related.



Readership & Impressions

- Bear World Magazine has a combined readership reach of over **250,000 people per month**, this includes social media and site visitors
- Bear World Magazine has, on average, **20,000 unique visitors per month**
- This delivers, on average, over **800,000 ad impressions per month**
- Our global ad **click through rate is 0.142**
- This is significantly higher than the CTR benchmark of 0.06% (Google)

Top 10 Readership Countries

- United States (49.6%)
- United Kingdom (6.4%)
- Canada (4.6%)
- Italy (4.2%)
- France (3.3%)
- Spain (3.2%)
- Brazil (2.6%)
- Germany (2.0%)
- Australia (1.6%)
- Mexico (1.4%)

Demographics

- 86% of Bear World Magazine readers are over 35 years old
- 51% of readers have an income over \$75k per year
- 74% of readers are employed, either full or part time, or own their own business

Spending Habits

- 51% of readers own their own home
- 51% of readers have a savings account, while 18% of readers have an online brokerage account/stock purchases

In the past 12 months...

- 53% of readers made a travel purchase
- 48% of readers made a fashion and/or grooming purchase
- 44% of readers booked a long vacation
- 42% of readers booked a short vacation
- 37% of readers booked a rental car
- 23% of readers purchase or leased a new automobile