



**548,922**  
TOTAL FACEBOOK  
AD IMPRESSIONS

\*Source: Facebook

### AUDIENCE LOCATIONS

- #1 **St. Joseph**
- #2 **Stevensville**
- #3 **Benton Harbor**

\*Source: Facebook

### SOCIAL MEDIA AUDIENCE

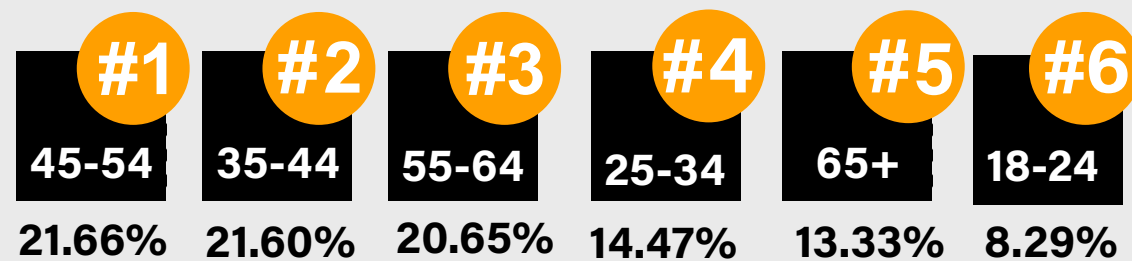
\*Sources: Facebook, Instagram



### TOP 5 POTENTIAL TO BUY INTERESTS

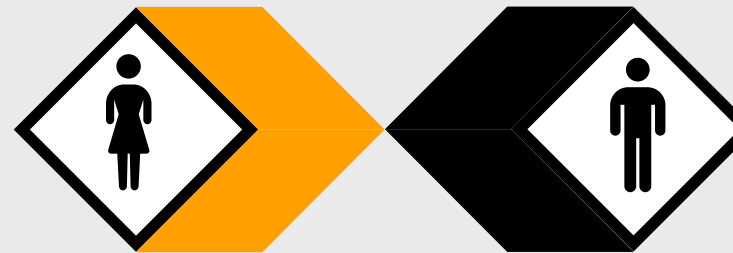
- Gifts & Occasions/Holiday Items & Decorations
- Real Estate/Residential Properties/Residential Properties
- Home & Garden/Home Decor
- Gifts & Occasions/Gift Baskets
- Apparel & Accessories/Women's Apparel

### AGES REACHED



\*Source: Google Analytics

**48.4%**  
of avg. users are  
women



**51.6%**  
of avg. users  
are men

\*Source: Google Analytics

**1,371**  
Total podcasts  
played and  
downloaded



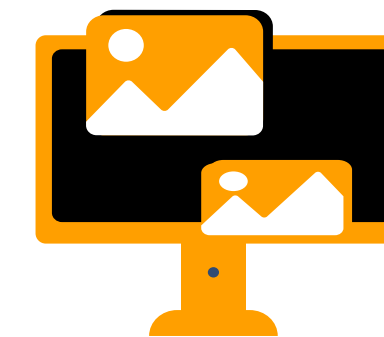
\*Source: Blubrry

**2,053**  
Email subscribers  
reached every month



\*Source: Drip

**552,920**  
Webpage Views



\*Source: Google Analytics

### TOP 5 AFFINITY CATEGORIES

- Media & Entertainment/Movie Lovers
- News & Politics/Avid News Readers
- Shoppers/Value Shoppers
- Travel/Travel Buffs
- Food & Dining/Cooking Enthusiasts/Aspiring Chefs