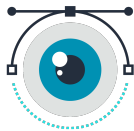




## Full Market

Q1 2019 Inserts Market Review

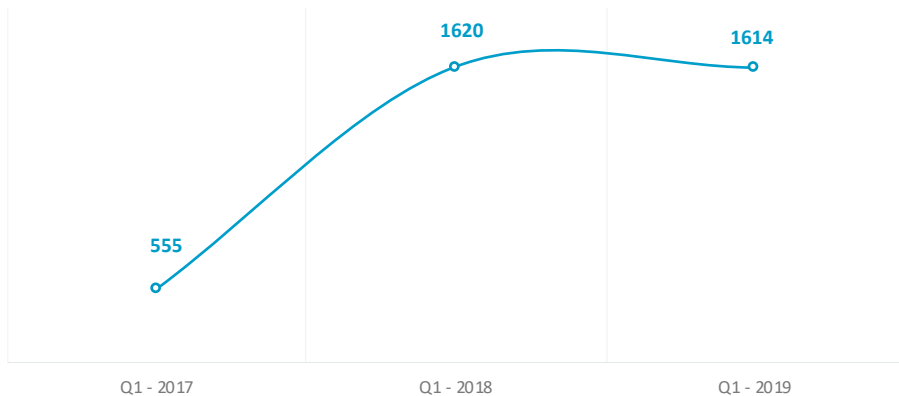


## Market Insight

Inserts Landscape

## Q1 Overview

2017 vs 2018 vs 2019



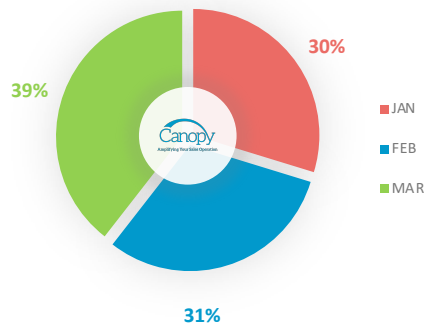
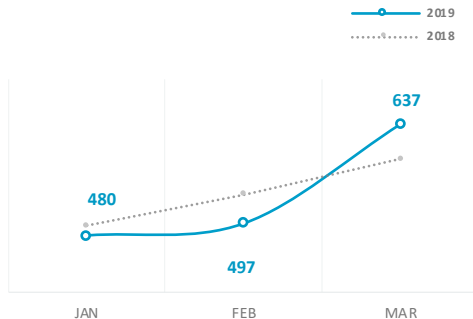


