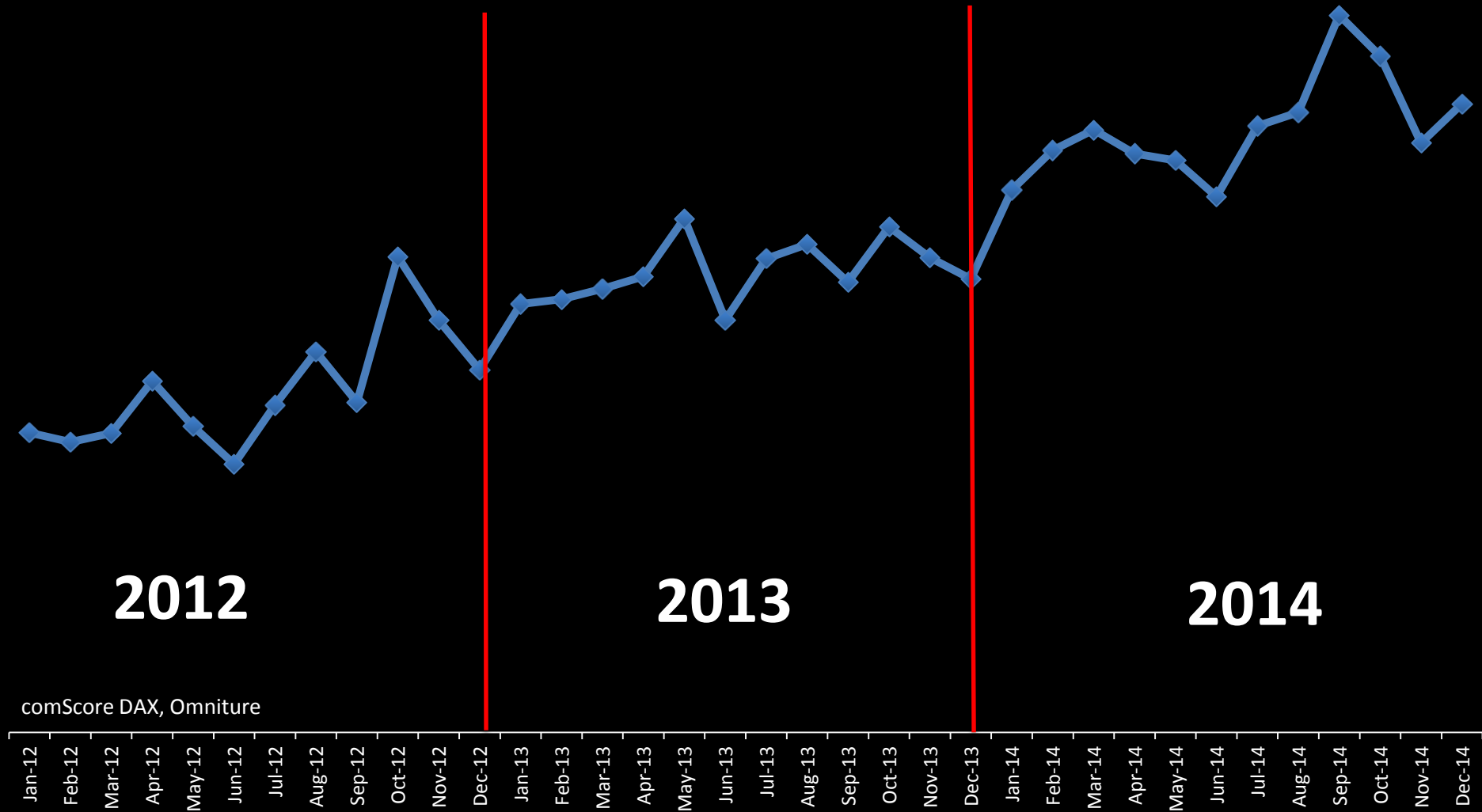




Total Uniques: +31% YOY

30% Faster vs. Competition / 18 MM Monthly Avg.



