

LAKE TAHOE'S MAGAZINE

# TAHOE

QUARTERLY

**2016 Digital Media Kit**

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[tahoequarterly.com](http://tahoequarterly.com)



**Tahoe Quarterly** is a high-end, lake lifestyle magazine and online community that captures the full range of culture in and around the Lake Tahoe area. Tahoe Quarterly is a reflection of the people of the High Sierra, from their interest in the spectacular outdoor offerings including world-class skiing to high-end home design, fine dining, art, activities and the region's precious environment.



# TQ ONLINE COMMUNITY PROFILE

(April 2015 - April 2016)

Average monthly sessions on site:

**6569**

Peak monthly sessions on site:

**12578**

*A session is the period time a user is actively engaged with your website*

Average users per month:

**5348**

Average monthly unique pageviews:

**9742**

## NEWSLETTER

subscribers

**13600**

open rate

**21%**

click through rate

**3.6%**

Social Audience:

**25000**

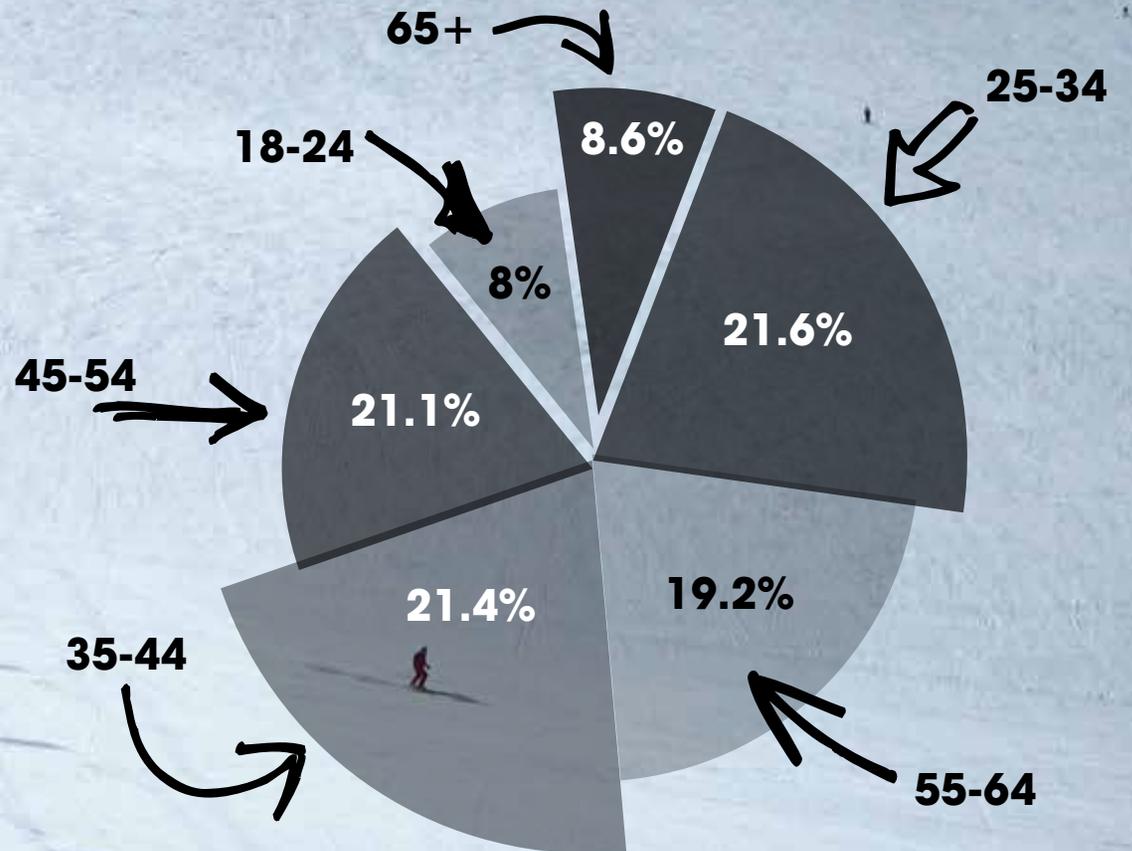
Average display ad click through rate:

**.23%**

# DEMOGRAPHICS

(April 2015 - April 2016)

## USER AGE





**14196** San Francisco-Oakland-San Jose, CA

**12547** Sacramento-Stockton-Modesto, CA

**12408** Reno, NV

**3726** Los Angeles, CA

**1384** New York, NY

**1228** Dallas-Ft. Worth, TX

**1144** Denver, CO

**957** Seattle-Tacoma, WA

**907** San Diego, CA

**800** Dallas-Ft. Worth, TX

**USER SESSIONS**  
by geographic region

# AUXILIARY ENGAGEMENT

## NEWSLETTER

**13,600 SUBSCRIBERS**

Sections include Featured Articles, Tahoe Talk, and Local Forge

## TAHOE TALK

**REAL TIME ENGAGEMENT**

for what's happening now in Tahoe and the bridge to our social media community.

