

► 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%

150,000

IMPRESSIONS PER MONTH

TOTAL DIGITAL REACH

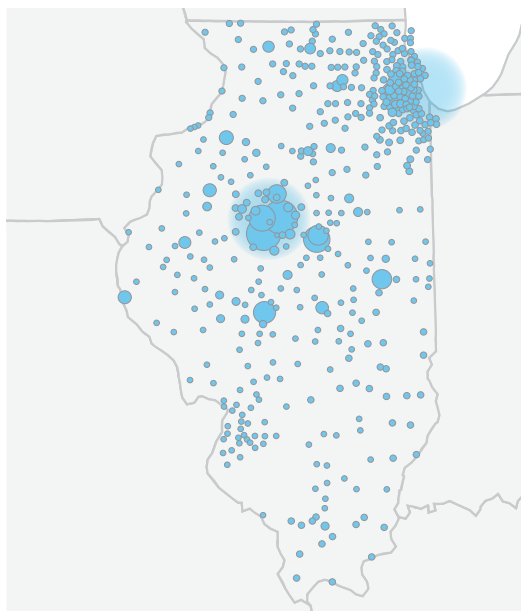
## AUDIENCE INTERESTS

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

WEBSITE PAGE VIEWS 59,000/MONTH

## HYPER-LOCAL

Our audience is highly concentrated in the Greater Peoria area.



## E-NEWSLETTER

6,000+ subscribers

Weekly open rate 19.5%

Industry average 15.4%

## SOCIAL MEDIA

- We reached out to **180,000 local residents** through social media in a 90-day period.
- From October 2018 to June 2019, our digital reach grew by **nearly 9.3%**.
- We invest in **paid and targeted promotions** to increase our reach locally.



*\*Data averaged over four-month period (March 2019 – June 2019)*