



**90,983**  
TOTAL FACEBOOK  
AD IMPRESSIONS

\*Source: Facebook

### AUDIENCE LOCATIONS

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

\*Source: Facebook

### SOCIAL MEDIA AUDIENCE

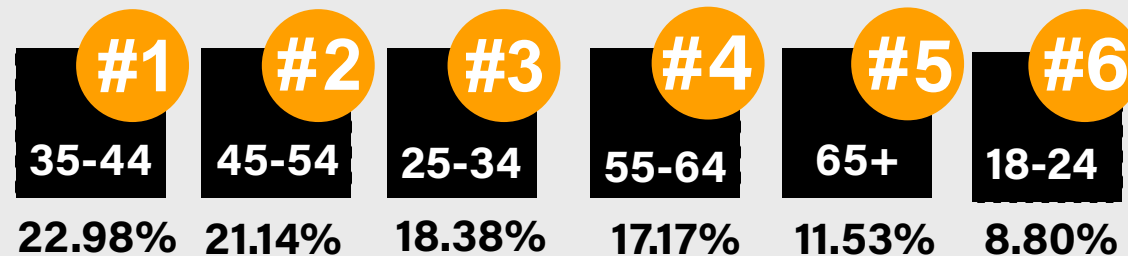
\*Sources: Facebook, Instagram



### TOP 5 POTENTIAL TO BUY INTERESTS

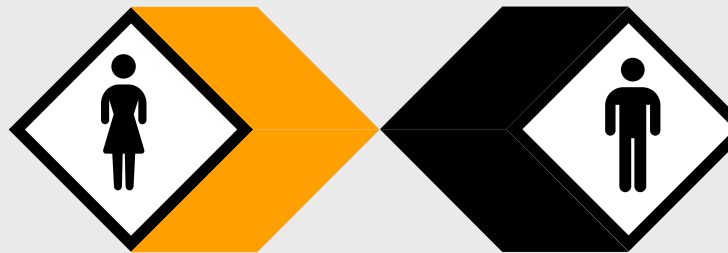
- Gifts & Occasions/Holiday Items & Decorations
- Home & Garden/Home Decor
- Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- Apparel & Accessories/Women's Apparel
- Gifts & Occasions/Party Supplies & Planning/Party Supplies

### AGES REACHED



\*Source: Google Analytics

**50.2%**  
of avg. users are  
women



**49.8%**  
of avg. users  
are men

\*Source: Google Analytics

**1,504**  
Total podcasts  
played and  
downloaded



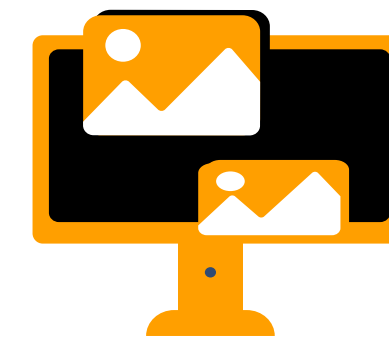
\*Source: Blubrry

**1,943**  
Email subscribers  
reached every month



\*Source: Drip

**393,204**  
Webpage Views



\*Source: Google Analytics

### TOP 5 AFFINITY CATEGORIES

- Food & Dining/Cooking Enthusiasts/30 Minute Chefs
- Shoppers/Value Shoppers
- News & Politics/Avid News Readers
- Lifestyles & Hobbies/Pet Lovers
- Shoppers/Bargain Hunters