Meet Our Online Readers

**UNIQUE VISITORS**
1.7 MM

**PAGE VIEWS**
3 MM

**AGE RANGE**
- 10% : 18-24
- 12% : 65+
- 15% : 55-64
- 17% : 45-54
- 27% : 25-34

**GENDER**
- 56% FEMALE
- 44% MALE

87% are college graduates and/or have an advanced degree

**BY DEVICE**
- 73% Mobile
- 23% Desktop
- 4% Tablet

**AFFLUENCE**
- 62% of readers have an HHI over $100,000
- 71% are homeowners

**TOP 5 CATEGORIES**
1. Local Breaking News
2. Food and Drink
3. Real Estate
4. Health and Fitness
5. Wedding

SOURCE: GOOGLE ANALYTICS 2020; DECEMBER 2019 ONLINE READERSHIP SURVEY