

**Newsweek**  
**& THE DAILY BEAST**

# **DIGITAL OPPORTUNITIES**

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**October 2012**

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# HOMEPAGE

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## GAGA: 'BULIMIA AND ANOREXIA SINCE 15'

HOME POLITICS BUSINESS VIDEO ENTERTAINMENT FASHION BOOKS ART WOMEN IN THE WORLD **Newsweek**

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 (Appears on 3rd slide)

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**CHEAT SHEET**

MUST READS FROM ALL OVER

- FIGHTING WORDS**  
 Obama: U.S. Will 'Do What We Must'
- VIOLENCE CONTINUES**  
 Rebels Bomb Syrian Security Site
- MASSACHUSETTS**  
 Brown Staffers Caught in Racist Chant
- BATTLEGROUND**  
 Obama Leading in Ohio, Florida

Exclusive Excerpts  
**JFK's SECRET TAPES**  
 by Edward Widmer →

Hey Mitt,  
**HERE'S HOW YOU CAN WIN THE DEBATES!**  
 by Robert Shrum →

Upstairs Downstairs'  
**LESBIAN TWIST**  
 by Jace Lacob →

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**THE DAILY BEAST**

**Medium Rectangle**  
**300x250**

COVER STORY



Obama's Next Four Years

NOT LOOKING GOOD

**CAN MITT DIG OUT?**

by Mark McInnon

CGI EXCLUSIVE



Can Coca-Cola Stop AIDS in Africa?

ATTACK ADS

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## CHEAT SHEET

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TODAY'S CHEAT SHEET

**CHEAT** 1. testCheatRegr



Lorum ipsum dolor sit amet, invariet oportere salutandi est an, daccere opicant ea mei. In sed nostro regione. Pro tu quis granice dicens, kas illum facit no. Et audire convereire cum. Vim audiam recteque ullamcorper ne. Mea ad omnis nostrum lobortis, eu vis elit adipiscing. Vel diam convereire temporibus et, nec ad zril detrahit insolens.

At inure suscipiantur vis. Ne choro suscipit patroque pro. Eu kas omnesque occurrent efficiendi, mollis deseruisse ad sit. Ut oratio partiendo duo, in legendos sapientem vel, na repudiare forensibus sadpsicing mei.

September 26, 2012 7:24 AM

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COMMENTS (0)

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**ELECTION 2012** 4. Polls: Key States Tilt Toward Obama



The electoral map is looking good for President Obama as November draws nearer. In new polls of likely voters in battleground states, the incumbent shapes up to be the candidate with the clearest path to winning the presidency come Election Day. The polls conducted one week after the close of the Democratic National Convention show Obama with as much as a 5-point advantage in the key states of Florida and Virginia. In a poll of likely voters in Ohio, Obama led 50 percent to 43 percent. Romney pollster Neil Newhouse, however, said that it is an "extremely tight race." But "MIT is extremely well-positioned to win."

Read it at CNN  
September 14, 2012 7:29 AM

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**XTRA INSIGHT**

- Brian Riser: Daily Beast Reveals on Obama Approval: GOP & Odds of a Romney Win
- David Friedlander: Why Florida is Still Up for Grabs for Obama or Romney

**Speedbump**  
**930x240**  
**728x90**

# INDIVIDUAL CHEAT PAGES

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Lorem ipsum dolor sit amet, iuvaret oportere salutandi est an, discere epicuri ea mel, te sed nostro regione. Pro cu quot graece delentii, ius illum facere no. Et audire convenire cum. Vim audiam recteque ullamcorper ne. Mea ad omnis nostrum lobortis, eu vis elit adipiscing. Vel diam convenire temporibus et, nec ad zril detraxit insolens.

At iriure suscipiantur vis. Ne choro suscipit patrioque pro. Eu ius omnesque occurreret efficiendi, mollis deseruisse ad sit. Ut oratio partiendo duo, in legendos sapientem vel, ea repudiare forensibus sadipscung mel.

