

For the past 14 years, PAPERMAG.com has been the online source for trendsetters in major cities around the world. Updated hourly, we feature the latest happenings and goings on in fashion, art, music, design and nightlife. PAPERMAG's daily-handpicked tips for concerts, art openings and parties in New York City draw a devoted following online. PAPERTV provides behind the scenes coverage of PAPER cover shoots and parties and brings beloved PAPER Magazine columns, such as *Ask Mr. Mickey*, to life. And if you've been out and about lately, you'll want to see if you made in onto the wildly popular PAPER Party Snaps section.

Brand placement on PAPERMAG.com is an outstanding method to reach the elusive target audience of tastemakers, influencers and affluent spenders rarely found in one place. PAPER's longstanding (24 years to be exact) cult readership has followed the magazine to PAPERMAG.com.

REACH: Over 1.8 Million Page Views/month
Over 500,000 UVs/month

TARGET AUDIENCE: Intelligent, Affluent, Stylish, Influential Individuals
54% Women/ 46% Men
Median Age: 28
Median HHI: \$131,000
94% Attended College
83% Professional/ Managerial

PAPERMAG.COM CONSUMERS SHOP: Average Monthly Credit Card Expenditure: \$1500
96.2% Shop Online
95.4% Shop Design Boutiques
30% spent over \$3000 on clothing and purchased 8 or more pairs of shoes last year

PAPERMAG.COM LIFESTYLE: 96.2% Dine out regularly
84% Visit Museums/Art Galleries frequently
82% Travel abroad
75.8% confirm that PAPERMAG.com has influenced purchases within the past three months
90.9% Influence others in these decisions