

# AUDIENCE HIGHLIGHTS

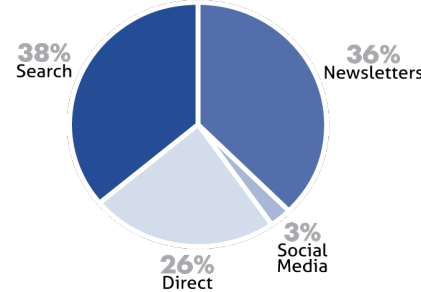


Our publications (insideARM.com and the *ARM insider*) are **second to none in terms of reach**. We have more readership than any other industry publication by a factor greater than seven. **insideARM.com has the highest web traffic** of any site in the ARM industry (averaging 150k monthly page views). **The *ARM insider* reaches the majority of the industry decision makers** (70% are Manager level or higher).

Quite frequently companies make the claim that they are "#1"—well when we say that we have the #1 audience in ARM you can believe us because we can prove it! By visiting a third-party site such as [www.compete.com](http://www.compete.com) or [www.quantcast.com](http://www.quantcast.com), you can test this out for yourself.



## Traffic Sources

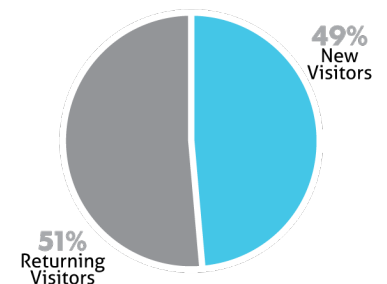


- ▶ Our powerful platform drives visitors to our site via **direct targeted searches**.
- ▶ eNewsletters **highlight content readers may have missed**.
- ▶ insideARM attracts attention because of the **news, trends,**

**compliance, regulation, executive changes, company news and other critical topics we cover.**

- ▶ Our social media platforms provide **a place for discussion and sharing of valuable content**.
- ▶ insideARM provides **actionable insight** into individual topics through news, guides, reports and webinars produced throughout the year. This **informative content consistently attracts new viewers and keeps our subscribers coming back**.

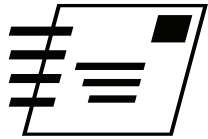
## New and Returning Visitors



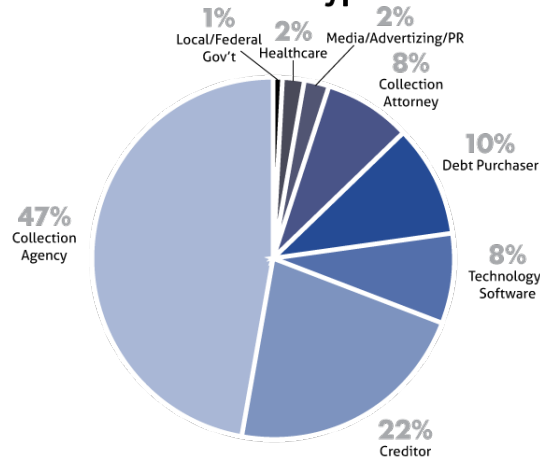


# USER DEMOGRAPHICS

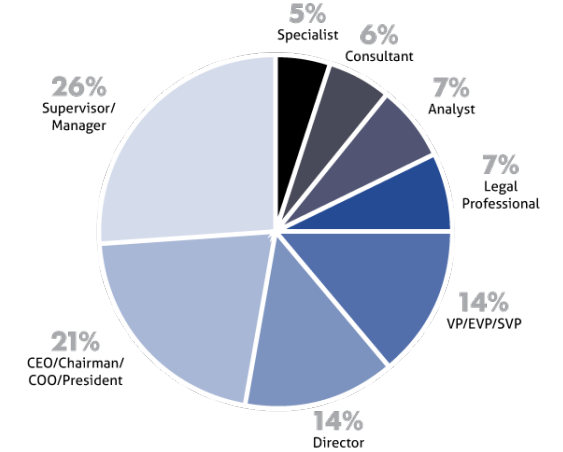
## Newsletters



**Business Type**



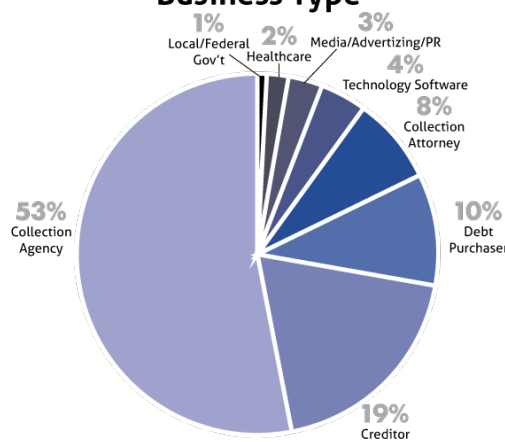
**Professional Role**



## Website



**Business Type**



**Professional Role**