Mobile Uniques: +89% YOY

Now Mobile Majority: 56%

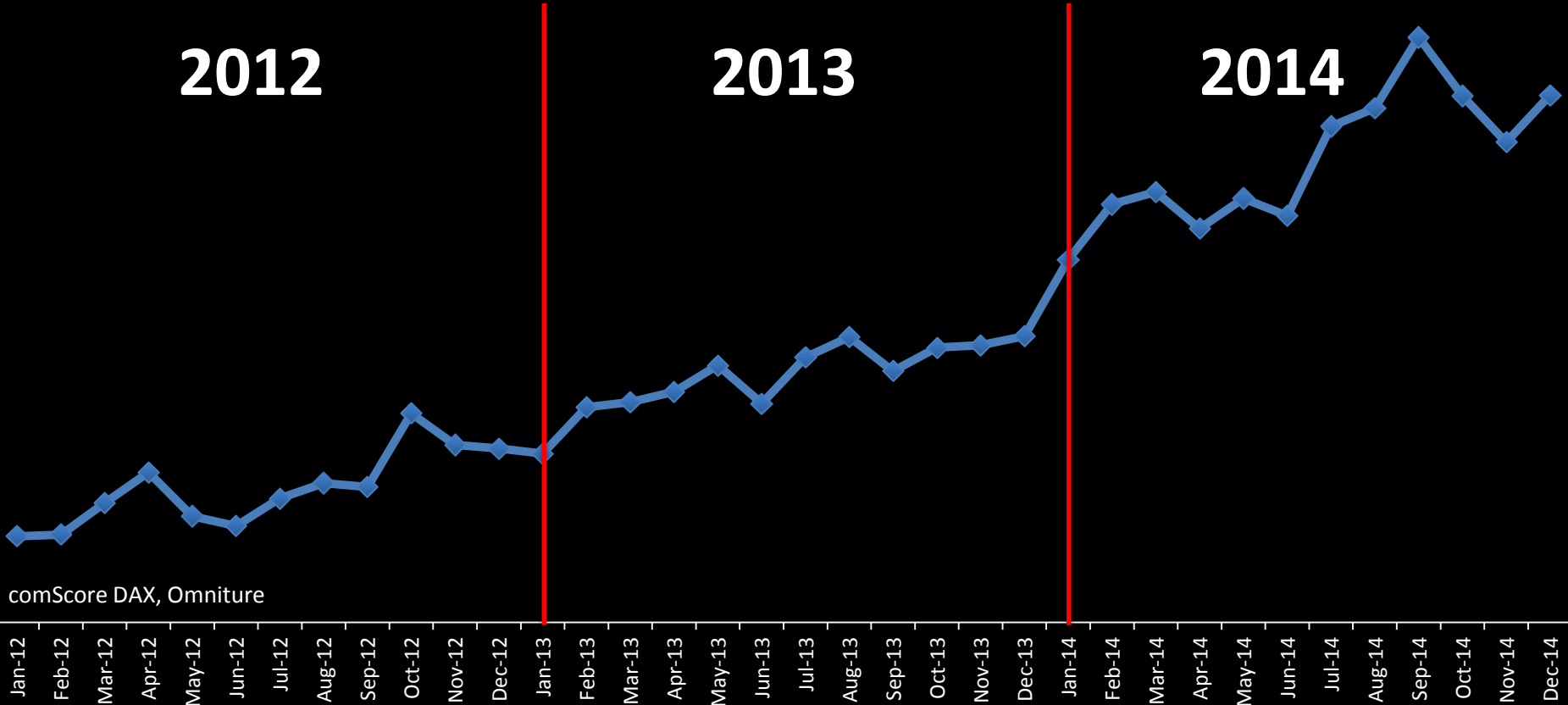
2012

2013

2014

comScore DAX, Omniture

Jan-12 Feb-12 Mar-12 Apr-12 May-12 Jun-12 Jul-12 Aug-12 Sep-12 Oct-12 Nov-12 Dec-12 Jan-13 Feb-13 Mar-13 Apr-13 May-13 Jun-13 Jul-13 Aug-13 Sep-13 Oct-13 Nov-13 Dec-13 Jan-14 Feb-14 Mar-14 Apr-14 May-14 Jun-14 Jul-14 Aug-14 Sep-14 Oct-14 Nov-14 Dec-14