**ACCESS NEARLY 20,000 READERS • AVG. TIME ON PAGE 2:57**



» **1M UNIQUE REACH**

» **70K UNIQUE ENGAGED USERS**

## XPLORIT

Clients such as Mammoth Mountain, Huntington Beach and Resort at Squaw Creek all have their guests immersed in the Xplorit virtual tour experience at an average of 7-10 minutes, which by clients admission is the most engaging aspect on their respective sites.

## LOCAL FORGE

Enabling travelers and locals to create authentic experiences by providing lodging, dining, and entertainment vendors with collaborative marketing tools which lower their customer acquisition costs.

## SOCIAL MEDIA



Facebook:

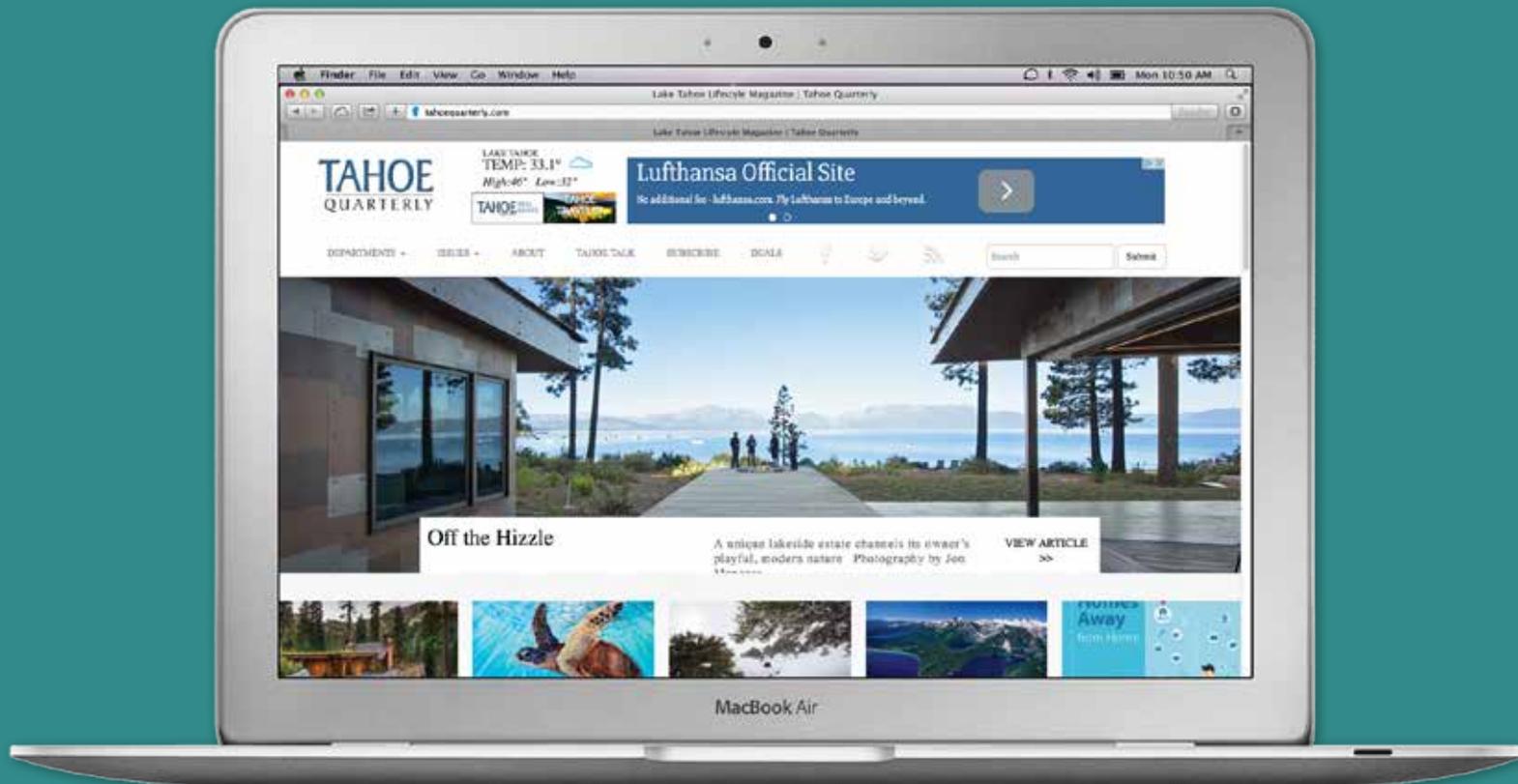
