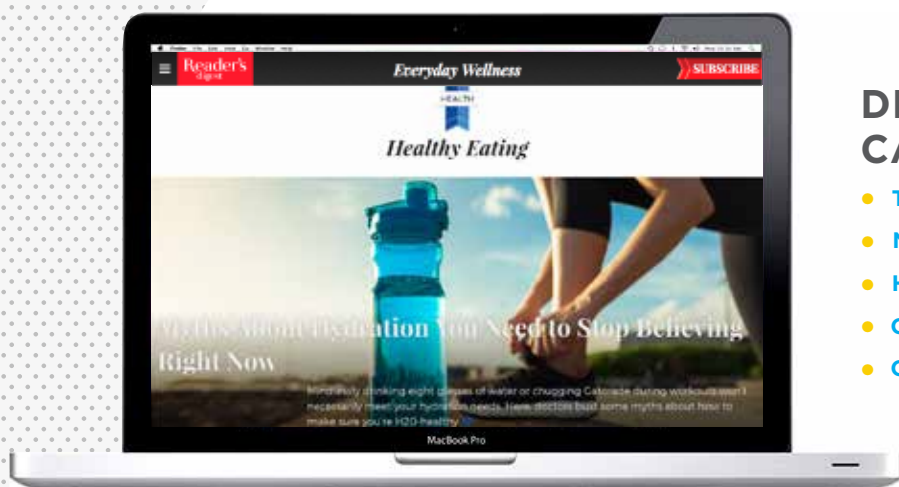




# Digital

AUDIENCE

**RD.COM DELIVERS A RICH PIPELINE OF ORIGINAL, CURATED** and user-generated content. Consumers look to our site for the trusted advice and solutions to keep them living fulfilling, happy and healthy lives.



## DIGITAL CAPABILITIES

- TARGETING
- NATIVE INTEGRATION
- HIGH-IMPACT UNITS
- CHANNEL SPONSORSHIPS
- CUSTOM VIDEO

### RD.COM

**5.8MM**  
UNIQUES

**20%**  
YOY  
GROWTH

### RD SOCIAL MEDIA

**3.1MM**  
FACEBOOK  
FANS

**147K**  
INSTAGRAM  
FOLLOWERS

### RD HEALTH CONNECT

**19.1MM**  
MONTHLY UNIQUES

An unrivaled leader in the health space with an audience overcoming conditions such as arthritis, cancer, diabetes and more.

Sources: comScore; multi-platform Sept 2017