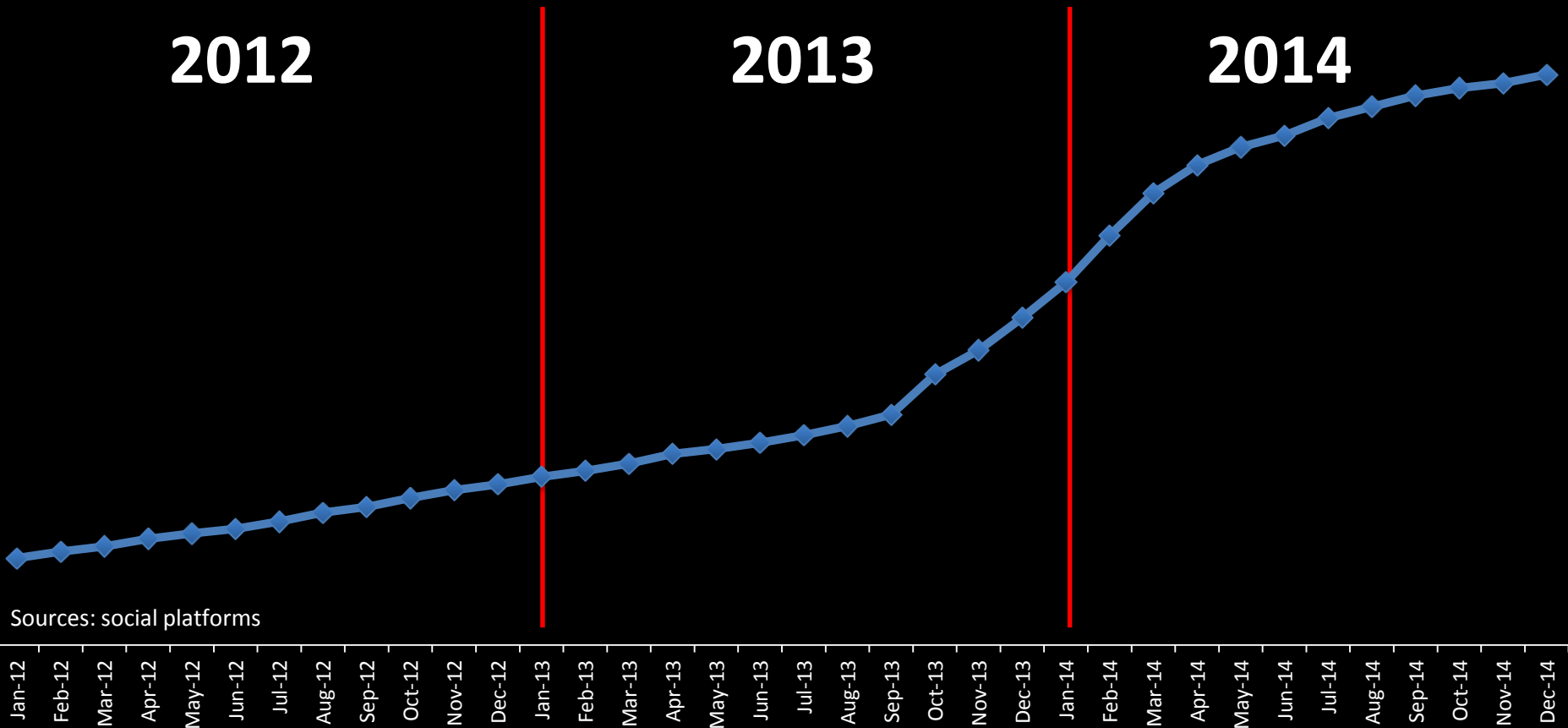
Social Community: +239% YOY

2.5MM Followers

2012

2013

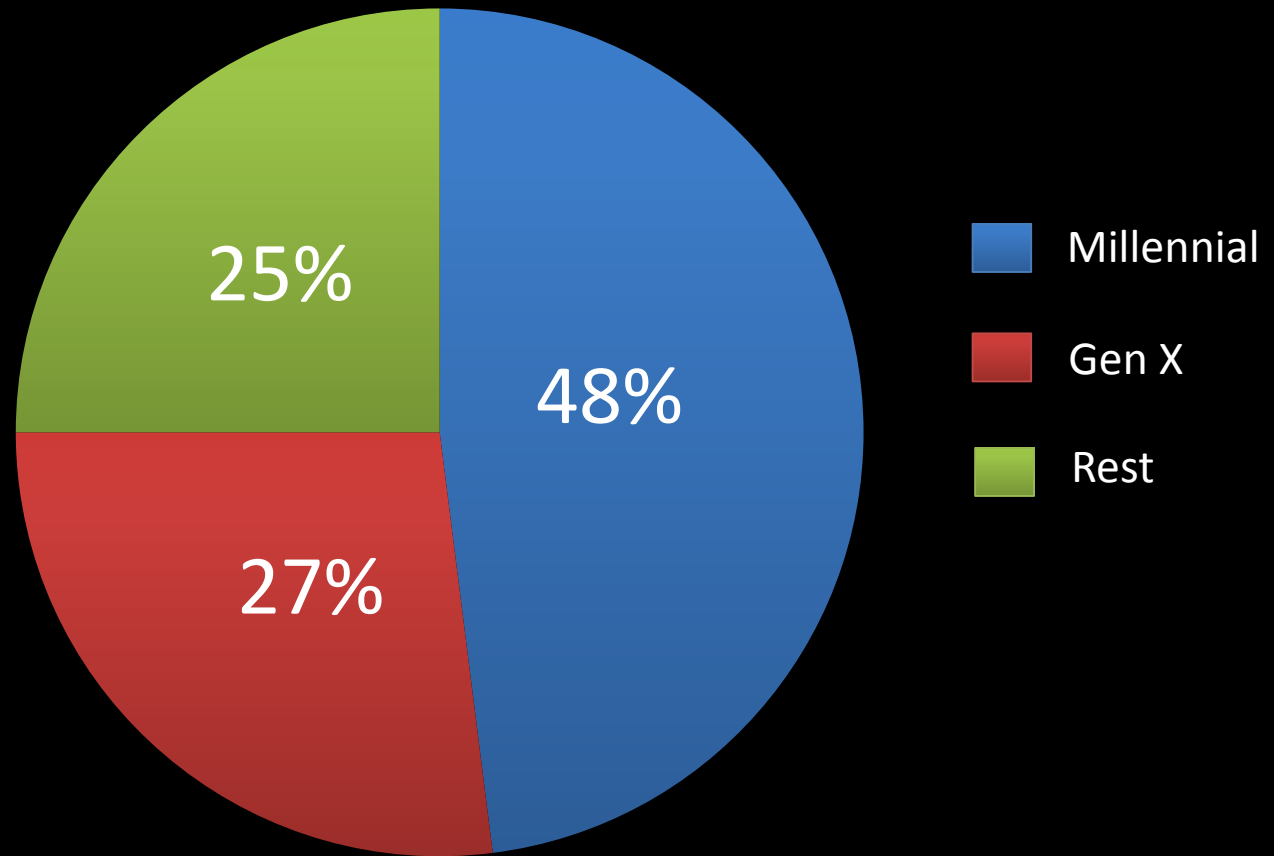
2014



Sources: social platforms

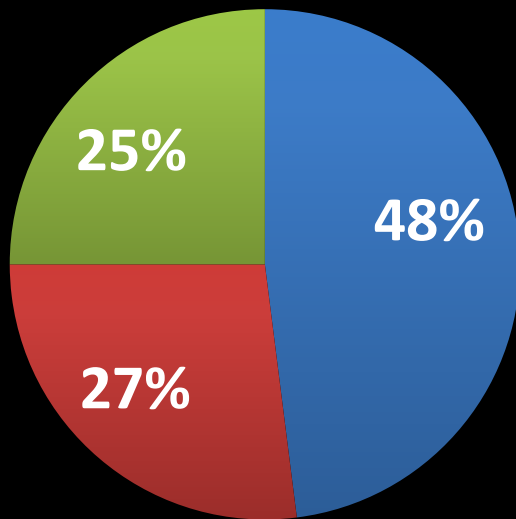
Millennial Uniques: +52% YOY

48% of Total Audience / 60% of Mobile

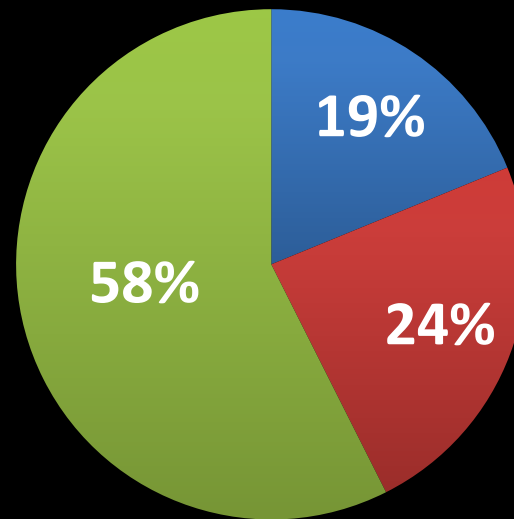


A New Generation of News Consumers

The Daily Beast



Cable News TV*



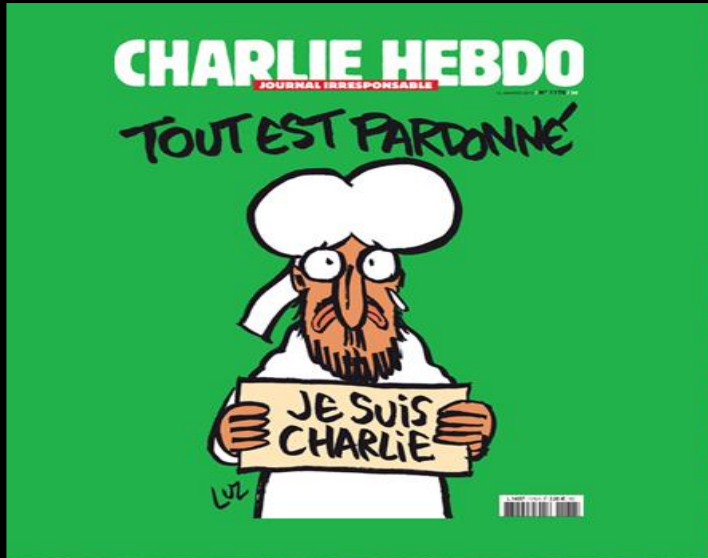
Top 14 Stories of '14

	Article	Uniques
1	Kanye West Stops Concert to Yell at Kid in Wheelchair, 'Stand Up!'	2,357,198
2	Pediatrician: Vaccinate Your Kids – Or Get Out of My Office	1,980,393
3	The Woody Allen Allegations: Not So Fast	1,793,519
4	Your Princess Is in Another Castle: Misogyny, Entitlement, and Nerds	1,474,100
5	Has North Korea's Kim Jong Un Been Toppled?	1,398,842
6	The Day Ferguson Cops Were Caught In A Bloody Lie	1,240,126
7	How Being a Doctor Became the Most Miserable Profession	1,225,519
8	'The Fappening' Continues: Nudes of Kim Kardashian, Mary-Kate Olson, and More Celebs Leak Online	1,203,761
9	Thanks, Anti-Vaxxers. You Just Brought Back Measles in NYC	1,120,954
