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

ADVERTISING

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