

► 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

46.1%

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IMPRESSIONS PER MONTH

TOTAL DIGITAL REACH

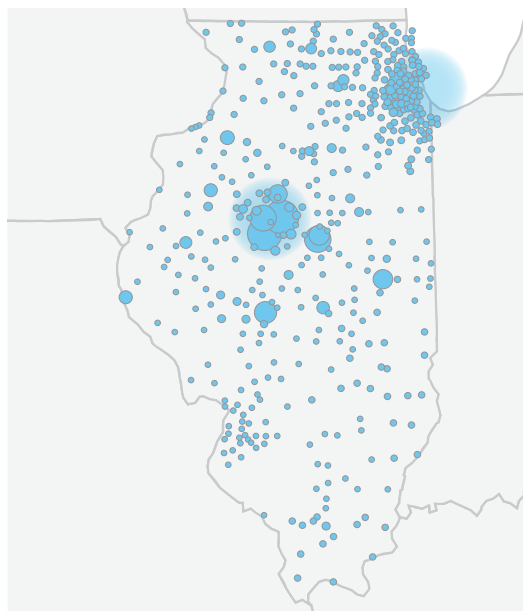
## AUDIENCE INTERESTS

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

WEBSITE PAGE VIEWS 74,000/MONTH

## HYPER-LOCAL

Our audience is highly concentrated in the Greater Peoria area.



## E-NEWSLETTER

3,000+ subscribers

Weekly open rate 20.3%

Industry average 16.75%

## SOCIAL MEDIA

- We reached out to **180,000 local residents** through social media in a 90-day period.
- From July to October 2018, our digital reach grew by **nearly 23%**.
- We invest in **paid and targeted promotions** to increase our reach locally.



\*Data averaged over six-month period (May 2018 – October 2018)