September 26, 2012 7:34 AM

Email +1 Tweet 0

**COMMENTS**

**THE DAILY BEAST**

**Speedbump**  
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# NEWSWEEK LANDING PAGE

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Newsweek

**Most Popular**

- 1 We Knew It Was Al-Qaeda
- 2 American Women Have It Wrong
- 3 The Democrats' Ronald Reagan
- 4 I Play My Daughters Like A Life Like Mine
- 5 The Top College Admissions Lies

**Columns**

**NATIONAL NOTEBOOK**  
Getting Ready to Rumble  
Incumbents are rusty at debate. Try talking them that.  
By Michelle Cade

**INTERNATIONAL**  
Wanted on a Page  
Walmart's passage to India and more.  
By David Friedman

**CRASH THE FUNDRAISERS!**  
The press needs to storm the only place that tells the truth.  
By Peter Jensen

**RELIGION**  
Let There Be Wife  
Why suggesting a married Jesus would be good for women.  
By David Jensen

**TECHNOLOGY**  
The Pigged Game Ever  
Will Angry Birds game's new hit succeed?  
By Alex Eder

**BOOKS**  
Welcome to Modern India!  
Three must-reads.  
By David Jensen

Features & Highlights

Getting Ready to Rumble



I'M SORRY, STEVE JOBS

A LEADING INCUMBENT ON HOW TO GET READY TO DEBATE AND PREVENT COLLAPSE.

BY SIDDHANTHA MUKHERJEE

Medium Rectangle

300x250

**On the Cover**



The Democrats' Ronald Reagan

With his 50th term behind him, Obama is poised to be re-signatured as president as Reagan—locking the deficit, spearheading investigation reform, and jolting the GDP back to sanity.  
By Andrew Nathan

**Int'l Edition**

**INTERNATIONAL NOTEBOOK**

**All the Single Ladies**  
For West Bank women, an easier path to divorce.  
By Dan Epstein, Julia Jacob

**COMPASS**

**All the Asian Rage**  
It's not just the Middle East. China's on the march.  
By Stef Ferguson

**REPORTER AT LARGE**

**Bibi in a Box**  
After months of banter on Fox, the Israeli leader is being seen.  
By Dan Epstein

**BOOKS**

**Wanted on a Page**  
Walmart's passage to India and more.  
By David Friedman

**BOOKS**

**Welcome to Modern India!**  
Three must-reads.  
By David Jensen, Jacki Silberman, Siddhanta

**COMICS**

**Hellbent for Election**  
Will incumbent voters and a newly unified opposition undo Georgia's president (and what?)  
By Mark Egan

**COLLECTING**

**A Little Slice of Oscar**  
The former French president's southern off-camera life in the country capital.  
By Doug McLeod

**THE CITY**

**Timelessness in Kolkata**  
Chitra Datta lives on time and immortality in a Bengali capital.  
By Clara Shulman

**THE BEAST**

**Skyscraper**  
160x600

Newsweek

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# CHANNEL LANDING PAGES

- ENTERTAINMENT (SEXY BEAST)

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**Sexy BEAST** ENTERTAINMENT & FASHION

1. THE CLUB FOR My 10 Favorite War Movies

2. HOW TO SURVIVE & THRIVE How ACT UP Changed AIDS

3. MOVIES Victoria's Secret's 'Geisha' Faux...

4. THE TRAGEDY Alex Kingston's Journey Through...

PLAY 2 of 4

**Top Box 533x355**

**picture SHOWS**

11 Best Fashion Instagrams

**Best & Worst Dressed of the Week**

**10 Blasphemous Movies**

**Animals Crash the Emmys**  
See what happens when critters crash

**10 Buzziest Emmy Moments**  
By Sharon Dawley

**FEATURED**

**Best of Milan Fashion Week**  
*Mamma Mia!*

Dolce & Gabbana was inspired by Sicily. Karl Lagerfeld debuted the 'Zig Bang' at Fendi, and Gucci... MORE

**WATCH THIS!**

**Highlight 222x145**

**Katie Couric's Eating Disorder Confession**

**highlight REEL**  
TODAY'S MOST SEXY VIDEO

Don't Upset Steve Carell

The Most Controversial Play In Years

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- POLITICS
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- BOOKS

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## BUSINESS

**Top Box**  
**453x402**

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**Why Wall Street Traders Are Bullish on Obama**  
by Alex Klein

**CEOs: U.S. Must Do Better**  
by Matthew DeLuca  
Amid bipartisan scaremongering, CEOs say American politicians need to make it clear to the world...

