

## *A Brand With Vitality*



### **O, The Oprah Magazine**

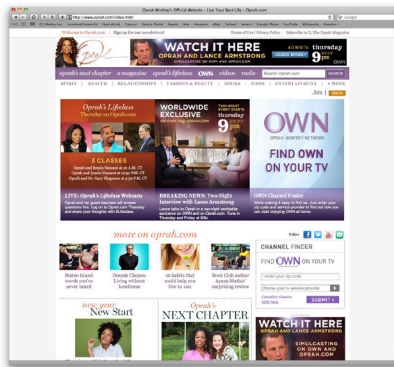
- 12MM+ readers
- 2MM+ subscribers—an all-time high
- A perennial top 10 newsstand performer
- #2 women's magazine for paid e-reader circulation: 96,452

### **OWN**

**“The network now ranks in the top 5 in ad-supported cable networks”**

- Second consecutive year of double-digit ratings growth
- Ranks #1 as the fastest growing cable network among women 25 – 54, adults 18 – 49, total households, and total viewers
- 8 consecutive quarters of year-over-year growth
- 2013 recipient of network's first Primetime Emmy nomination for “Oprah's Master Class”

OWN



### **OPRAH.COM**

- 5MM monthly unique visitors
- Redesigned Oprah.com launching in March 2014
- 10MM+ monthly newsletters sent to opt-in only subscribers

Source: GfK MRI Doublebase 2013; AAM Snapshot 2H 2013; comScore