

► In addition to print, Peoria Magazines is investing in growing its digital presence. Including website traffic on *peoriomagazines.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%

99,000+

IMPRESSIONS PER MONTH

TOTAL DIGITAL REACH

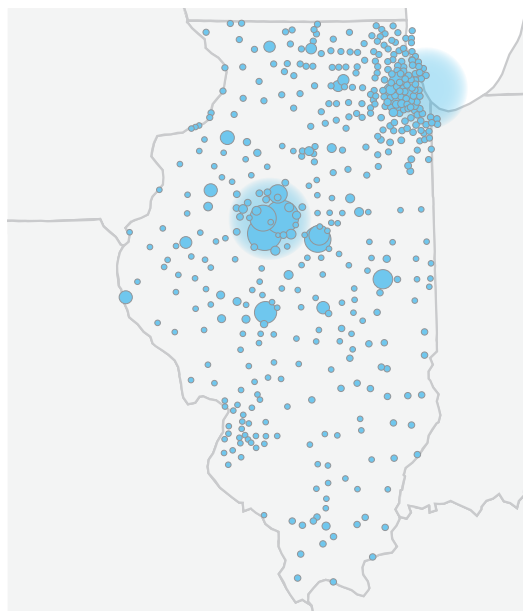
AUDIENCE INTERESTS

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

WEBSITE PAGE SESSIONS 43,180/MONTH

HYPER-LOCAL

Our audience is highly concentrated in the Greater Peoria area.



E-NEWSLETTER

2,600+ subscribers

Weekly open rate 20.6%

Industry average 16.75%

SOCIAL MEDIA

- We reached out to **160,000 local residents** through social media in a 90-day period.
- From August to October 2017, our social media reach grew by **nearly 80%**.
- We invest in **paid and targeted promotions** to increase our reach locally.



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