**Highlight 470x70**

**The Worst of the Euro Crisis is Over**  
by Daniel Gross

**Why Isn't GM Doing Better?**  
by Megan McArchie  
The company has shed its legacy costs. Why is its market share still declining?

**EU Head on Eurozone Crisis**  
In today's special installment of The Number, Daniel Gross sits down with EU chief Jose Manuel Barroso to discuss the status of the European financial crisis—and why it's too soon to give up on the euro.

### HIGHLIGHTS

**Romney Drops His Tax Returns**  
by Megan McArchie  
Mitt Romney has released his 2011 tax returns, and a summary of prior year payments from his accountant. The result is surprisingly unsurprising.

**Romney Forgoes Tax Deductions**  
by Daniel Gross  
Romney had to forgo \$1.8 million in 2011 deductions to stick to campaign promise.

# CHANNEL LANDING PAGES

- FASHION
- WOMEN IN THE WORLD

The screenshot shows the top portion of the The Daily Beast website's Fashion section. At the top, a large grey box highlights a **Billboard 970x167** ad spot, with sub-spots for **OPA Pushdown 970x66** and **Leaderboard 728x90**. Below this is a navigation bar with categories like HOME, POLITICS, BUSINESS, VIDEO, ENTERTAINMENT, FASHION, BOOKS, ART, and WOMEN IN THE WORLD. The main heading is **FASHION BEAST**. A large advertisement area in the center features a **Medium Rectangle 300x250** spot. Below the ad, there's a 'LATEST UPDATES' section with an article titled 'Kate Upton Plays Mommy' by Isabel Wilkerson, dated Sep 26, 2012. To the right of the article, another **Medium Rectangle 300x250** spot is shown, with an alternative **Half Page Rectangle 300x600** spot below it. The bottom of the page shows a video player for the article.

# CHANNEL LANDING PAGES

- ELECTION WRAP

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## ELECTION BEAST

[DEMOCRATIC NATIONAL CONVENTION](#)
[REPUBLICAN NATIONAL CONVENTION](#)

TOP STORY

**POLL-A-PALOOZA**

### 47 Percent Remarks Hurt Romney

6 days ago | Sep 19, 2012 7:35 PM EDT

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**As Obama leads in battleground states.**  
 You have to wonder if Romney is starting to feel like the victim. The GOP candidate's now infamous "47 percent" remarks are already the subject of a new Reuters/Ipsos poll. The new data suggest 43 percent of registered voters now view Mitt Romney less favorably after footage leaked of the candidate calling Americans who don't pay taxes people who do not "care for their lives."

Almost 60 percent of those polled said his comments were unfair. But it may not be all bad news, cautions pollster Julia Clark, who says the remark "is not the kind of thing that decides how people vote on Election Day." Meanwhile, another poll released Wednesday by Fox News finds President Obama has a seven-point edge over Romney in the key battleground states of Ohio and Virginia and a five-point lead in Florida.

[Read it at Reuters and Fox News](#)

LATEST UPDATES

**PHANTOM CLASS**

### How the GOP Made the "Moochers"

6 days ago by [Michael Tomzby](#) | Sep 20, 2012 4:45 AM EDT

[Print](#) | 
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Republicans once worked with Democrats to help the poor and middle class. But that was before the GOP was taken over by cynics and liars. What's a fair-minded Democrat to do?

One of the things that really gets me is hearing people say things like, "I voted for Obama because I hoped he'd be able to unite the country, and he hasn't, and I'm very disappointed by that." Well, look. People have other things to do in their lives besides think about politics all day, I understand that. But really—this is like blaming Sharon Tate for failing to make peace with Charles Manson. The Republicans operate from a mindset of wanting to crush and destroy the Democrats, and I bring this up today

**Medium Rectangle**  
300x250

OR

**Half Page Rectangle**  
300x600

**Newsweek**  
& THE DAILY BEAST

# CHANNEL LANDING PAGES

- Ad re-appears as the user scrolls down the pages (after the last module on the right rail)

**ATTACK ADS**

## Walker Blames Barrett for Skewed Crime Statistics

2 months ago May 29, 2012 4:18 PM EDT

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**Police union calls it "desperate."**

Scott Walker's latest attack on Democratic opponent Tom Barrett attempts to blame the Milwaukee mayor for misreporting as minor assaults a slew of recently revealed violent crimes. Against the backdrop of Barrett boasting less violent crimes, the video's narrator says, "A 2-year-old spent six days in intensive care after being severely beaten. But Tom Barrett's police department didn't consider it a violent crime." The Wisconsin Professional Police Association--supporters of Barrett's gubernatorial campaign--have denounced the Walker ad, saying it makes "desperate, false statements designed to distract the public and corrupt the election."

