REACH:

- 21M Monthly Ad Impressions
- 654K Monthly Unique Visitors
- 4.4M Monthly Page Views
- 4.79 Average Page Views Per Visit
- 4:38 Average Minutes Per Visitor

TRAFFIC:

- 61.28% Desktop
  - 2.6M Monthly Page Views
  - 6.95 Average Pages Per Visit
  - 5:54 Average Minutes Per Visit
- 34.39% Mobile
  - 1.8M Monthly Page Views
  - 3.87 Average Pages Per Visit
  - 3:12 Average Minutes Per Visit
- 4.34% Tablet

AUDIENCE DEMOGRAPHICS:

- 59.8% Females
- 40.2% Males
- 22% African Americans
- 20% Hispanic
- 9% Asian
- 3% Native American
- 5% Baby Boomers
- 18.25% Generation X
- 25% Generation Y/Millennials
- 52% Generation Z
- 63% College Grad or Higher

TOP 5 GEOGRAPHIES:

- TX 10.5%
- CA 10.4%
- FL 7.1%
- NY 4.8%
- IL 4.4%

SOCIAL MEDIA:

- Facebook: 125.6K followers
- Instagram: 4.5K followers
- Twitter: 52.5K followers