Meet Our Online Readers

**Unique Visitors**

1.1 MM

**Monthly Page Views**

1.6 MM

**Gender**

- Female: 61%
- Male: 38%

**Age Range**

- 10%: 18-24
- 15%: 25-34
- 25%: 55-64
- 14%: 45-54
- 15%: 65+
- 17%: 35-44
- 15%: 65+

**Affluence**

- 72% of readers have an HHI over $100,000
- 71% are homeowners

**Top Categories**

1. Local Breaking News
2. Food and Drink
3. Real Estate
4. Health and Fitness
5. Things To Do
6. Wedding

**Source:** Google Analytics 2020; December 2019 Online Readership Survey