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
46.1%

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

**HYPER-LOCAL**
Our audience is highly concentrated in the Greater Peoria area.

**150,000**
IMPRESSIONS PER MONTH

**TOTAL DIGITAL REACH**

**WEBSITE PAGE VIEWS** 59,000/MONTH

**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)*