[Read it at Milwaukee Journal-Sentinel](#)


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**REGULAR JOE**

## Scott Brown: Your Average Diner-Going Bipartisan

2 months ago May 29, 2012 1:17 PM EDT


Email +1 Tweet 0 Like



**New ad offers familiar message.**

Massachusetts Sen. Scott Brown continues his campaign to portray himself as a bipartisan everyman with his latest ad showing him sitting down to eat at a diner while touting his bipartisan accomplishments. "The problem with Washington is that people down there are always battling," he says. "That's not how I operate. We're Americans first, and I'll work with anyone to get things done."

In the ad, Brown's cooperative nature is rewarded with an extra cup of coffee, which, presumably, he hopes will translate to independent votes in real life.



**Medium  
Rectangle  
300x250**

**OR**

**Half Page  
Rectangle  
300x600**

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29 Sep 2012 01:30 PM

**Live-Chatting "The Democrats' Reagan" Cover Story**

COVERITLIVE  
 Powering the world's real-time events

Live-Chatting "The Democrats' Reagan"  
 Newsweek Cover Story

Replay

Powered by: CoverItLive

FROM THE DAILY BEAST

Mitt's Sharn Economic Plan

Romney's Fatal Word: "Victims"

Is Wife-Cooking Murder?

'Upstairs, Downstairs' Lesbian Twist

**ANDREW'S RECENT KEEPERS**

Why Obama Matters

President Obama: The Democrats' Ronald Reagan

Romney's Fatal Word: "Victims"

George W. Bush And Apology

Is Netanyahu Trying To Blow Up The Election?

Unfit For Government

Have The Conventions Changed The Race?

**MASTHEAD**

*To see what is in front of one's nose needs a constant struggle* — George Orwell

Editor  
 Andrew Sullivan

Relying on data compiled by the Bureau of Investigative Journalism, the study's authors say that between 2,562 and 3,325 people have been killed in U.S. drone attacks in Pakistan since June 2004, and between 474 and 881 of them were civilians.

**Medium Rectangle**  
**300x250**

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**ART BEAST** THE BEST OF ART, PHOTOGRAPHY, & DESIGN

CHANGE TEXT SIZE | AUTHOR: **Malcolm Jones**

**Butter Sculptor Sharon BuMann on Her Art, 'Butter' Movie & More**  
 Sep 22, 2012 4:45 AM EDT  
 Sharon BuMann may work most of the year in bronze, but her butter sculptures are cult favorites—and if she skips one of her three state fairs, people get mad. Malcolm Jones catches up to her in Kansas.

Sharon BuMann isn't crazy about working in the cold. And she doesn't like working in small, cramped spaces. But more than anything, she really, really hates the way butter feels. "I keep my hands covered in gloves," she says, "because I don't like the stuff on my hands. I've been like that since I was a child. So I'm probably in the wrong business."

That said, she loves her job.

BuMann is a butter sculptor. She is one of a small handful of people who travel every year to slightly more than a dozen state fairs or agricultural exhibitions to carve people, animals, and scenes out of a substance most of us just put on our toast.

She's been doing this for almost 20 years, and although the rigor of spending up to 12 hours a day in a sealed cabinet set at 37 degrees has forced her to cut her schedule back to three fairs a year—Illinois, Kansas, and Texas—she wouldn't think of quitting altogether.

"I'm very fond of the people I work with" at the various fairs, she says. And she gets a kick out creating something extraordinary out of an unlikely substance in an even unlikely location. "I like to think I'm bringing a piece of fine art to people who would otherwise never see it," she says, standing outside the cooler where she's created this year's sculpture for the Kansas fair.

