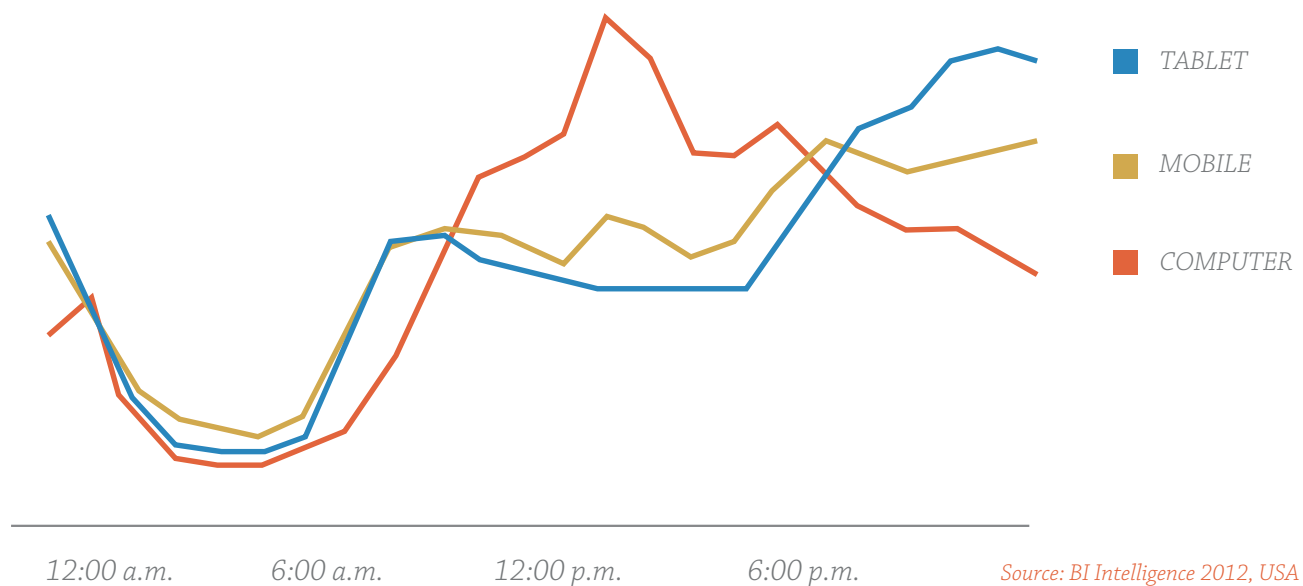


## 24 Hours News Consumption

We believe in following our readers habits, and global research continues to show that news is now being consumed 24/7 starting from print to a variety of devices. This phenomena has landed in Lebanon, land of over 2 million internet users, evident by the ever growing traffic of Annahar.com, assafir.com and lorientlejour.com.

SITE	annahar.com	assafir.com	lorientlejour.com
Unique Users	523,489	361,115	258,416
Page Views	5,216,950	4,068,504	3,670,902

Source: Effective Measure Dec 2012



**1) More frequency:** News is now being consumed 24/7, opportunity to reach the audience more frequently

**2) Extra reach:** Boost your campaign by also reaching a young and affluent executive audience who prefer reading news online.

**3) Stretch your dollar:** Your campaign now extends even further as online banner advertising allows the target group to 'click' and be redirected to your own website