

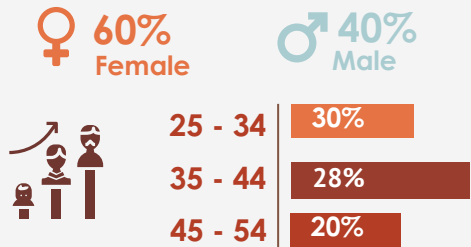


Our Audience

Vegas Family Guide harnesses the power of digital media and community engagement to bring parents and caregivers across Southern Nevada together. A unique mix of modern media and traditional events allows us to offer both our readers and our partners an opportunity to support each other and grow together. Our audience is 95% local and 100% adults with families.



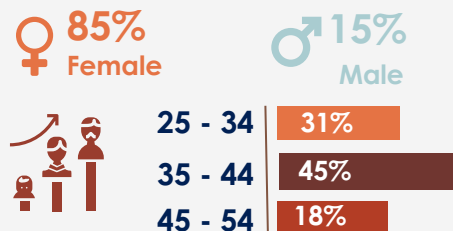
Website Demographics



Website Statistics

- 15% of website traffic is from social media
- 88% of readers use a mobile device
- 64% of website traffic is from organic search
- Average of 4.7 pages visited each session
- Average time on each page is 3 minutes

Social Media Demographics



Social Media Statistics



47K followers



34K followers

Facebook and Instagram each have a unique set of followers sharing only 5% of followers

1.5M

Website Impressions
Monthly

48K

Email
Subscribers

100%

Parents &
Caregivers

76K

Unique Followers
across Social Media platforms

www.vegasfamilyguide.com