Because Kansas is kicking off its centennial year, she concentrated on a very Kansas subject: Dorothy Gale from *The Wizard of Oz*. "To me, Dorothy is Kansas," says BuMann, who hails from Central Square, in upstate New York.

**MOST POPULAR**

- We Knew it was Al-Qaeda
- American Women Have It Wrong
- The Democrats' Ronald Reagan
- I Pray My Daughters Have A Life Like Mine.
- The Top College Admissions Lies

**STORIES WE LIKE**

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CHEEZBURGER: **Skeptical Pug is Skeptical**

POP SUGAR: **Miley Cyrus Rocks a Bikini on 'Two and a Half Men'**

MENTAL FLOSS: **5 Spy Tunnels From Around the World**

BUZZFEED: **20 Reasons We Shouldn't Be Surprised By the Global Bacon Shortage**

HUFFINGTON POST POLITICS: **The 19 Best Free iPhone Apps**

BUZZFEED: **Standing in the World's Largest Lake of Lava**

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


OR


**Half Page Rectangle 300x600**

# CONTENT ALIGNMENT – PHOTO GALLERIES

**THE DAILY BEAST** **LOUIS VUITTON VS. MARC JACOBS: PARIS SHOW BECOMES A BOOK (PHOTOS)** ✕

READ THIS SKIP THAT MORE GALLERIES ▲

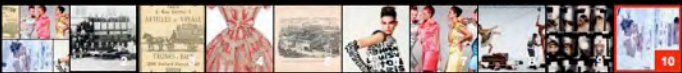
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Spring-Summer 2012 runway presentation.

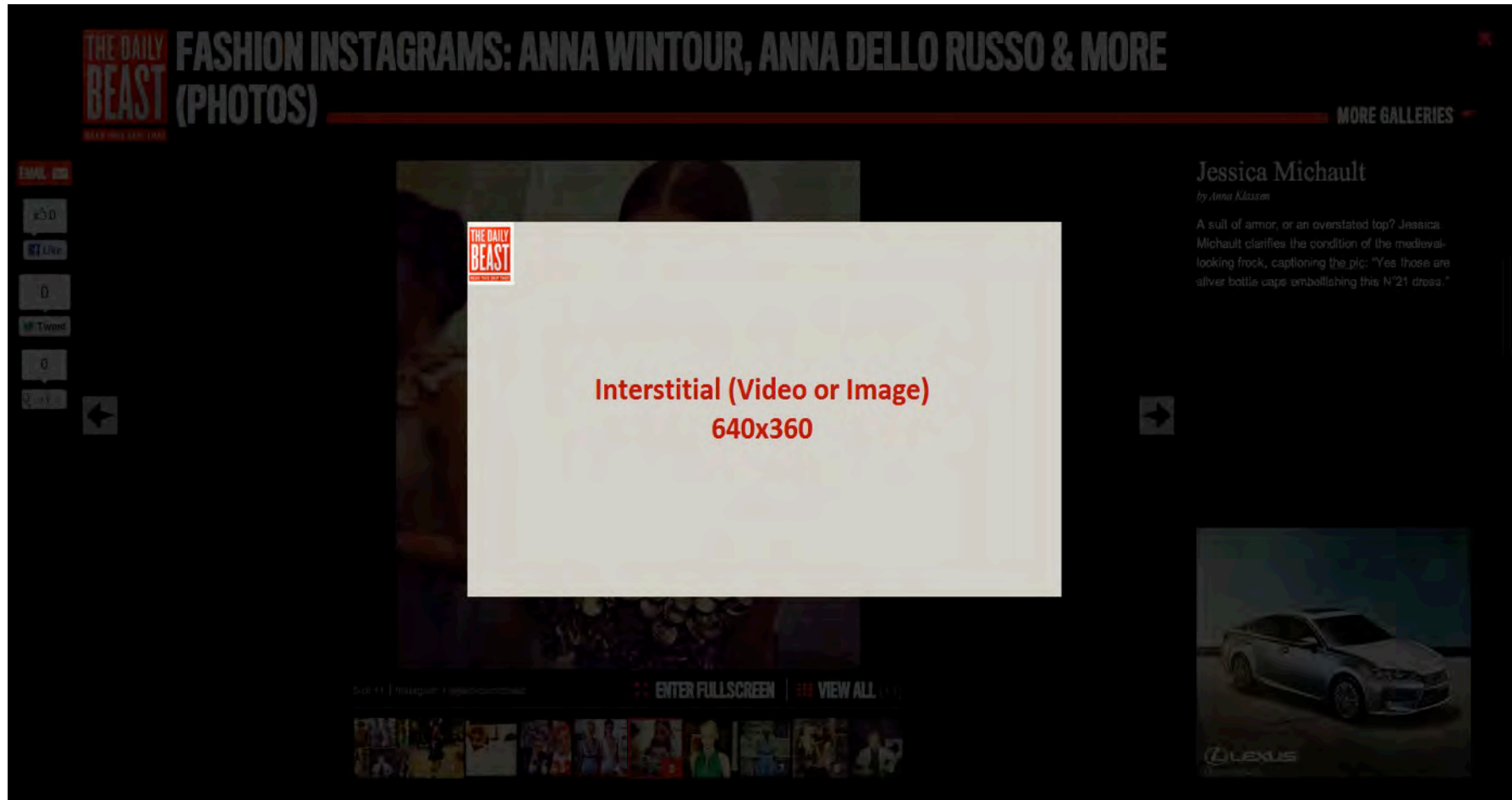
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10 of 11 ENTER FULLSCREEN VIEW ALL (11)



