

AVERAGE AUDIENCE DATA

Q3 | 7/1/2021 - 9/30/2021

TOP 5 POTENTIAL TO BUY INTERESTS



53,905
TOTAL FACEBOOK
AD IMPRESSIONS

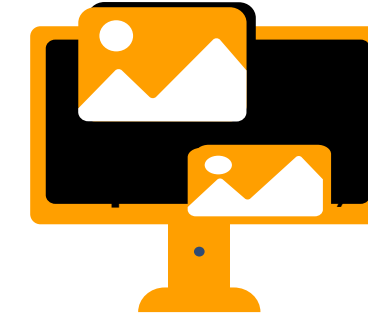
*Source: Facebook

AUDIENCE LOCATIONS

- #1 **St. Joseph: 1,856**
- #2 **Stevensville: 1,106**
- #3 **Coloma: 646**

*Source: Facebook

368,983
Webpage Views



*Source: Google Analytics

Real Estate/Residential Properties/Residential Properties (For Sale)

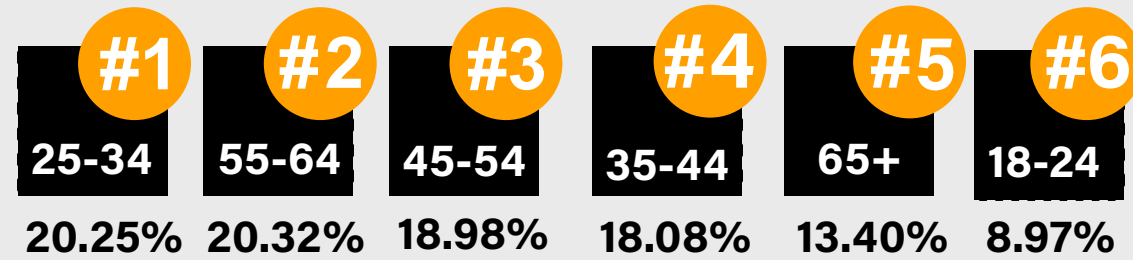
Real Estate/Residential Properties/Residential Properties (For Sale)

Home & Garden/Home Decor

Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

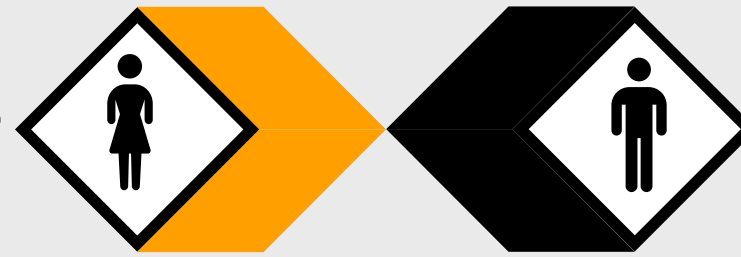
Travel/Hotels & Accommodations

AGES REACHED



*Source: Google Analytics

52.7%
of avg. users are women



47.3%
of avg. users are men

*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Shoppers/Value Shoppers

Media & Entertainment/TV Lovers

Lifestyles & Hobbies/Pet Lovers

News & Politics/Avid News Readers

SOCIAL MEDIA AUDIENCE

*Sources: Facebook, Instagram

1,801
Email subscribers
reached every month



*Source: Drip



2,063
Total podcasts
played and
downloaded



*Source: Blubrry