

MOBILE-FIRST MARKETING AT HEARST

ARE MARKABLE TWO YEAR GROWTH STORY

+150%

ESQUIRE

+228%

COSMOPOLITAN

+430%

HARPER'S
BAZAAR

+274%

GOOD
HOUSEKEEPING

+108%

COMSCORE
UVS

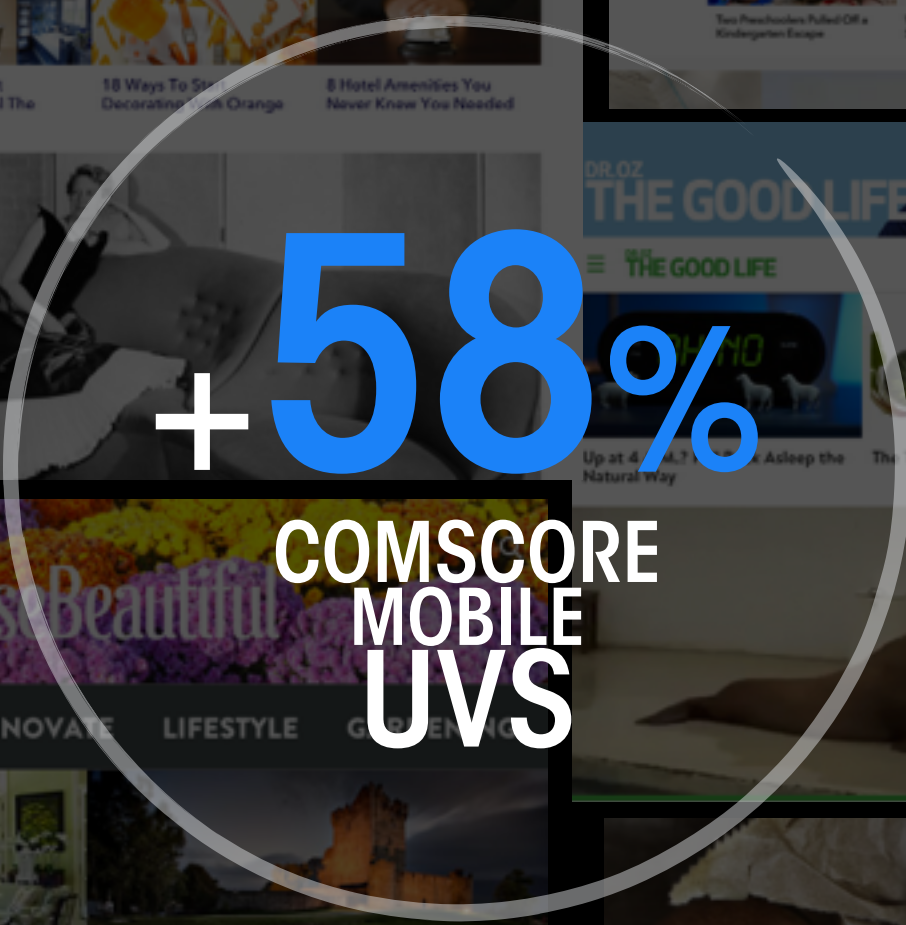
28.9M
UVS

60.3M
UVS

JUL 13 AUG SEPT OCT NOV DEC JAN 14 FEB MAR