


AVERAGE AUDIENCE DATA

Q2 | 4/1/2022 - 6/30/2022



147,731
TOTAL FACEBOOK
AD IMPRESSIONS

*Source: Facebook

AUDIENCE LOCATIONS



*Source: Facebook

379,384
Webpage Views



*Source: Google Analytics

TOP 5 POTENTIAL TO BUY INTERESTS

Autos & Vehicles/Auto Repair & Maintenance

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

Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owend Houses (For Sale)

Autos & Vehicles/Auto Repair & Maintenance/Oil Changes

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

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

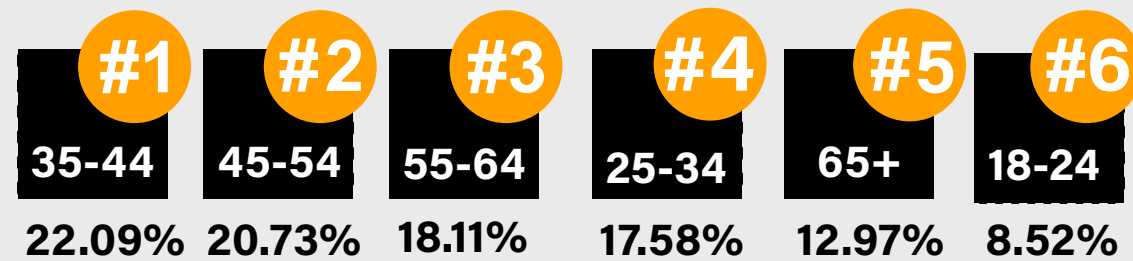
Shoppers/Value Shoppers

Banking & Finance/Avid Investors

News & Politics/Avid News Readers

Lifestyles & Hobbies/Pet Lovers

AGES REACHED



*Source: Google Analytics

51.2%
of avg. users are
women



48.8%
of avg. users
are men

*Source: Google Analytics

SOCIAL MEDIA AUDIENCE

*Sources: Facebook, Instagram

1,828

Email subscribers
reached every month



*Source: Drip



759

Total podcasts
played and
downloaded



*Source: Blubrry