## Market Insight

Inserts Landscape

## Q1 (2019) Inserts by Month

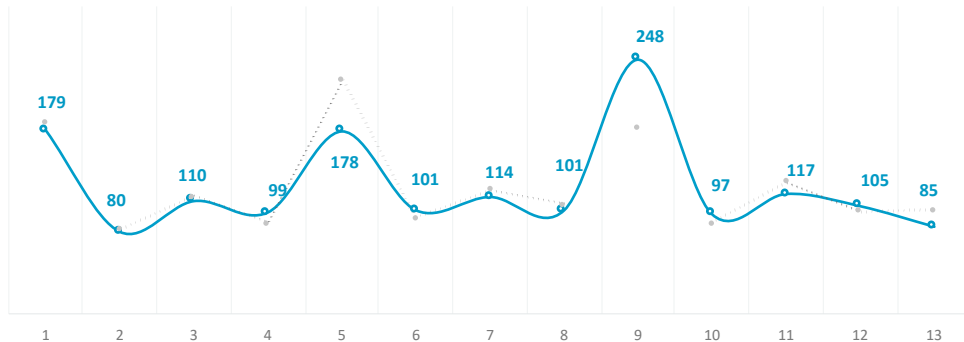
2019 vs 2018



## Q1 (2019) Inserts by Week

2019 vs 2018

—●— 2019  
..... 2018



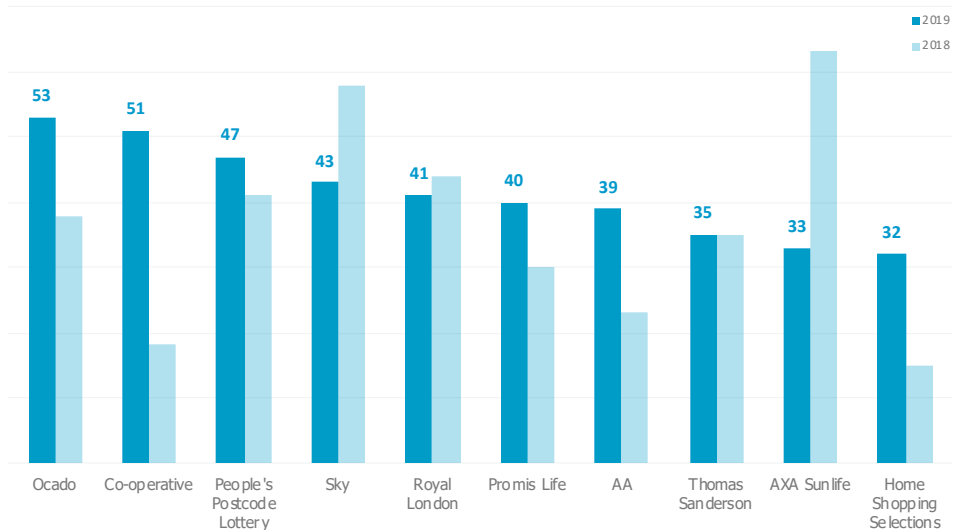
**Market Insight**  
Inserts Landscape

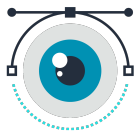
## Q1 (2019) by Top Advertisers

2019 vs 2018



### Market Insight Inserts Landscape



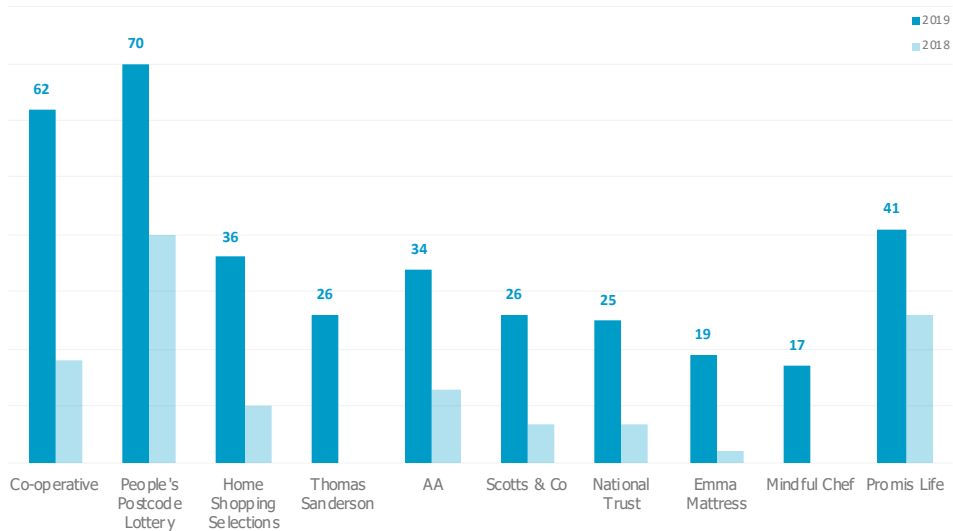


## Market Insight

Inserts Landscape

## Advertisers with significant growth in Q1 (2019)

2019 vs 2018



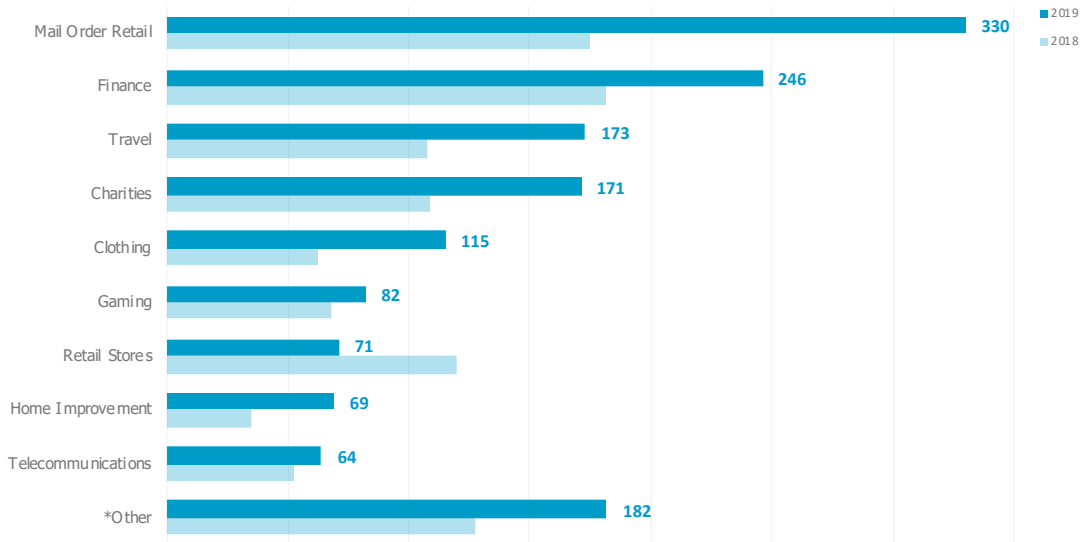


## Market Insight

Inserts Landscape

## Q1 (2019) Inserts by Top Category

2019 vs 2018



\*Other = 16 more categories across over 182 campaigns in 2019 and 128 campaigns in 2018.



**Thank you!**

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