

**104,192**  
TOTAL FACEBOOK  
AD IMPRESSIONS

\*Source: Facebook

### AUDIENCE LOCATIONS

- #1 **St. Joseph**
- #2 **Stevensville**
- #3 **Shoreham**

\*Source: Facebook

### SOCIAL MEDIA AUDIENCE

\*Sources: Facebook, Instagram



### TOP 5 POTENTIAL TO BUY INTERESTS

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

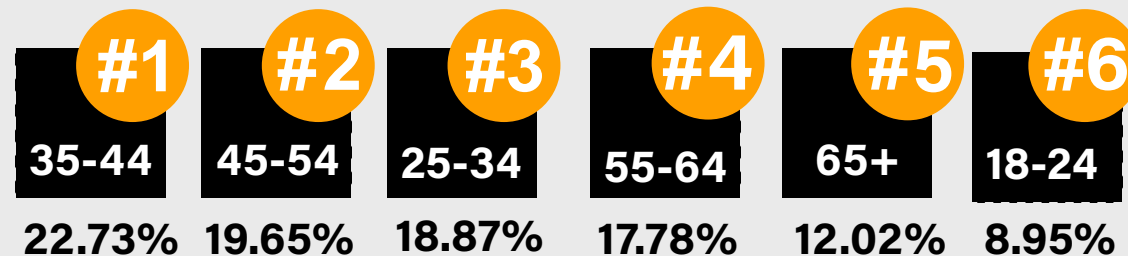
Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre-owned Houses (For Sale)

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

Autos & Vehicles/Auto Repair & Maintenance

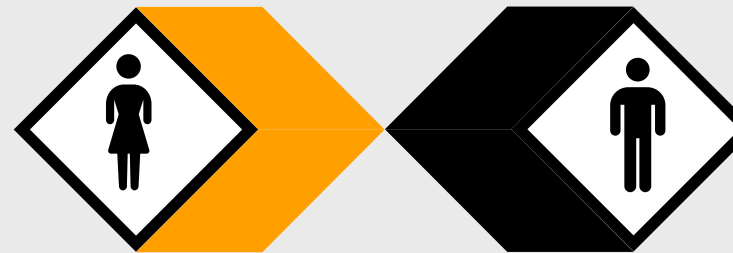
Home & Garden/Home Decor

### AGES REACHED



\*Source: Google Analytics

**50.6%**  
of avg. users are  
women



\*Source: Google Analytics

**49.4%**  
of avg. users  
are men

### TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Lifestyles & Hobbies/Pet Lovers

News & Politics/Avid News Readers

Shoppers/Value Shoppers

Shoppers/Bargain Hunters

**627**  
Total podcasts  
played and  
downloaded



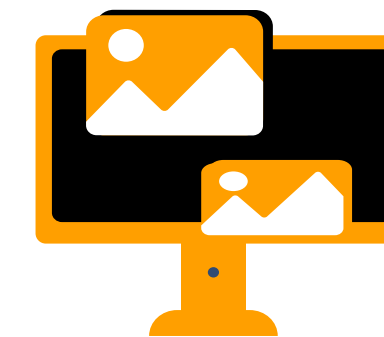
\*Source: Blubrry

**1,884**  
Email subscribers  
reached every month



\*Source: Drip

**452,742**  
Webpage Views



\*Source: Google Analytics