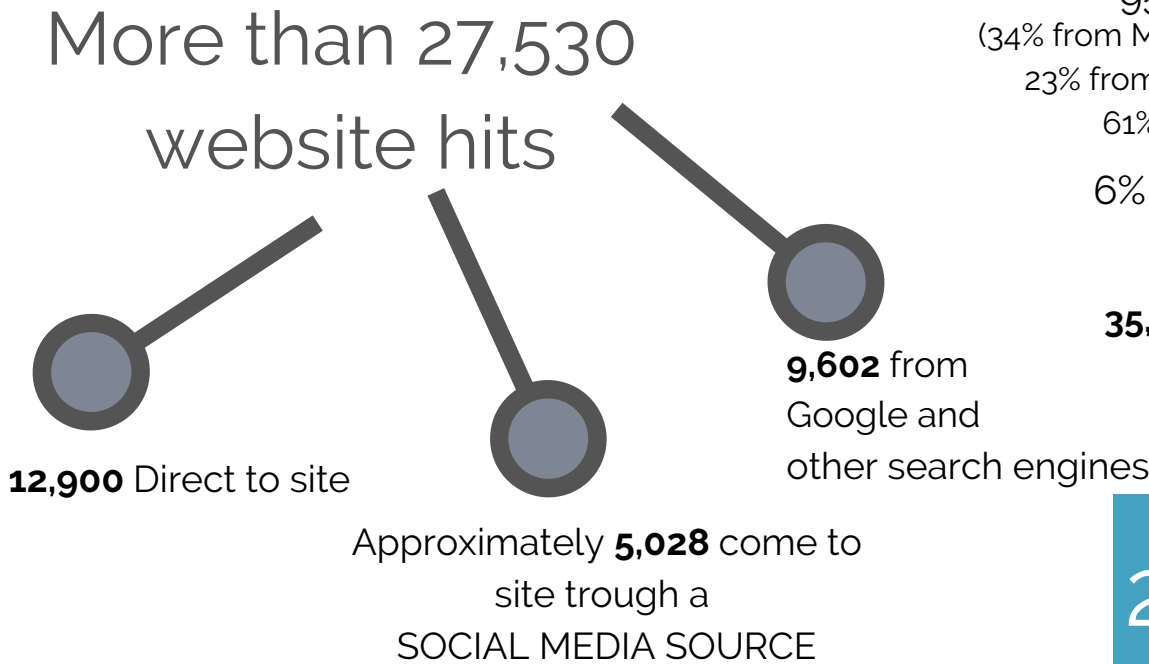




95 % from U.S.A.
(34% from Mississippi, more specifically
23% from Jackson, MS and north)
61% from out-of-state)
6% from India, Canada
& France

35,312 email subscribers
24% open rate



29% are age 45-54



FACEBOOK

4,250 Page Likes
490,431 Daily Total Reach
4,709,374 28 Days Total Organic Reach
1,391,171 Daily Total Impressions
667 hours of Videos Viewed

The above the number of people who had any content from our Page or about our Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with our Page and more. (Unique Users)

181,408
Daily Viral Reach

The number of people who had any content from our Page or about our Page enter their screen through with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with our Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of our Page and checks into our Page. (Unique Users)



INSTAGRAM

3,313 Followers
195,244 30 Day Average of Impressions
85% women
Average age 45-54

Top Five cities: Oxford, Jackson, Madison, Houston, TX & Tupelo