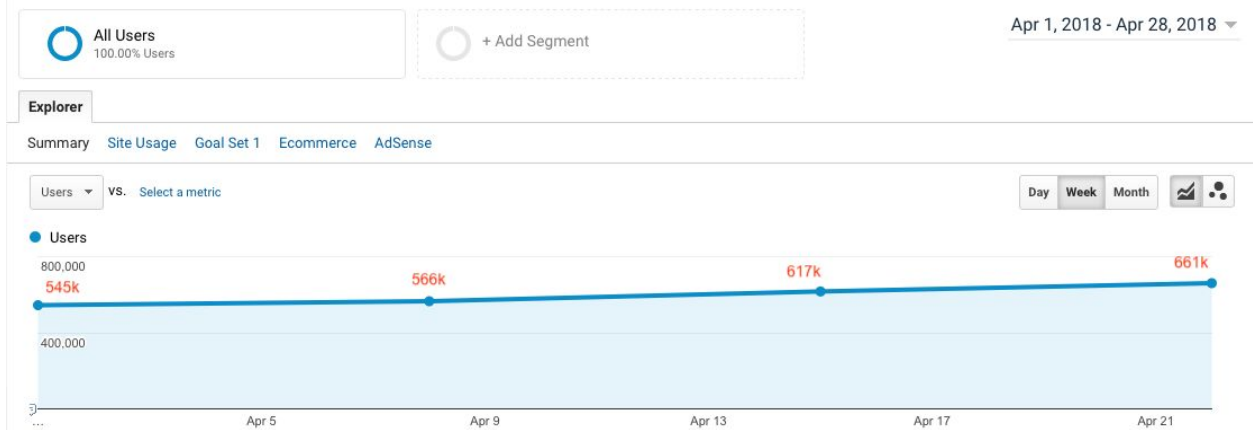


APRIL

Visits



Overall: 2,458,326 visits—our best month since last July, about 16% off all-time high. Up 8% versus last month

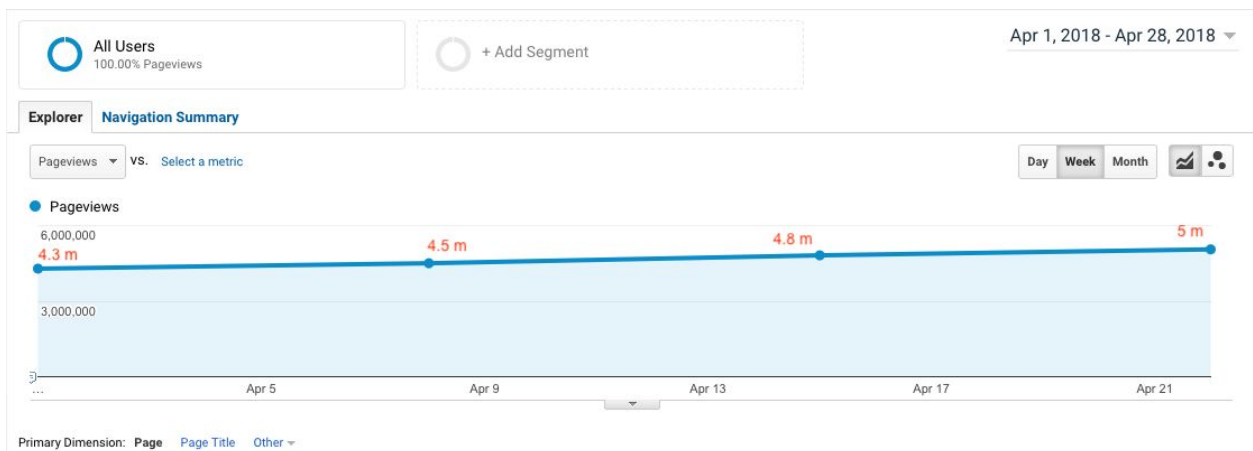
Highlights:

- SEO was up 5% over last month, down 29% from last year
- Pinterest was up 39% versus March and 91% versus last April
- Newsletter traffic was up 4.5% versus last month and 15% versus last April
- Visits to BV from MSN were up 48% versus March and 62% versus last April
- (Affiliate revenue up 34% y-o-y; best month ever aside from last Nov—more next week!)

Lowlights:

- Facebook was down 16% versus last month, 12.5% versus a year ago

Pageviews



Overview: We finished April with 20,319,847 pageviews. This was our first time with over 20m. 39% up versus March and 33% up versus last April