APR MAY JUN JUL 15

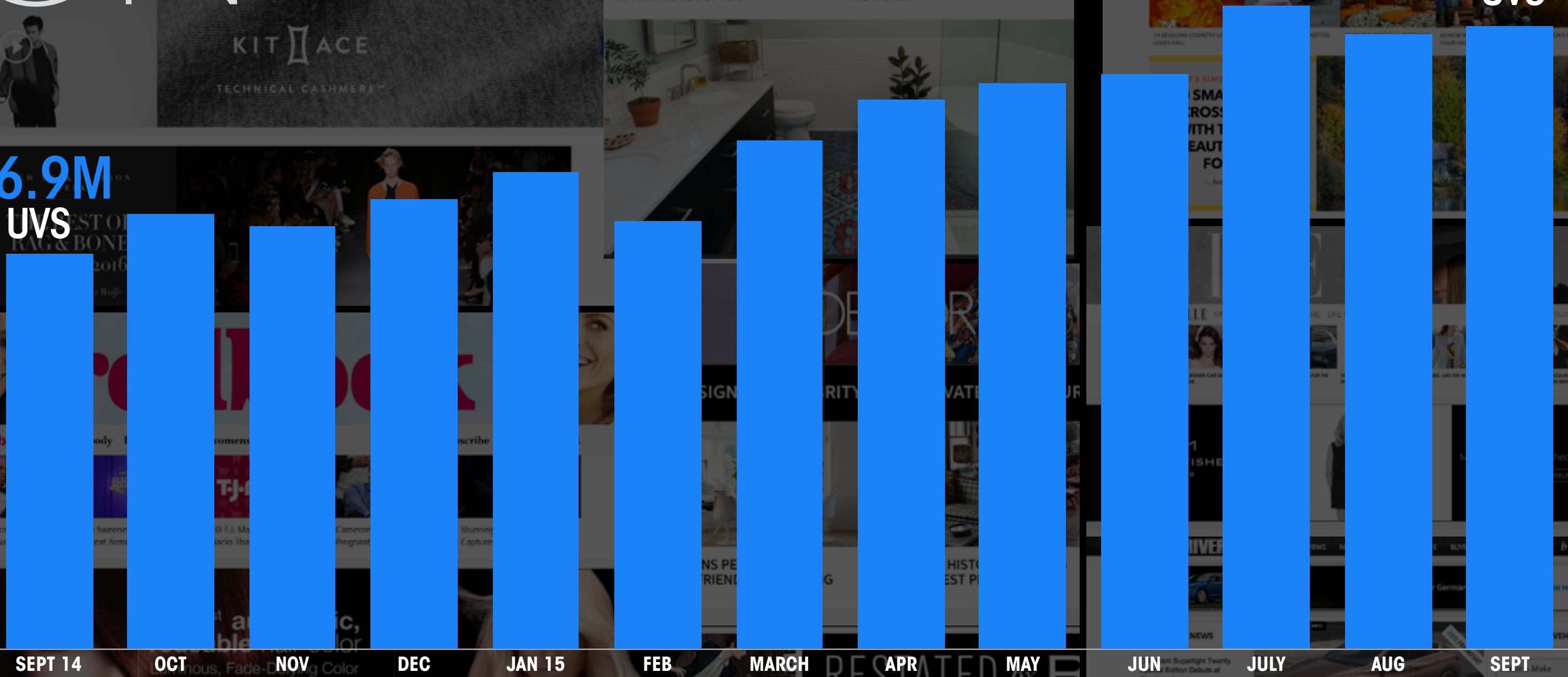
SOURCE: COMSCORE, 07/13-07/15

HUGE YEAR-ON-YEAR GROWTH ON MOBILE