**THE DAILY BEAST**  
Leaderboard 728x90

# CONTENT ALIGNMENT – PHOTO GALLERIES



**\*APPEARS AFTER 5<sup>TH</sup> CLICK**

# CONTENT ALIGNMENT – PHOTO GALLERIES

**THE DAILY BEAST** TOM CRUISE & MORE STARS WITH REPORTEDLY ARRANGED MARRIAGES (PHOTOS) ☰ SHOW CAPTIONS ⌵ EXIT FULLSCREEN

1 of 10

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# NEWSLETTERS

- CHEAT SHEET: MORNING EDITION
- CHEAT SHEET: AFTERNOON EDITION
- CULTURE BEAST
- BUSINESS BEAST

THE DAILY BEAST

CHEAT SHEET: MORNING EDITION

Leaderboard 728x90

MUST READS FROM ALL OVER

SEPTEMBER 20, 2012

**BUCKEYE STATE**

**1. Paul Ryan to the Rescue**

Amid grumbles that Mitt Romney has sapped his running mate's mojo, the two have joined forces for two days of barnstorming in all-important Ohio. The Daily Beast's David Freedlander weighs in on their first rally—and Ryan's aggressive Obama takedown.

*Read it at The Daily Beast*

**ATTACK ON U.S. EMBASSY**

**2. Intelligence Officials: 'We Knew It Was Al Qaeda'**

Sources say intelligence agencies knew within a day that al Qaeda affiliates were behind the attacks in Benghazi, Libya, that killed four Americans—they even knew where one of the attackers lived. The Daily Beast's Eli Lake explores what the White House knew—and why it may be crucial to the upcoming election.

*Read it at The Daily Beast*

**BATTLEGROUND**

**3. Obama, Romney Get Serious in Ohio**

Ohio students and middle-class voters can expect a visit from both presidential candidates this week, as Mitt Romney and Barack Obama are eagerly seeking the support of these crucial voting groups in one of the most vulnerable battleground states. On Wednesday the president will hold rallies at two state universities while Romney's tour bus heads to three of the state's major metropolitan areas to appeal to their middle-class citizens. Ohio opens its early-voting polls on Oct. 2, and it's evident that both Romney and Obama have kicked it into high gear, as the Midwestern state is the setting of more TV campaign ads than even Florida.

*Read it at The Washington Post*

**HURRY UP AND WAIT**

**4. News Corp. Hacking Trial Set for Next Year**

Two of Rupert Murdoch's former senior executives gathered at a central London courthouse Wednesday only to hear from the judge that their trial over phone-hacking charges won't take place for a whole year. The two ex-execs were joined by five journalists and one private investigator, also accused of involvement with the hacking scandal—all of whom simply confirmed their identities at Wednesday's hearing and then went on their way. After he left News of the World, Andy Coulson, one of the accused former executives, was hired as Prime Minister David Cameron's communications director, sparking questions about Cameron's judgment.

