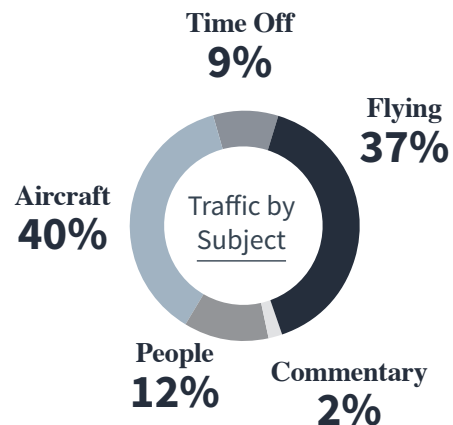
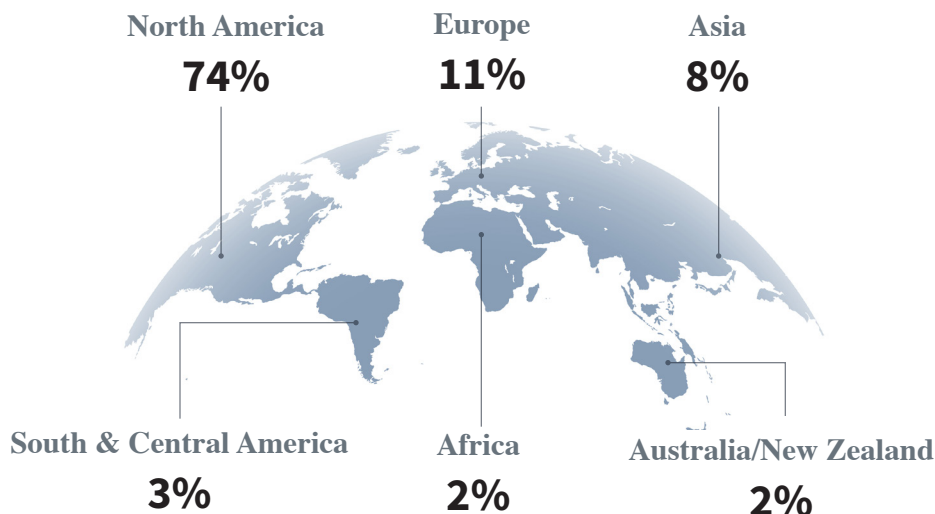


BJTonline

DIGITAL PROFILE | January 1–October 31, 2017

Traffic by Region



Average Click Through Rate

BJTonline Sponsorship | **0.25%**

Sponsor Content | **0.30%**

Splash | **2.00%**



Traffic (monthly)

Pageviews | **68,000**

Unique Visitors | **36,000**



Average time

per story page | **3:52**



Device Used

Desktop/Laptop | **72%**

Mobile/Tablet | **28%**



BJT Waypoints

Average Delivered

14,731



Average Open Rate

24%



Average Click-through rate

0.47%



Device Used

Desktop/Laptop | **47%**

Mobile/Tablet | **53%**



Traffic by Region

North America | **76%**

Europe | **12%**

Asia | **3%**

Australia/New Zealand | **3%**

South and Central America | **4%**

Africa | **2%**