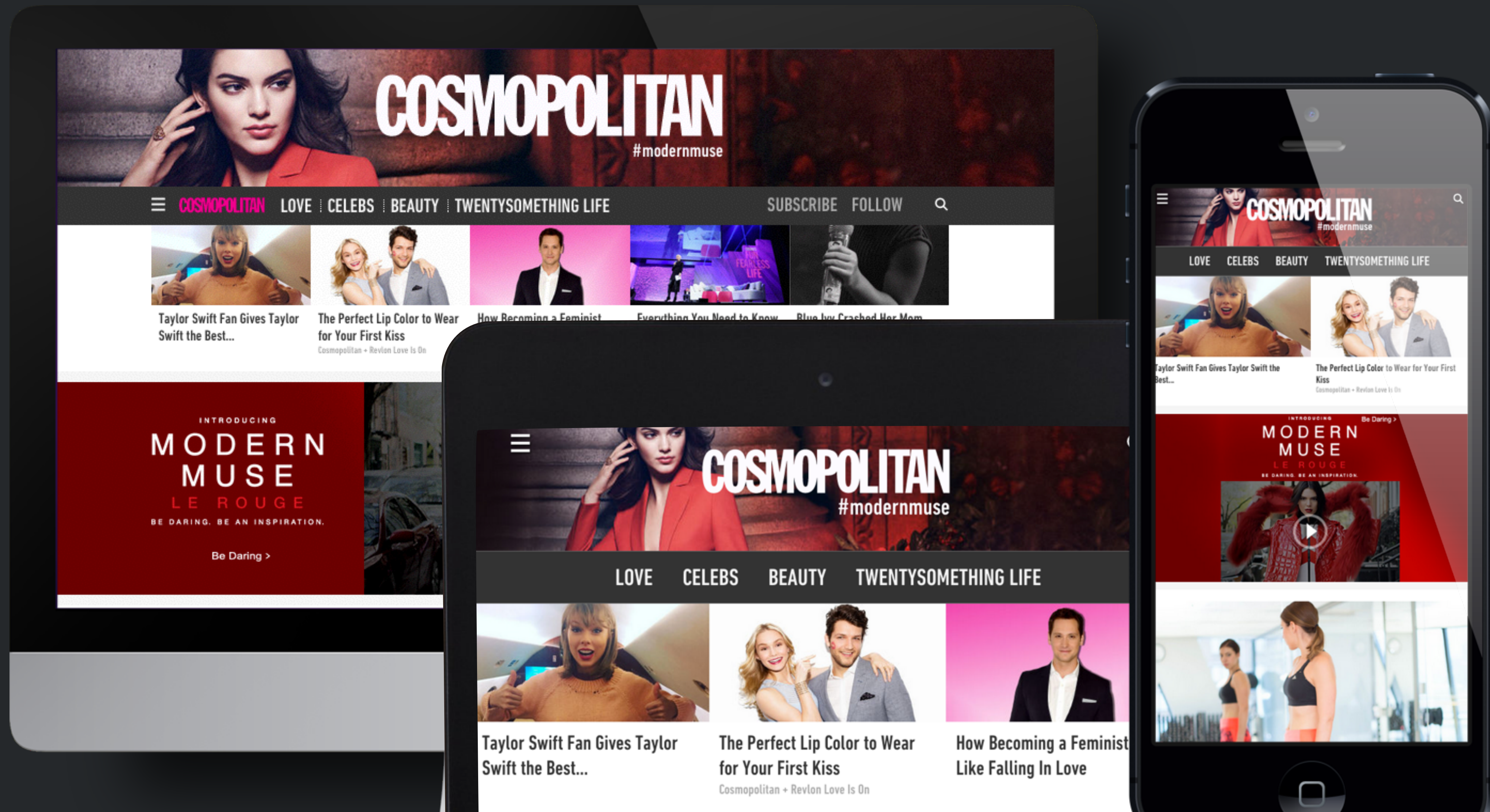
26.9M UVS

42.6M UVS



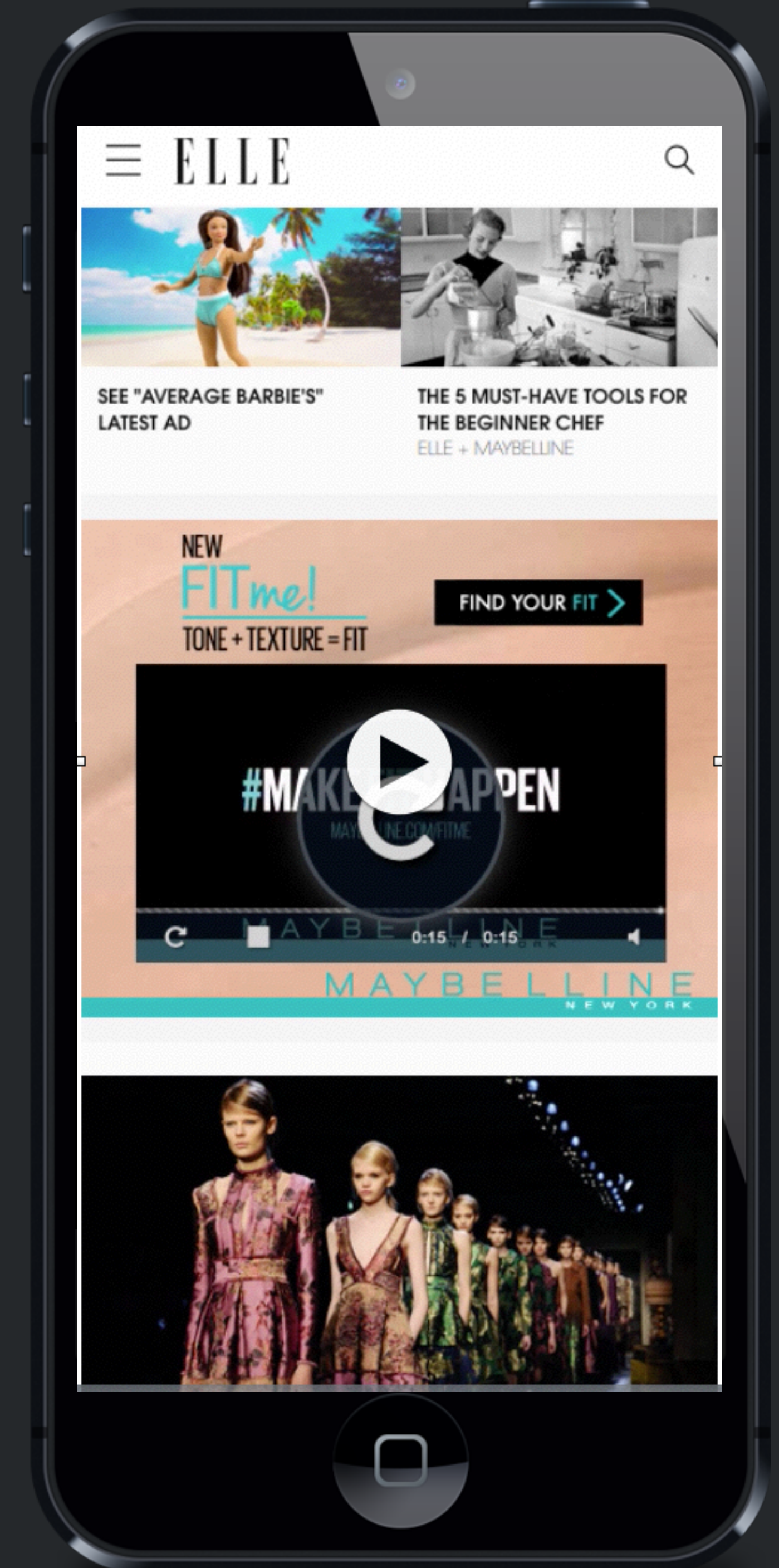
SOURCE: MEDIA METRIX MEDIA TREND, 09/14-09/15

