

► In addition to print, Peoria Magazines is investing in growing its digital presence. Including website traffic on *peoriamagazines.com*, our weekly e-newsletter and social media platforms (Twitter, Facebook, Instagram and LinkedIn), Peoria Magazines offers a broad digital reach with a hyper-local audience concentrated in the Greater Peoria area.

KEY AUDIENCE

AGES 25 - 44

Gen X / Millennial

47.8%

90,000+

IMPRESSIONS PER MONTH

TOTAL DIGITAL REACH

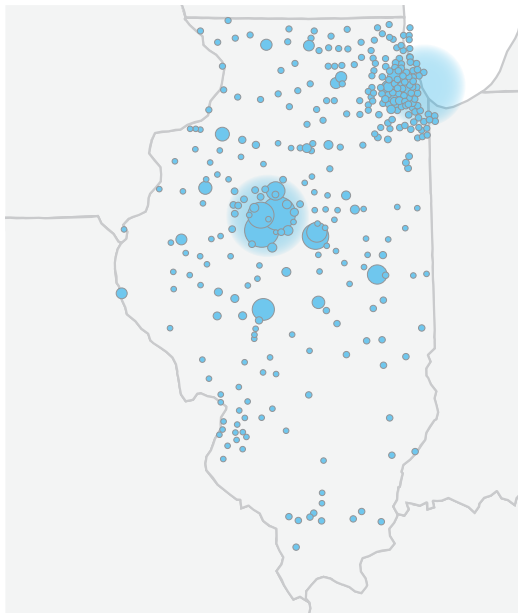
AUDIENCE INTERESTS

Business, Travel, Tech, Finance, Arts, Food/Dining, Real Estate, Shopping and Education

WEBSITE PAGE SESSIONS 32,000/MONTH

HYPER-LOCAL

Our audience is highly concentrated in the Greater Peoria area.



E-NEWSLETTER

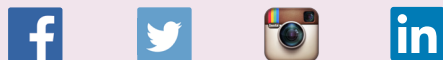
2,700+ subscribers

Weekly open rate 22.5%

Industry average 16.75%

SOCIAL MEDIA

- We reached out to over **135,000 local residents** through social media in a 90-day period.
- From June to August 2017, our social media reach grew by **nearly 200%**.
- We invest in **paid and targeted promotions** to increase our reach locally.



*Data averaged over three-month period (June – August 2017)