



AVERAGE LISTENER DATA

Q4 | 10/1/2022 - 12/31/2022



29,866

Total sessions started

*Source: Triton



31,838
Hours

Listened on average

*Source: Triton



6,982

Unique devices streamed

*Source: Triton

40,674

Total podcasts played and downloaded

*Source: Blubrry



4,136

Email subscribers reached every month



*Source: Drip

TOP 5 POTENTIAL TO BUY INTERESTS

Gifts & Occasions/Holiday Items & Decorations

Home & Garden/Home Decor

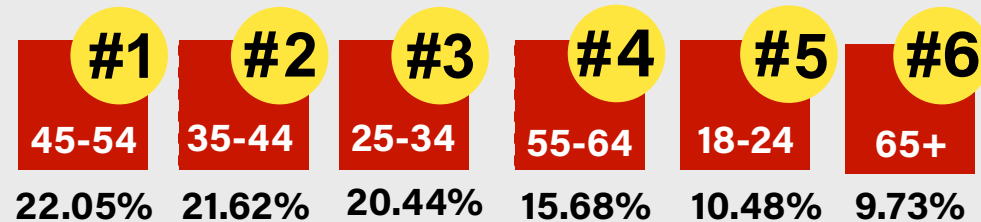
Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

Apparel & Accessories

Gifts & Occasions/Party Supplies & Planning/Party Supplies

AGES REACHED

*Source: Google Analytics



36.6%

of avg. listeners are women

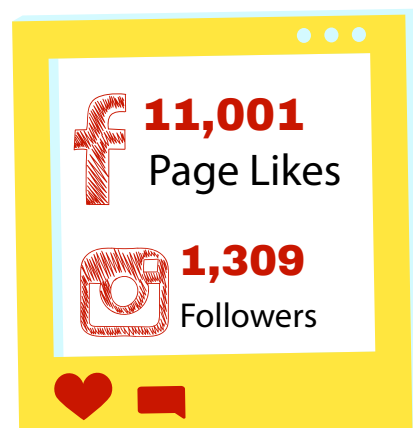


63.4%

of avg. listeners are men

*Source: Google Analytics

SOCIAL MEDIA AUDIENCE



*Source: Facebook, Instagram

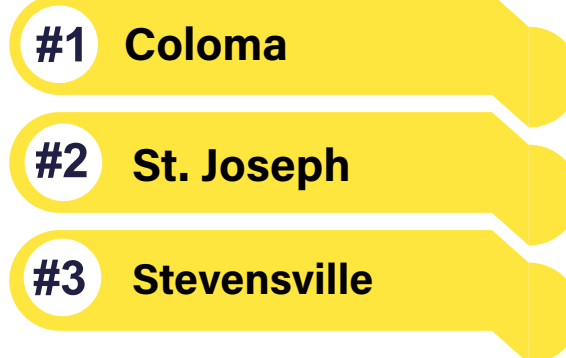


19,550

Facebook post engagements

*Source: Facebook

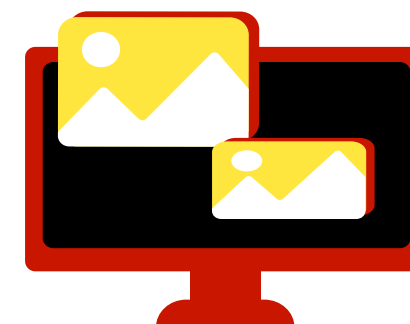
AUDIENCE LOCATIONS



*Source: Facebook

44,739

Webpage views



*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

Food & Dining/Cooking Enthusiasts/30 Minute Chefs

Lifestyles & Hobbies/Pet Lovers

Food & Dining/Fast Food Cravers

News & Politics/Avid News Readers

Media & Entertainment/TV Lovers