10	The NRA Pissed Off the Wrong Nerd Genius	1,070,180
11	Male Birth Control, Without Condoms, Will Be Here by 2017	1,045,833
12	'The Fappening 3': More Celeb Nudes of Cara Delevingne and Others Leak Online	1,028,399
13	No, North Korea Didn't Hack Sony	990,460
14	She Tweeted Against the Mexican Cartels, They Tweeted Her Murder	930,329

Top 14 Exclusives of '14

Exclusive	Uniques
The Day Ferguson Cops Were Caught in a Bloody Lie	1,240,126
She Tweeted Against the Mexican Cartels, They Tweeted Her Murder	930,329
Obama Told Lawmakers Criticism of His Syria Policy is 'Horsesh*t'	771,733
I Was There: Inside Joan Rivers' Funeral	647,051
Inside Philip Seymour Hoffman's Apartment	628,550
Sony Emails Reveal Studio Head Wants Idris Elba For the Next James Bond	626,123
RT Anchor Quits On Air	571,642
ISIS Leader: "See You in New York"	525,831
Kerry Warns Israel Could Become An Apartheid State	485,539
Your 'Craft' Rye Whiskey Is Probably From a Factory Distillery in Indiana	438,474
Photographs Expose Russian-Trained Killers in Kiev	437,440
Bin Laden 'Shooter' Story is FUBAR, Special Ops Sources Say	415,874
Putin Halts All Talks With White House	379,558
Sony Hack Reveals Jennifer Lawrence Is Paid Less Than Her Male Co-Stars	374,961
How the Sultan of Brunei Violated His Sharia Law With Me	354,258

Fast & Fearless



GEE THANKS 11.04.13

9. Taliban Denounces The Daily Beast

Everyone is a media critic now. The Taliban denounced The Daily Beast for violating “the basic principles of journalism” for our [November 1 article](#) detailing top-secret meeting the terrorist group held near Islamabad. Not content merely to criticize The Daily Beast's journalistic ethics, Taliban spokesman Zabihullah Mujahid argued that this website is run by “famous intelligence agents” (we’re conducting an internal investigation). Our knuckle-dragging critics also lectured the The Daily Beast for not contacting the Taliban’s media spokesman or regurgitating its semi-literate press releases. “Attributing false statements to the Islamic Emirate and associating with [sic] unknown figures with us violates the basic principles of journalism,” Mujahid says. Thanks for the tip, Taliban! It’s always fun to be lectured about ethics by a terrorist organization dedicated to bringing the world back to the seventh century.