OUR PRODUCT TODAY: SEAMLESS FOR READERS + EFFORTLESS FOR MARKETERS



BEST PRACTICES: PRODUCT

- *SIMPLICITY AND CONSISTENCY*
ARE KEY IN DESIGN
- AD PRODUCTS DESIGNED FOR
*PEAK VISIBILITY AND MINIMAL
LOAD TIMES*



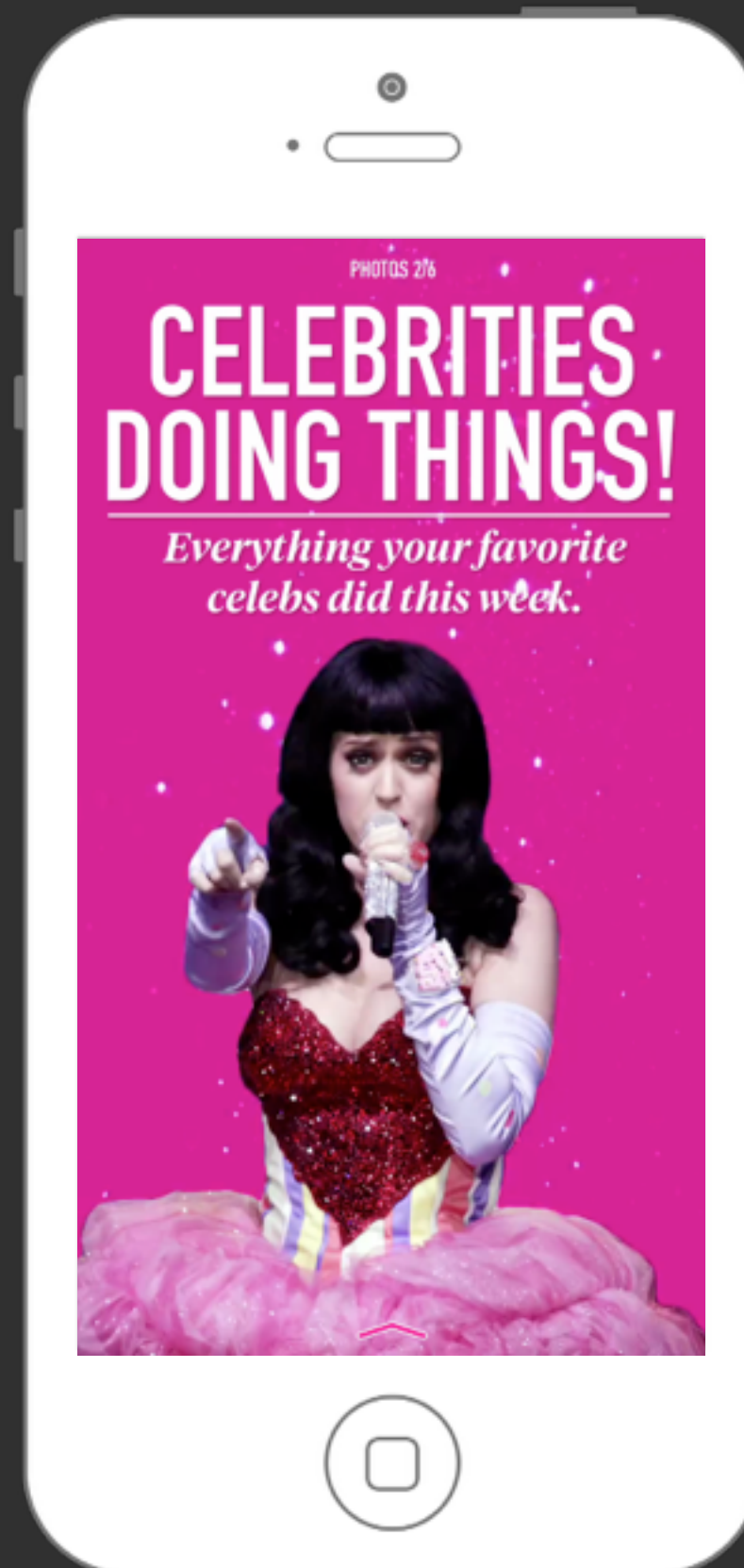
BEST PRACTICES: SELLING

- *THERE IS NO MOBILE STRATEGY*
- DON'T SELL A PLATFORM,
SELL AN AUDIENCE
- *CROSS-PLATFORM IS THE
STANDARD PRICE* ACROSS THE
BOARD

