

# 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:** ONLINE  
[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

# SOCIAL ENGAGEMENT



sarieny1 • Follow  
Avra Madison Estiatorio

...



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

LAUREN LAWRENCE

**PROFESSION:** TV HOST  
**EVENT:** GALENTINE'S  
**HANDEL:** @LARUENDAILYNEWS  
**INSTAGRAM FOLLOWING:** 8.8K  
**POST LIKES:** 173



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

# SOCIAL ENGAGEMENT



laurendailynews • Follow

...



175 likes

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. 🍰🎁



# SOCIAL ENGAGEMENT



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+**



# SOCIAL ENGAGEMENT



easthamptoncom • Follow  
Southampton Arts Center

easthamptoncom Dr. Erin Gilbert joined us for a presentation on anti-aging and neuroscience at the Southampton Arts Center. Aethern's nutraceutical repairs skin from within.

@dreringilbert\_derm  
@southamptonartscenter  
@katlean\_demonchy  
#beautyfromwithin #aethern #aethernbeauty  
#southampton #southamptonarts #beauty  
#skincare #neutraceutical #nutrition  
#neuroscience #dermatology #dermatologist  
#hamptons #antiaging  
janepontarelli Outstanding! I was there 🥰🥰



28 likes

AUGUST 25

Log in to like or comment.

## EASTHAMPTON.COM

**EVENT: EASTHAMPTON.COM**

**HANDLE: @EASTHAMPTONCOM**

**INSTAGRAM FOLLOWING: 112**

**POST CIRCULATION: 2.4K (EST.)**

**POST LIKES: 28+**

## EASTHAMPTON.COM

**EVENT: EASTHAMPTON.COM**

**HANDLE: @EASTHAMPTONCOM**

**INSTAGRAM FOLLOWING: 112**

**POST CIRCULATION: 30K**

**POST LIKES: 31+**



easthamptoncom • Follow  
Southampton, New York

easthamptoncom Beauty innovation. Part art part science @southamptonartscenter @aethernbeauty brunch +talk#dreringilbertderm #karenmehiel #katleandemonchy #ageyoung #maryannbrowning #janepontarelli #luciahwonggordon #petermarino

janepontarelli Having fun and staying young 🥰🥰



31 likes

AUGUST 26

Add a comment...

# SOCIAL ENGAGEMENT



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



*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.*



# PURIST



*In collaboration with PURIST, our event brought together 30 women who fit Aethern's target market. The goal was to educate and sell subscriptions. 15 were sold that day.*



# EVENTS



## PALM BEACH

SOCIAL DIARY

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



AETHERN<sup>®</sup>

MEDIA &  
MARKETING  
**REPORT**