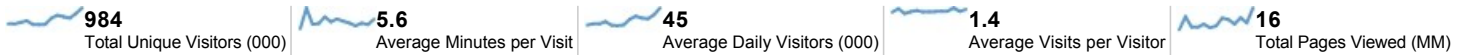
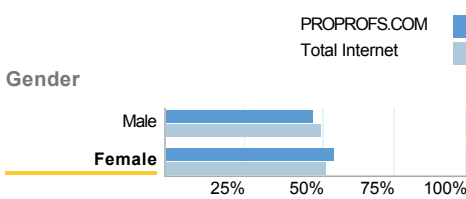


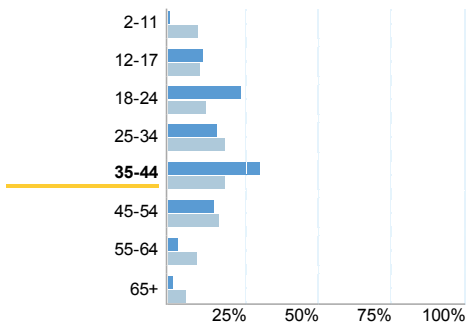
## Key Measures



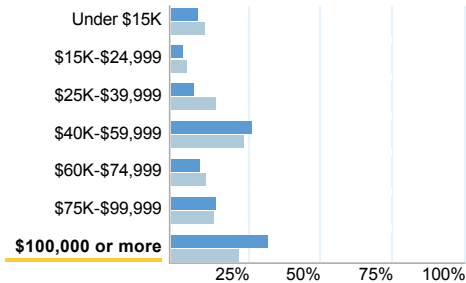
## Demographics



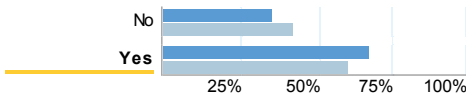
## Persons - Age



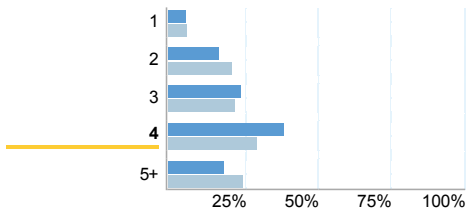
## HH Income (US)



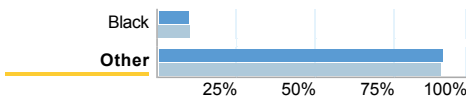
## Children



## HH Size



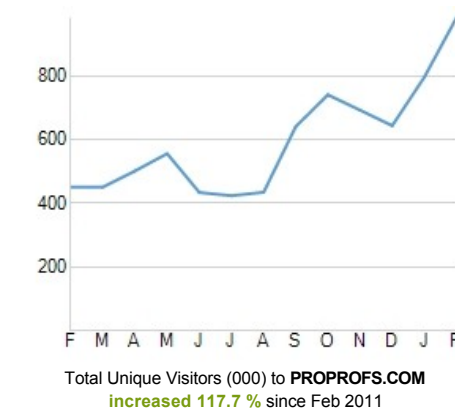
## Race



## Full Universe

PROPROFS.COM is not yet Unified.  
Please visit [www.comScoreDirect.com](http://www.comScoreDirect.com) to learn how to become Unified.

## Total Unique Visitors (000) Trend



## Ad Metrix

January 2012

### Top Ad Categories for PROPROFS.COM

	Index	% Composition
Online Media	162	15.9
Education	406	13.7
Finance	101	10.6
Retail	97	7.8
Telecommunications	157	7.6

## Search

January 2012

Top search terms bringing visitors to PROPROFS.COM:

- 1) NCCT PRACTICE TEST
- 2) PARTS OF A MICROSCOPE AND THEIR FUNCTIONS
- 3) AM I PREGNANT QUIZ
- 4) DOES SHE LIKE ME QUIZ
- 5) CLASSIFICATION OF TISSUES
- 6) CHEMISTRY MIDTERM REVIEW
- 7) WHAT ANIME CHARACTER ARE YOU
- 8) PUZZLE GAMES
- 9) SAT PRACTICE TEST
- 10) WHAT IS MY SPIRIT ANIMAL



## Cross Visiting

The following sites have the highest percentage of visitors that also visited PROPROFS.COM:

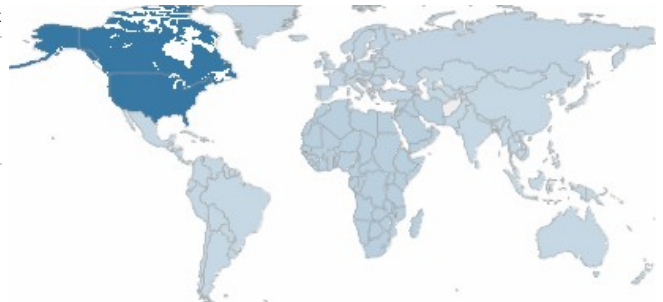
Media	Index	Total Unique Visitors (000)
QUIZLET.COM	1,995	3,488
QUIA.COM	1,505	1,145
SHMOOP.COM	1,185	1,602
UFL.EDU	1,169	1,093
SEVENTEEN.COM	1,167	1,493
ENOTES.COM	1,064	4,002
UGO.COM	1,011	1,446
K12.IN.US	1,000	1,229
CENGAGE.COM	977	1,452
COMPUTERWORLD.COM	971	1,458

## World Metrix

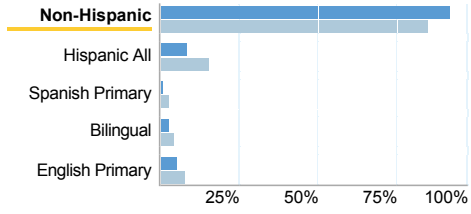
January 2012

Region	% Comp	Index
Asia Pacific	17.0	42
Europe	13.9	52
Latin America	3.9	41
Middle East - Africa	6.4	73
North America	58.8	406

\* - map corresponds to Index



Ethnicity (US)



## Key Measures

This module provides a quick view of key measures to help understand the selected entity. With each data point, we also provide a quick view of the previous thirteen months trend.

## Demographics

This module shows the profile of visitors to a media entity by various demographic breaks and compares it to the total internet. In each chart, the row with the highest index is highlighted and underlined in gold.

## Total Unique Visitors (000) Trend

This module shows the historical trend of Unique Visitors visiting the media entity by month for the selected geography and year-over-year change for the current month.

## Cross Visiting

This module shows the top ten entities whose visitors are highly likely to also visit the selected entity. This information can be utilized for planning marketing strategies, co-brands and partnerships, as well as evaluating the audience on competitor sites.

## Search

This module delivers insight on the top search keywords that drove traffic to the selected entity, the total number of search related click-thrus, and the per cent of those click-thrus that were on paid ads for the given month.

## Full Universe

The Full Universe module shows measures for entities that are Panel Centric Unified. Total Universe Page Views reports on the total page views including those outside of the traditional comScore universe - Home & Work.

## Ad Metrix

This module shows the top categories of display ads more likely to be displayed on the selected media entity and (if applicable) what categories where the selected media entity is most advertised.

## World Metrix

This module shows a snapshot of a media entity's traffic by continent. Index measure shows how traffic for that entity compares to the total internet.

## Video Metrix

This module showcases the number of unique viewers watching videos during the standard television dayparts. This information is useful for cross-media planning and is derived from the Video Metrix Dayparts report.