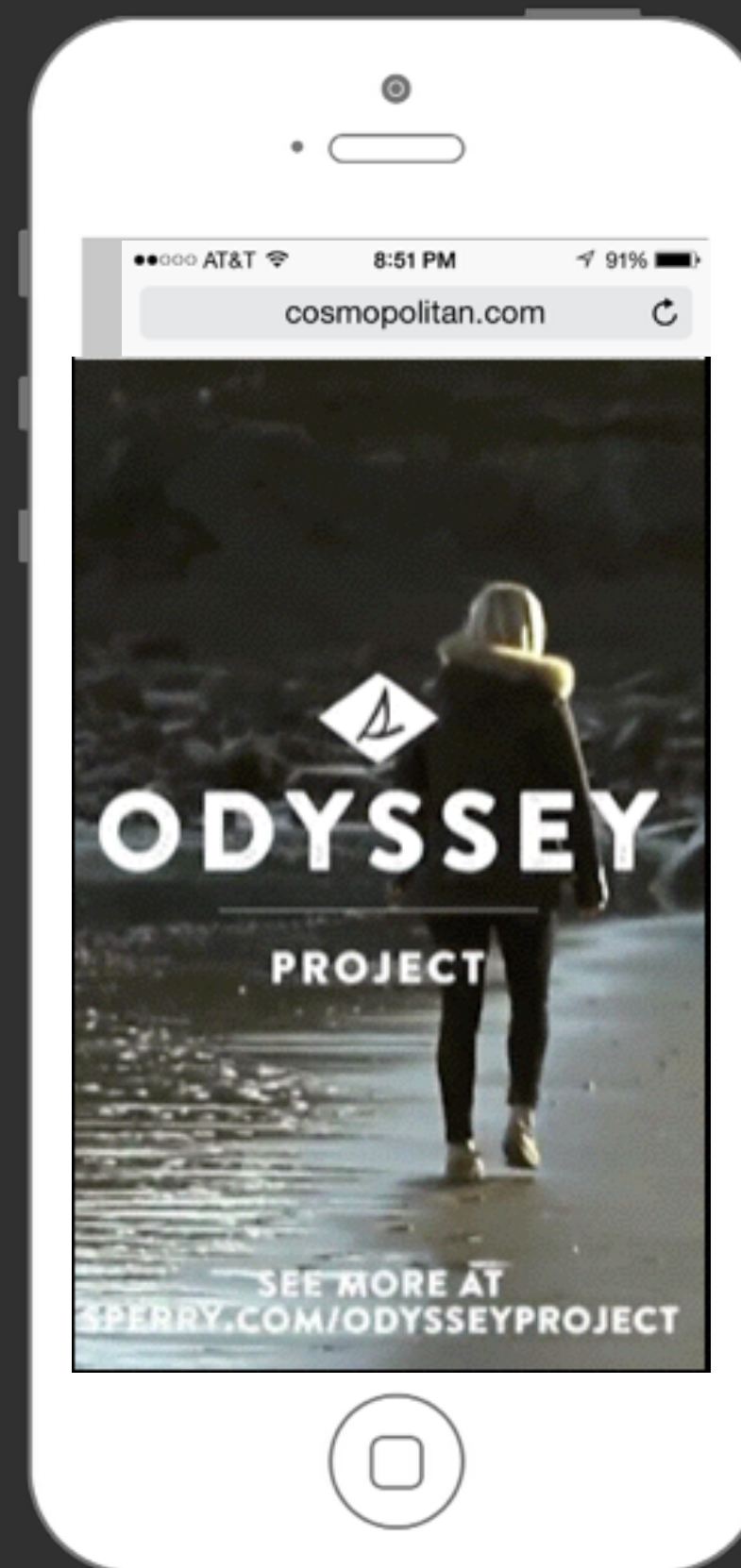
WHAT'S NEXT: VERTICAL VIDEO

INSIGHT: 88% OF MOBILE USERS
VIEW CONTENT IN PORTRAIT MODE

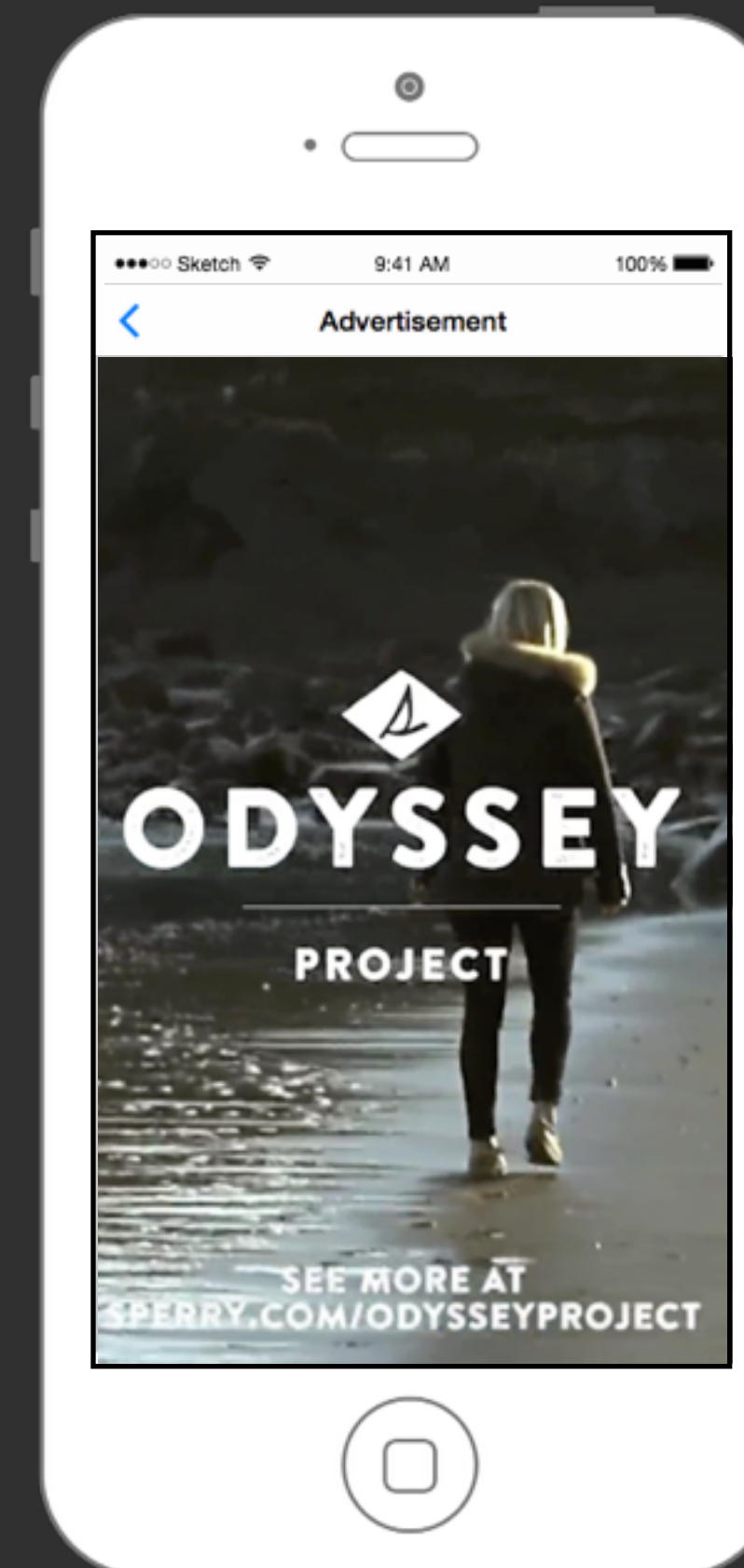