*Read it at The New York Times*

**RAGING VIOLENCE**

**5. Two Bombs Explode in Damascus**

Damascus was the site of two bombing attacks Wednesday, as the area near the Syrian Army and Air Force...  
Read it at The New York Times

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BETWEEN THE CIVILIZED MAN AND THE SAVAGE, SUPPORT THE CIVILIZED MAN.

**MTA Ads Stir Up Controversy**

A new ad in New York subway stations aims to compare Muslims to "savages." Alison Varouhi has the goods to see what people think about it.

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**Gender Diversity Study**  
*by Daily Beast Promotions* | Sep 24, 2012 12:26 PM EDT

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Companies with at least one woman on their board have outperformed their peers in terms of share price performance in recent years, providing investors with striking evidence that gender diversity is a valuable metric to consider when evaluating investments.

That's one of the conclusions of "Gender Diversity and the Impact on Corporate Performance," the latest study from the [Credit Suisse Research Institute](#), which analyzed the performance of close to 2,400 companies with and without women board members from 2005 onward.

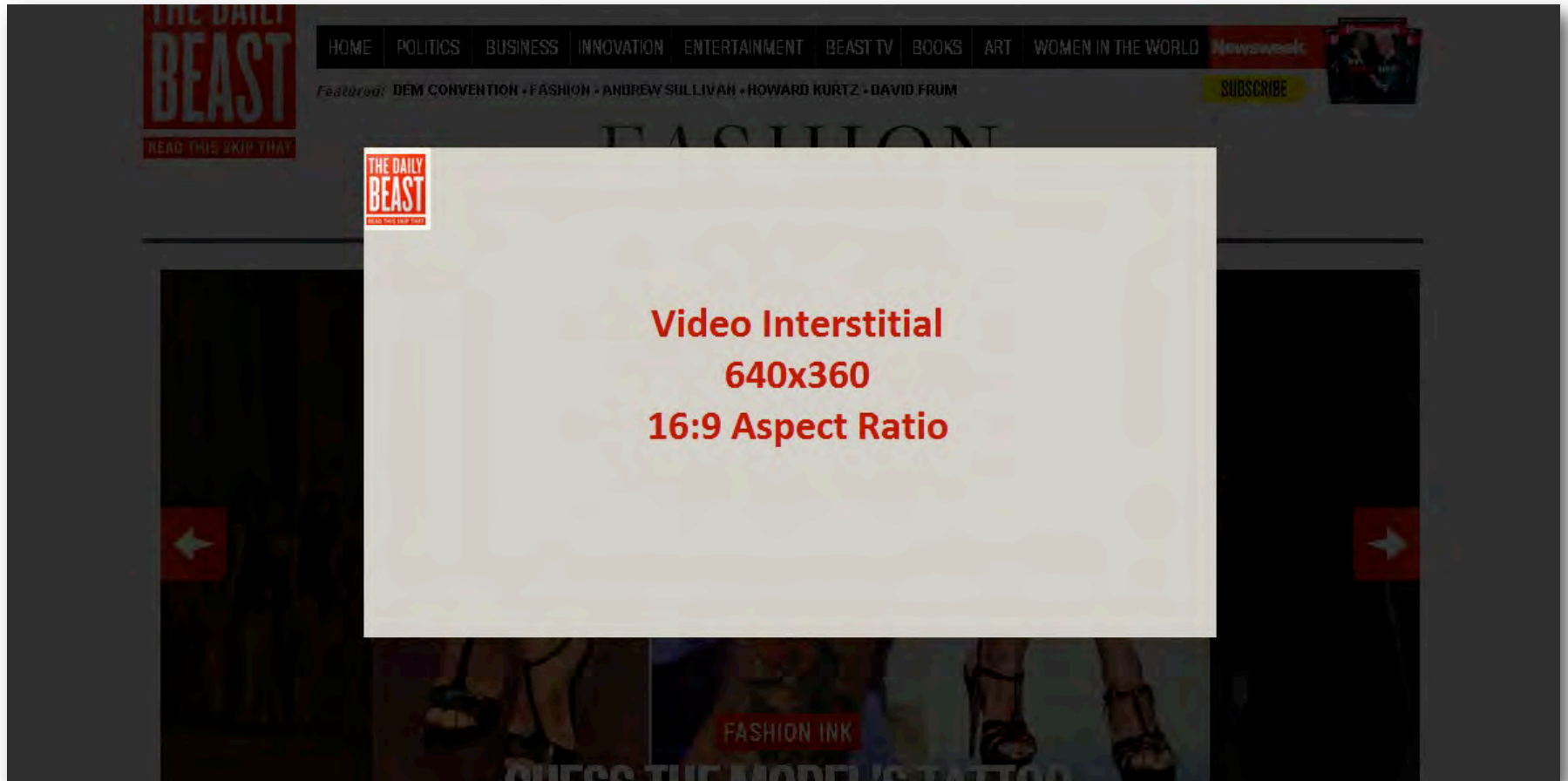
Below is an interview with Mary Curtis, director of thematic equity research at Credit Suisse and lead author of the report.

