

## DIGITAL ADVERTISING

### STATISTICS

#### Traffic

Unique Visitors **21.4 million/month**  
 Page Views **52 million/month**  
 Average Time on Site **2.4 minutes**

#### Gender

Male **42.1%**  
 Female **57.9%**  
 Median Age **34 yrs.**

#### Household Income

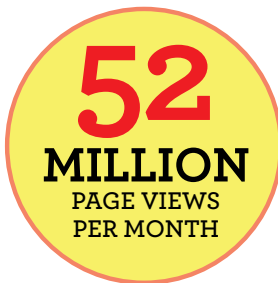
\$75K+ **49%**  
 \$100K+ **33%**

#### Education

Attended/Graduated College **61%**  
 Attended/Graduated Graduate School **17%**

#### Top 5 Topics on Site

- Depression/Anxiety
- Wellness
- Healthy Sexuality
- Education
- Brain



### 5 UNIQUE FEATURES

1. Over 50+ new articles every day
2. 1,000+ Expert Bloggers
3. The Therapy Directory
4. The Facility Directory
5. Over 50 Online Health Tests

#### Digital Specs:

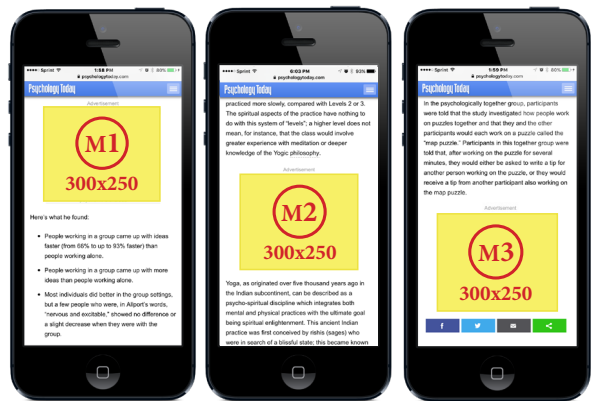
<https://www.psychologytoday.com/us/docs/about-psychology-today>

Source: COMSCORE August 2023

### DESKTOP



### MOBILE



### ADVERTISING

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