

REACH

4.2M

Monthly
Unique Visitors

20.8M

Monthly
Page Views

4.95

Average Page
Views Per Visit

4:51

Average Minutes
Per Visitor

TRAFFIC

Desktop



- **2.7M** Monthly Page Views
- **5.5** Average Pages Per Visit
- **5:49** Average Minutes Per Visit

Mobile



- **1.8M** Monthly Page Views
- **4.1** Average Pages Per Visit
- **3:24** Average Minutes Per Visit

AUDIENCE DEMOGRAPHICS

63% Females

37% Males

22% African American

15% Hispanic

6% Asian

3% Native American

16% Gen X

84% Gen Y/Millennials

35% Gen Z

2% Baby Boomers

63% College grad or higher

TOP 5 GEOGRAPHIES

CA - 10.4%

TX - 9.5%

FL - 7.2%

NY - 4.9%

IL - 4.5%

SOCIAL MEDIA

175.3K followers

