

HAMMER & NAILS: Coverage Tracker

Outlet	Article Type	UMV/Circulation
Cosmopolitan	Web/Print	3,017,834
CRAVE Online	Web	1,300,000
Salon Today	Web	111,483
Beauty World News	Web	34,364
Modern Salon	Web	111,483
TIME	Web	6,153,956
Men's Journal	Web	1,445,276
Frontiers LA	Web	30,000
LA Splash	Web	9,532
Frontiers LA	Web	30,000
Racked LA	Web	16,304
DETAILS	Web	412,097
NailPRO	Web	3,403
Vogue	Web	7,832,748
WorldLifestyle	Web	40,896
DETAILS	Web	412,097
British Weekly	Print	25,000
Racked LA	Web	16,304
MadeMan	Web	748,842

Birchbox	Web	805,332
Deutschlandradio Kultur	Web/Radio	N/A
Inside Hook	Web	63,275
Groomed LA	Web	10,009
Salon Fanatic	Web	N/A
Cassandra Daily	Web	N/A
ManFinds.com	Web	N/A
Salon Pedicure Spas	Web	N/A
Ventura County Star	Web	362,586
The Los Angeles Post	Web	N/A
Hallmark Channel	Web and Broadcast	635,310
DailyCandy	Web	386,211
Hot 92.3	Web	N/A
Knoxville News Sentinel	Web	603,039
Huffington Post	Web	21,991,609
DapperQ	Web	368,348
TheWellDressedMan	Web	159,383
LA Confidential	Web	3,993
ABC News (National)	Web	11,414,900
Jocks and Stiletto Jill	Web	21,684
Los Angeles Times	Web and Print	8,965,867
LA Weekly	Web	186,268
Nails Magazine Blog	Web	38,940
Chain Store Age	Web	18,073
The Luxurist	Web	N/A
MyDesert.com	Web	134,960
Rundown LA	Web	13,739
DailyMotion	Web	9,244,946

ModaMob	Web	54,812
The Richard Fowler Show	Web	N/A
AOL On Style	Web	10,377,763
Statesman.com	Web	385,487
KTLA-CW (LA)	Broadcast & Web	348,479
My Desert	Web	134,960
Snackle	Web	92,745
Gay News Center	Web	N/A
Portal Taxi	Web	N/A
Stylus	Web	N/A
KNXV-ABC (Phoenix)	Broadcast	N/A
PureTrend.com	Web	N/A
Headline Media	Web	N/A
Drug Store News	Web	26,058
ABC-ABC (National)	Broadcast	15,137,309
WFAA-ABC (Dallas/Ft Worth)	Broadcast	639,493
WTXF-FOX (Philadelphia)	Broadcast	338,983
WDAF-FOX (Kansas City)	Broadcast	259,008
WOIO-CBS (Cleveland)	Broadcast	N/A
Neon Tommy (USC Annenberg Digital News)	Web	82,643
Nail It!	Web	N/A
Jeff Ward Show (KLBJ News Radio)	Web	N/A
Scratch Magazine (online)	Web	N/A
DailyMailOnline	Web	6,327,573
NBC Los Angeles	Web	1,366,158
KNBC-NBC (LA)	Broadcast	1,366,158
EliteDCMag	Web	N/A
InAGist	Web	N/A
USA-UK Online	Web	N/A
Regator	Web	67,876

NailPRO	Web	3,403
Refinery 29	Web	1,116,640
Jezebel	Web	1,079,455
Total Beauty	Web	518,993
TotalBeauty.com	Web	518,933
She Finds	Web	483,944
LAist	Web	325,856
StyleList	Web	54,808
PSFK	Web	31,566
Salon Geek	Web	26,119
Beauty Packaging	Web	6,523
Allure	Web	1,454,301
Neatorama	Web	257,699
The Gloss	Web	200,436
Coco & Crème	Web	10,000
Reuters	Web	5,876,592
Fashionista	Web	1,800,000
Fashion Telegraph	Web	70,287
Daily News Los Angeles	Web	29,665