

IBTIMES OVERVIEW



Traffic

We now have **26 million global UVs** in all editions and we're ranked as a **top 10 business news site** in comScore.

Geography

Top 10 Countries – Based on Monthly Uniques	
1.	U.S.
2.	Great Britain (UK)
3.	Canada
4.	India
5.	Australia
6.	Singapore
7.	Malaysia
8.	Germany
9.	Philippines
10.	Italy

Demographics

Gender	
Male	65%
Female	35%
Age	
18-24	16%
25-34	29%
35-44	25%
45-54	16%
55+	14%
HH Income (US)	
Less than \$74,999	32%
\$75k-\$99,999	26%
\$100k+	42%

11 Global editions in 7 languages

Each edition of the International Business Times is tailor-made for the country it serves. Each edition has the ability of selecting relevant stories produced in other countries for its own market. All editions' editorial focus has a bias towards international stories.

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