**What were the key findings of the Gender Diversity Report?**  
We found that in a like-for-like comparison, big-cap stocks with at least one woman on the board would have outperformed stocks with no women on the board by 26% over the course of the last 6 years. But, there was a clear split in the performance: when economic growth was relatively robust over 2005 to 2007, there was little difference in performance between stocks with or without women on the board; almost all of the outperformance in our back-test has been delivered post 2008, since the macro environment deteriorated and volatility increased. In other words, stocks with greater gender diversity generally look defensive: they perform best when markets are falling, they deliver higher average ROEs through the cycle, exhibit less volatility in earnings and typically have lower gearing ratios.

**Were there any findings that surprised you?**  
Stereotyping is one of the key reasons why gender diversity has generally been quite

**Medium Rectangle 300x250**

# VIDEO INTERSTITIAL



# BEAST TV – LANDING PAGE

The screenshot displays the BEAST TV landing page layout. At the top, there is a navigation bar with the site logo, a search bar, and social media links. Below this is a main menu with categories like HOME, POLITICS, BUSINESS, VIDEO, ENTERTAINMENT, FASHION, BOOKS, ART, and WOMEN IN THE WORLD. A featured section highlights 'THE HERO PROJECT • INNOVATION • ANDREW SULLIVAN • HOWARD KURTZ • DAVID FRUM'. The central focus is a video player area with a pre-roll advertisement. The pre-roll is a 15 or 30-second video with a 16:9 aspect ratio. On either side of the pre-roll are 'Skin' options with dimensions of 533x355. Below the video player, the main video title is 'EU HEAD ON EUROZONE CRISIS', followed by a brief description and social sharing options for Email, Comments, +1, Tweet, and Like.

**Leaderboard 728x90**

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**Skin**  
533x355

**Pre-roll**  
:15 or :30 Seconds  
16:9 Aspect Ratio

**Skin**  
533x355

00:00 03:50

**EU HEAD ON EUROZONE CRISIS**

In today's special installment of The Number, Daniel Gross sits down with EU chief Jose Manuel Barroso to discuss the status of the European financial crisis—and why it's too soon to give up on the euro.

Email Comments +1 Tweet 18 Like 0

# BEAST TV – OVERLAY

The image shows a video player interface for a news segment. The main video player is currently displaying a pre-roll message. To the right of the video player is a sidebar with video thumbnails. Below the video player is a social media sharing bar. At the bottom right of the page is the Newsweek & The Daily Beast logo.

**CEOS: U.S. MUST DO BETTER**  
 Alex Klein and Matthew Zeitlin report

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**Pre-roll**  
**:15 or :30 Seconds**  
**16:9 Aspect Ratio**

**EU Head on Eurozone Crisis**  
 Sep 24, 2012 1:24 PM EDT

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**NOW PLAYING**

**The Number: \$126 Billion**  
 Sep 21, 2012 2:29 PM EDT

**\$126 BILLION**

**The Number: 5 Percent**  
 Sep 14, 2012 12:24 PM EDT

**5%**

**THE DAILY BEAST**

**300x250**  
**Companion Ad**

**EU HEAD ON EUROZONE CRISIS**  
 In today's special installment of The Number, Daniel Gross sits down with EU chief Jose Manuel Barroso to discuss the status of the European financial crisis—and why it's too soon to give up on the euro.

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