MEDIA REPORT

HOLLYWOOD REPORTER

TOTAL AUDIENCE: 236K (U.S)

CIRCULATION: 74K

ONLINE VIEWS: 14.7M (MONTHLY)

SOCIAL: 6.32M+

AVERAGE HHI: 513K (PRINT & ONLINE)
DIST. FREQUENCY:50X A YEAR

MEDIA TYPE: TABLOID

PLACEMENT

PURIST MAGAZINE

TOTAL IMPRESSIONS: 7.5M SOCIAL: 76K (PUBLICATION & EDITOR)

AVERAGE HHI: 1M

DIST. FREQUENCY: 6X A YEAR MEDIA TYPE: WELNESS & LUXURY

PLACEMENT

AVENUE MAGAZINE

TOTAL AUDIENCE: 110K (U.S)

CIRCULATION: 130K

SOCIAL: 12K

AVERAGE HHI: \$3.3M

DIST. FREQUENCY:7X A YEAR
MEDIA TYPE: SOCIETY MAGAZINE

PLACEMENT

MODERN LUXURY MAGAZINE

TOTAL AUDIENCE: 16/1M (GLOBAL)
CIRCULATION: 13.3M (PRINT)
ONLINE VIEWS: 1.3M

TOTAL DIGITAL + SOCIAL: 2.3M

SOCIAL: 1.95M

AVERAGE HHI: \$389,540
MEDIA TYPE: LUXURY MEDIA

PLACEMENT

PALM BEACH SOCIAL DIARY

CIRCULATION: N/A IMPRESSIONS: N/A FREQUENCY: N/A MEDIA TYPE: N/A

PLACEMENT

TIMES SQUARE GOSSIP

ONLINE VIEWS: 13.96M

SOCIAL: N/A

MEDIA TYPE: ONLIE

PLACEMENT

BLACK TIE MAGAZINE

ONLINE VIEWS: 40K+ SOCIAL: 250 (Instagram) MEDIA TYPE: ONLINE

PLACEMENT

ONE NEWS PAGE

GLOBAL RANKING: 151,378 U.S RANKING: 49,507 ONLINE VIEWS: 3.00% MEDIA TYPE: ONLINE

PLACEMENT

MEDIA REPORT

MEDIUM.COM

GLOBAL RANKING: 226 U.S RANKING: 140 ONLINE VIEWS: 1.00%

SOCIAL: 1,997 via @tonybowelofficial (Instagram)

MEDIA TYPE: ONLINE

PLACEMENT

LOOKONLINE.COM

GLOBAL RANKING: 7M

SOCIAL: 639 via @lookonlinedotcom (Instagram)

MEDIA TYPE: ONLINE

PLACEMENT

EASTHAMPTONS.COM

TOTAL AUDIENCE: N/A CIRCULATION: N/A ONLINE VIEWS: N/A

SOCIAL FOLLOWING: 6,817

AVERAGE HHI: N/A MEDIA TYPE: ONLINE

PLACEMENT

EASTHAMPTONS.COM

TOTAL AUDIENCE: N/A CIRCULATION: N/A ONLINE VIEWS: N/A

SOCIAL FOLLOWING: 6,817

AVERAGE HHI: N/A MEDIA TYPE: ONLINE

PLACEMENT

TOTAL AUDIENCE: N/A CIRCULATION: N/A ONLINE VIEWS: N/A

TOTAL DIGITAL + SOCIAL: N/A

SOCIAL: N/A

AVERAGE HHI: N/A





OOA 78 likes

sarieny1 Arrived for the exceptional Ladies lunch! Photo: by Lenny H. Stucker Can't wait to try my new skin care #AETHERN @aethernbeauty thank you @katlean_

SARA JOHNSON KAPLAN

PROFESSION: ACTRESS EVENT: GALENTINE'S HANDLE: @SARIENY1

INSTAGRAM FOLLOWING: 45

POST LIKES: 78

laurendailynews · Follow Avra Madison Estiatorio





173 likes

laurendailynews With Katlean De Monchy last week at her GALentine's Day luncheon where all the lucky ladies received vials of Aethern's advanced skin beauty program in their gift bags. For more info on Aethern contact @katleandemonchy #aethernbeauty #thankyouaethernbeauty

LAUREN LAWRENCE

PROFESSION: TV HOST **EVENT: GALENTINE'S**

HANDEL: @LARUENDAILYNEWS **INSTAGRAM FOLLOWING: 8.8K**

POST LIKES: 173







laurendailynews At Katlean's fab Galentine's luncheon Feb. 13, here with Podi and Patricia. We all had 28 drinkable doses of Aethern advanced skin beauty program's vials in our gift bags. #laurenlawrence #laurenlawrencestyle #lifestyle #ladywholunchesnyc #dreams #aethernbeauty #katleandemonchy

amitdrozario Lovely ladies podi1 #dior

LAUREN LAWRENCE

PROFESSION: BUSINESS WOMAN

EVENT: GALENTINE'S

HANDEL: @RHODESVICTOR2
INSTAGRAM FOLLOWING: 420

POST LIKES: 88 (TOTAL)

LAUREN LAWRENCE

PROFESSION: TV HOST **EVENT:** GALENTINE'S

HANDEL: @LARUENDAILYNEWS INSTAGRAM FOLLOWING: 8.8K

POST LIKES: 175





rhodesvictor2 • Follow

rhodesvictor2 hank you Katlean for a fabulous, fun luncheon and for making my Birthday extra special!

#aethernnutraceutical #Friendsandbirthdays #KatleanDeMonchyluncheon @aethernbeauty

countcory Is today your BDay ? 2- 26? @rhodesvictor2

countcory Mine is today also! Feb 26! I knew I liked you immediately! Happy and Healthy Wonderful BDay and may all your BDay wishes come true Pisces.



LENNY H. STUCKER

EVENT: EASTHAMPTON.COM **FACEBOOK FOLLOWING:** 1.1K **POST CIRCULATION:** 20K

POST LIKES: 46+

MARCIA MINASSIAN & LENNY H. STUCKER

EVENT: GALENTINE'S **FACEBOOK FOLLOWING:** 1.3K **POST LIKES:** 20+





EASTHAMPTON.COM

EVENT: EASTHAMPTON.COM **HANDLE:** @EASTHAMPTONCOM **INSTAGRAM FOLLOWING:** 112

POST CIRCULATION: 30K

POST LIKES: 31+

EASTHAMPTON.COM

EVENT: EASTHAMPTON.COM HANDLE: @EASTHAMPTONCOM INSTAGRAM FOLLOWING: 112 POST CIRCULATION: 2.4K (EST.)

POST LIKES: 28+







PURIST

EVENT: PURIST

HANDLE: @THEPURIST

INSTAGRAM FOLLOWING: 26.9K

POST LIKES: 154

EVENTS

PURIST

In collaboration with PURIST, our event brought together 30 women who fit Aethern's target market.



GALENTINE'S

GALENTINE'S brought together 80 women who fit Aethern's target market. The goal was to introduce Aethern



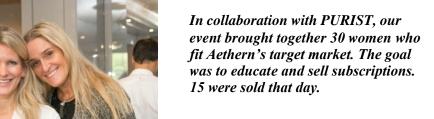
EVENTS

EASTHAMPT N.COM°

In collaboration with EASTHAMPTON.COM, our event brought together 80 women who fit Aethern's target market. The goal was to educate and bring brand awareness.



PURÏST





EVENTS



SOCIAL DIARY

In collaboration with PALM BEACH SOCIAL DIARY, our event brought together 85 women who fit Aethern's target market.



FETHERN®

MEDIA & MARKETING

REPORT