About TAG (Trustworthy Accountability Group)

TAG launched its Certified Against Fraud Program in 2016 to combat invalid traffic in the digital advertising supply chain. Companies that are shown to abide by the Certified Against Fraud Guidelines receive the Certified Against Fraud Seal and use the seal to publicly communicate their commitment to combatting fraud.

Meredith & TAG

Meredith has earned the TAG Certified Against Fraud Seal which demonstrates our commitment to a healthy, transparent marketplace.

In keeping with TAG anti-fraud standards, below is Meredith's percentage of paid sourced traffic for the past four quarters of 2019.

Calendar Quarter	Percentage
Q1, 2019	2.0%
Q2, 2019	1.6%
Q3, 2019	2.2%
Q4, 2019	2.0%

What is a "Sourced Traffic"?

Any method by which publishers acquire more visitors through third parties. A third party that receives monetary consideration from a publisher to drive traffic to another publisher's site is referred to as a "paid traffic source."