How do our readers engage us?

- We deliver 30,000 copies of our newspaper monthly to homes & businesses and have 5,000 delivered to high-traffic areas for pick up
- We routinely "sell out" of print product monthly
- We publish, on average, five new news stories daily on our website which we promote via Facebook & Twitter
- We have 20,000 page views each month on our website
- Have nearly 2,000 Facebook followers
- We have over 3,500 Twitter followers
- We have 1,000 email subscribers with a higher than industry open-rate between 23%-27%

Community newspapers are thriving

- People prefer newspapers for their local news over television and the Internet and local newspapers beat the Internet by a 3-1 margin
- 5% said they rely on social media to get information about their community
- 46% of respondents said they share their local newspaper with at least one person and 12% said 36% said they share it with two people or more
- 75% of respondents said they look forward to their community newspaper
- 79% of respondents said they find their community newspaper valuable for local shopping and advertising information
- According to Adweek "Does Social Sell Stuff?" (April 4, 2016) only 1.5% of $100 billion in retailer’s sales among 500 million shoppers came from social media/e-commerce.
- "Local newspapers provide a different kind of connection with consumers and readers feel more positive about a store or business that advertises in their local paper," News Media Works, February 2014. Additionally, per News Media Works, 62% surveyed said they have visited a store or business because of advertising in community papers.