# Broad Reach. Targeted audience. High quality content.

Encyclopaedia Britannica and **Merriam-Webster** are two of the most iconic brands on the web.

Aligning your brand with our trusted content provides you with access to an enormous audience across all devices who come to the sites with a "ready to learn" mindset that will translate to receptivity to your message.

Network Reach

	Uniques	Ad Inventory	Ad Sizes
Desktop	32 million (18.8MM US)	300 million	160x600, 300x250, 728x90, 970x250, 300x600, Interstitials
Mobile	18.5 million (11.1MM US)	115 million	320x250, 320x50
Apps	9 million (2.1MM US)	110 million	320x50, 320x100, 728x90, Interstitials

61% of users are between 18–34

- 30% age: 18–24
- 31% age: 25–34
- 9% age: 35–44
- 8% age: 45–54
- 10% age: 55–64
- 12% age: 65+
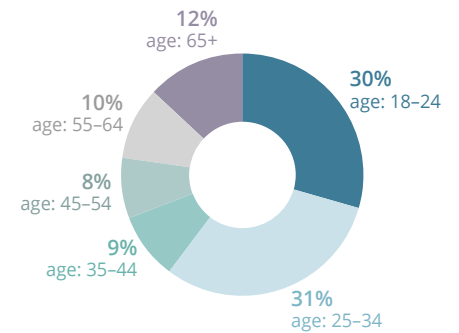
Premium Offerings and Custom Sponsorships

- Our inventory is available programmatically through Google's AdExchange and OpenX Private Marketplaces
- Our Private Marketplace and Direct Deals also offer:
  - Access to First Look inventory
  - High-engagement ad sizes not available in the exchanges
  - Sponsorship opportunities (quizzes, Word of the Day, content verticals)
  - Unique targeting (various demos, English learners, etc.)

47% of users have HHI of $75K+

- 11% <25K
- 20% 25K–60K
- 21% 60K–75K
- 21% 75K–100K
- 26% 100K+