

woman's day  
2020

# DIGITAL Womansday.com

## MONTHLY TRAFFIC

Unique Visitors	5.5 Million
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Page Views	15 Million
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## AUDIENCE

Women/Men	70%/30%
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Median Age	44.3
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Median HHI	\$95,364
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**3%**  
DUPLICATION  
BETWEEN PRINT  
AND DIGITAL  
AUDIENCE