



OPRAH WINFREY NETWORK

WHO IS OPRAH.COM?

Visitor Data

- Monthly Page Views 4.27 million
- Monthly Unique Visitors 607,756
- Average Page Views/Visit 3.0
- Average Time Spent 4.2 min

Demographics

- 75% female / 25% male

WHAT IS OPRAH.COM?

- A compelling and exciting online destination for women, providing behind the scenes information on OWN programming
- Extensive advice, and video tips
- DIY projects from our OWN Experts who share their unique approach to health, home, beauty, design, finance, food and more

WHY OPRAH.COM?

- OWN over indexes with highly educated, professional women who earn \$100K+. OWN has built a leadership position as "marketing to women experts" through its various research initiatives

