



473,076

TOTAL FACEBOOK AD IMPRESSIONS

*Source: Facebook

AUDIENCE LOCATIONS



*Source: Facebook

SOCIAL MEDIA AUDIENCE

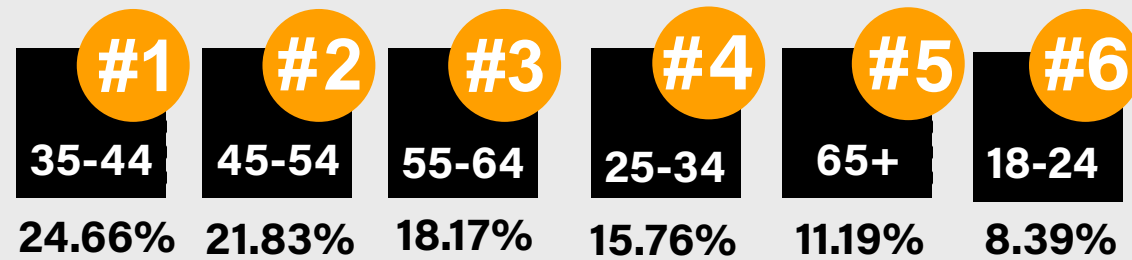
*Sources: Facebook, Instagram



TOP 5 POTENTIAL TO BUY INTERESTS

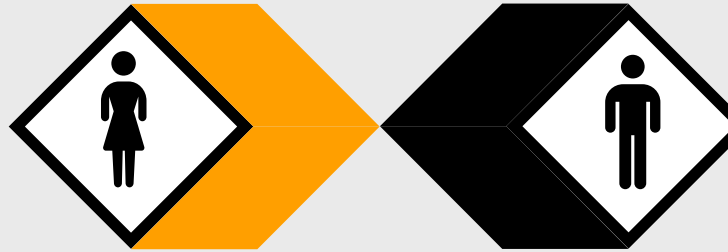
- Gifts & Occasions/Holiday Items & Decorations
- Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
- Home & Garden/Home Decor
- Gifts & Occasions/Gift Baskets
- Financial Services/Investment Services

AGES REACHED



*Source: Google Analytics

44.3% of avg. users are women



55.7% of avg. users are men

*Source: Google Analytics

1,597

Total podcasts played and downloaded



*Source: Blubrry

1,993

Email subscribers reached every month



*Source: Drip

508,526

Webpage Views



*Source: Google Analytics

TOP 5 AFFINITY CATEGORIES

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