

# 2017-18 MONTHLY

5 STAR  
RATING ON  
FACEBOOK



# Twin Cities GAYSCENE!

Minneapolis • St. Paul

## ANALYTICS

### THE NUMBERS

Twin Cities Gay Scene is all digital bi weekly publication. We have a one page website. Our social media includes Facebook, Twitter and Instagram. Mail Chimp is used for our weekly e-mail blast the Scene Shot.

#### WEB SITE - MONTHLY

12,515 total visits  
 20798 page impressions  
 325-437 visits per day  
 20798 page impressions per day  
 Search Terms  
 Gay - Minneapolis- Twin Cities - Scene - dating - events - bars  
 Search engines  
 83% Google  
 8% Ask  
 4% Yahoo  
 4% other  
 Scene lands on the top search results  
 TwinCitiesGayScene.com  
 is a one page site.  
 All traffic lands on that single page.  
 Top 3 Browsers  
 Chrome - Firefox - Mozilla  
 Top 3 Operating Systems  
 Windows - iPhone - Mac OS X

#### DIGITAL PUBLICATION PER EDITION

Per Edition Averages:  
 Sessions 9,213  
 93.09% page turns  
 116 audio plays  
 132 video plays  
 5 printed pages  
 173 zooms  
 1852 click through  
 Current Edition: 9,498 sessions

#### FACE BOOK - MONTHLY

Post Reach 10,000 - 30,000  
 Post Engagement 4,916  
 Followers Likes 5,591  
 Audience 18-45 years old  
 32% Woman 65% Men  
 Page Views 1203

#### TWITTER MONTHLY

1,230 Followers  
 15-30k Tweet Impressions  
 311 Tweets  
 570 profile visits

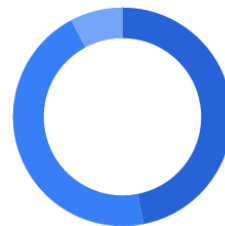
#### INSTAGRAM

1,510 Followers  
 Every post receives  
 10-30 likes

#### SCENE SHOT E-MAIL BLAST WEEKLY

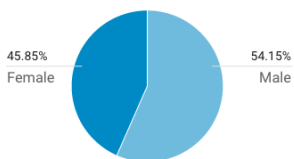
Using Mail Chimp  
 3,011 subscribers  
 Average 1-5 new subscribers monthly  
 Average Opens 18.3%  
 Industry Average 16.4%  
 768 opens weekly  
 564 Click throughs weekly

Sessions by device

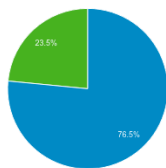


Mobile 46.9% ↑8.1%  
 Desktop 45.3% ↓11.3%  
 Tablet 7.8% ↑3.2%

Gender 100% of total sessions



Returning Visitor New Visitor



Age 100% of total sessions