MULTI-PLATFORM DISTRIBUTION:
COSMO SNAPCHAT, MOBILE WEB, APPLE NEWS APP



Snapchat

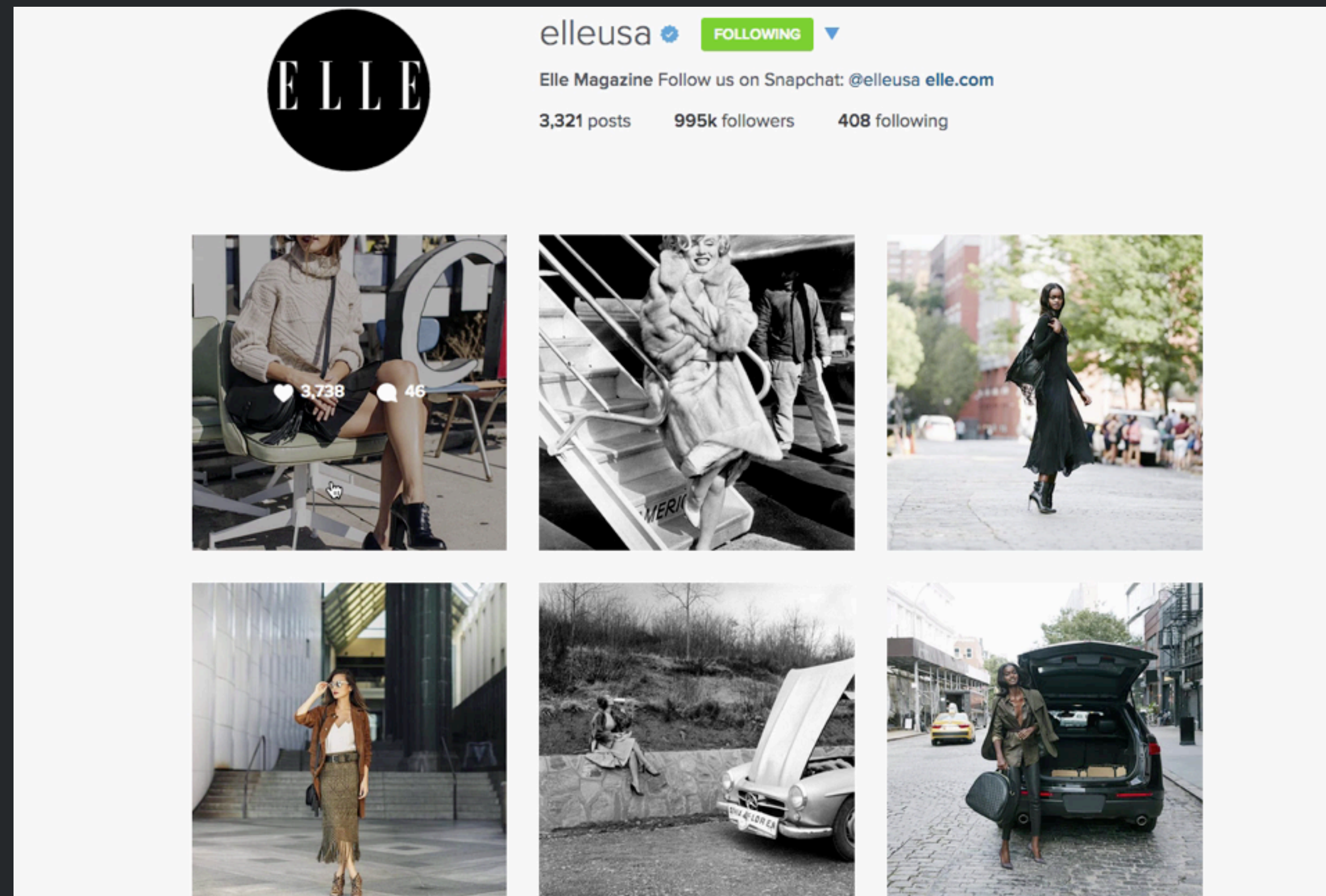


Mobile Web



Apple News

WHAT'S NEXT: INSTAGRAM



POLO RALPH LAUREN TAKE OVER OF ELLE,
HARPERS' BAZAAR, MARIE CLAIRE,
TOWN&COUNTRY AND ESQUIRE INSTAGRAMS