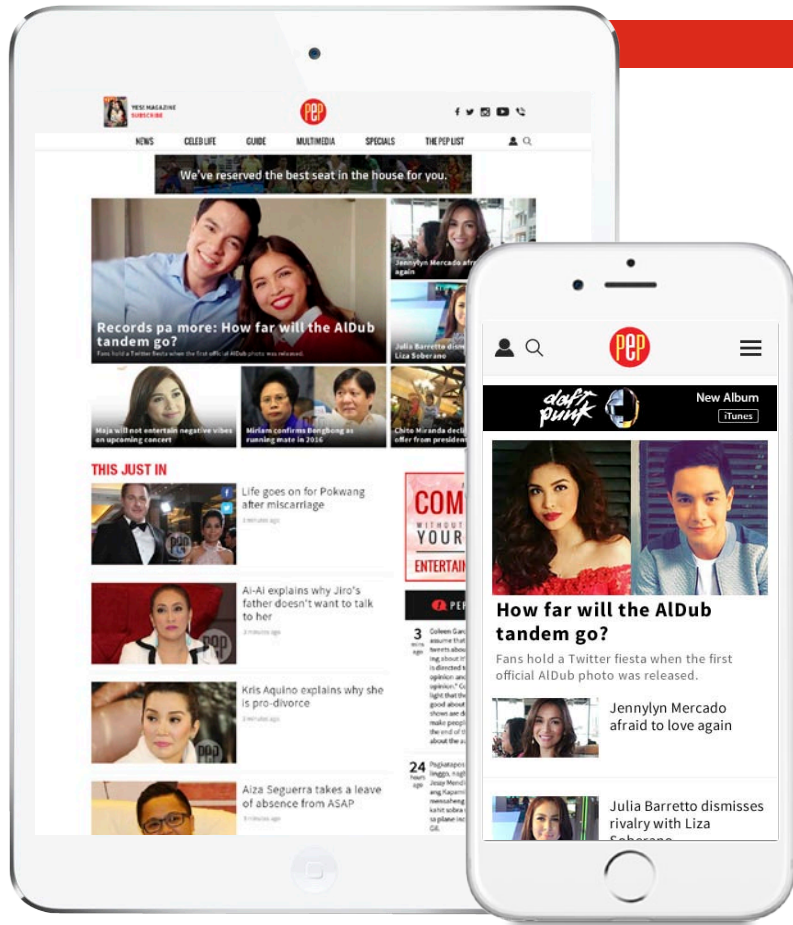


# EDITORIAL MISSION STATEMENT

PEP.PH (Philippine Entertainment Portal) is your one-stop entertainment shop. It supplies your daily dose of showbiz news coming from all over the entertainment industry. It lets you in on the real and reel worlds of the stars. With news picked up from showbiz insiders and enthusiasts, PEP.PH covers the trivial, the controversial, and the weighty among showbiz issues, featuring newbies and veterans, talents and managers, TV stars and movie actors, and the other exciting characters that make up Philippine show business.

Most of all, PEP.PH breaks the news first, and does it accurately and fairly.



## WEBSITE METRICS

52,160,657  
PAGE VIEWS

3,257,841  
UNIQUE VISITORS

\*Google Analytics, Q3 2015  
For digital advertising rates, please see page 162.

## AUDIENCE

- At least 80% of our loyal readers are women and belong under socio-economic classes A, B, and C.
- PEP.PH's readership is huge even in other countries. While the Philippines tops the list, not far behind it are the United States, the United Arab Emirates, Canada, and Singapore.
- PEP.PH communicates to readers who are between 15-60 years old. Majority fall under the 25-39 age group. Meanwhile, almost 70% are college graduates, while others have vocational or technical certificates and diplomas.

## EDITORIAL SPECIAL COVERAGE

- The PEP List Awards
- The Academy Awards
- Local Award-Giving Bodies—Guillermo Mendoza, Star Awards, FAMAS, and Golden Screen Awards
- Local Film Festivals—MMFF, Cinemalaya, Cinemania, and Cinema One Originals
- FHM 100 Sexiest Women
- Beauty Pageants: Bb. Pilipinas, Miss World Philippines, Miss Universe, Miss World, Miss Earth, Miss Global Philippines
- Star Magic Ball
- Preview Ball
- Philippine Fashion Week
- Cosmo Bachelor Bash
- Bench Fashion Show