» **18K AVG. ENGAGED USERS PER MONTH**

» **179K AVG. REACH PER MONTH**

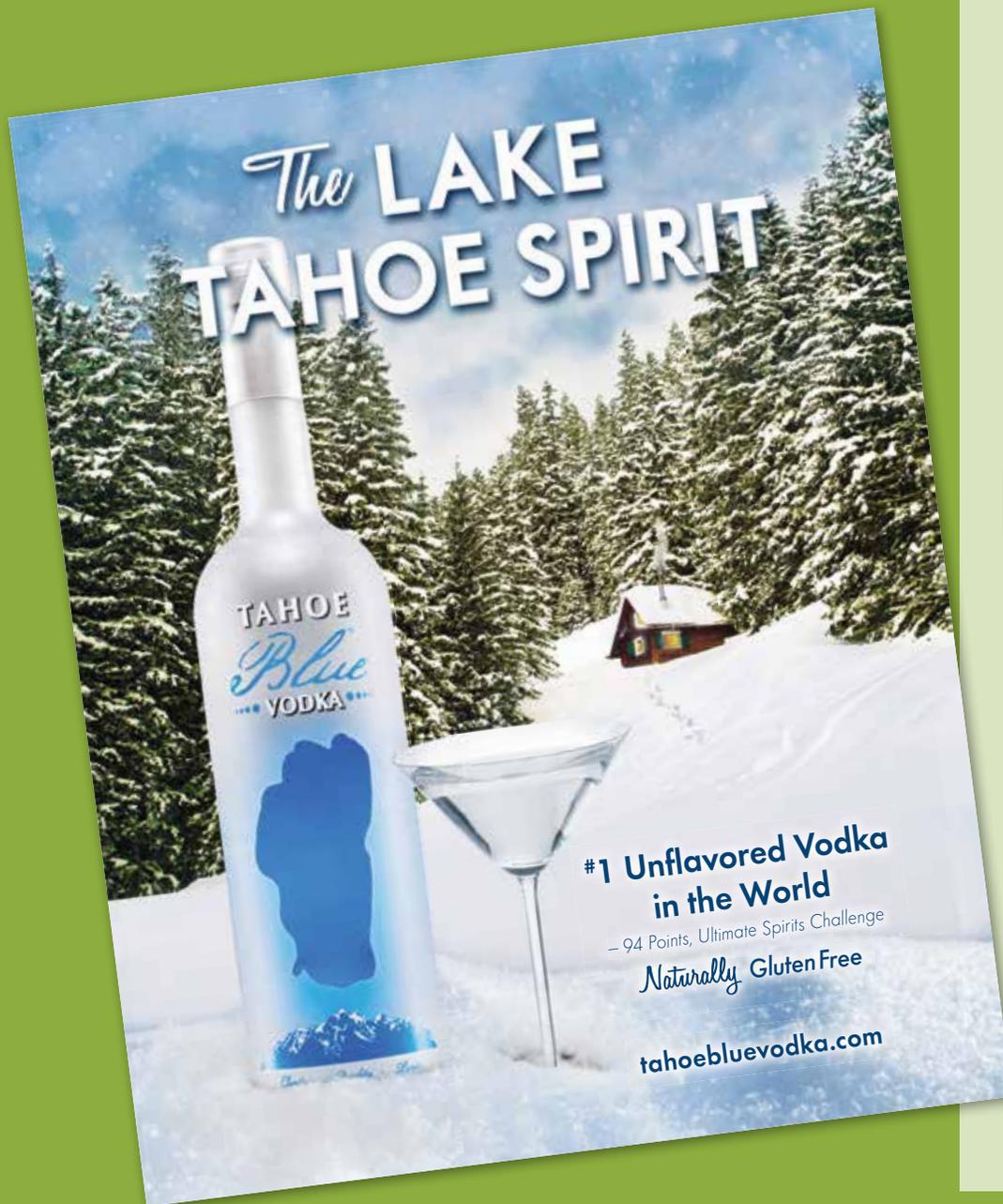
# ADVERTISING OPPORTUNITIES

## ADVERTISING ON TAHOEQQUARTERLY.COM

- » **Site channel takeovers: \$500**
- » **Sponsored Tahoe Talk editorial and distribution via newsletter and social media: Starting at \$1200**
- » **Display ads: \$300 - \$900**
- » **Creative assistance:** Contact your rep for a custom quote.
- » **Contest sponsorship:** Contact your rep for a custom quote.



# CASE STUDIES



## DIGITAL CASE STUDY:

### Tahoe Blue Vodka

Tahoe Blue Vodka leveraged our digital channels in their campaign that ran from Nov. 24 to Dec. 14 of 2015.

Below are the results:

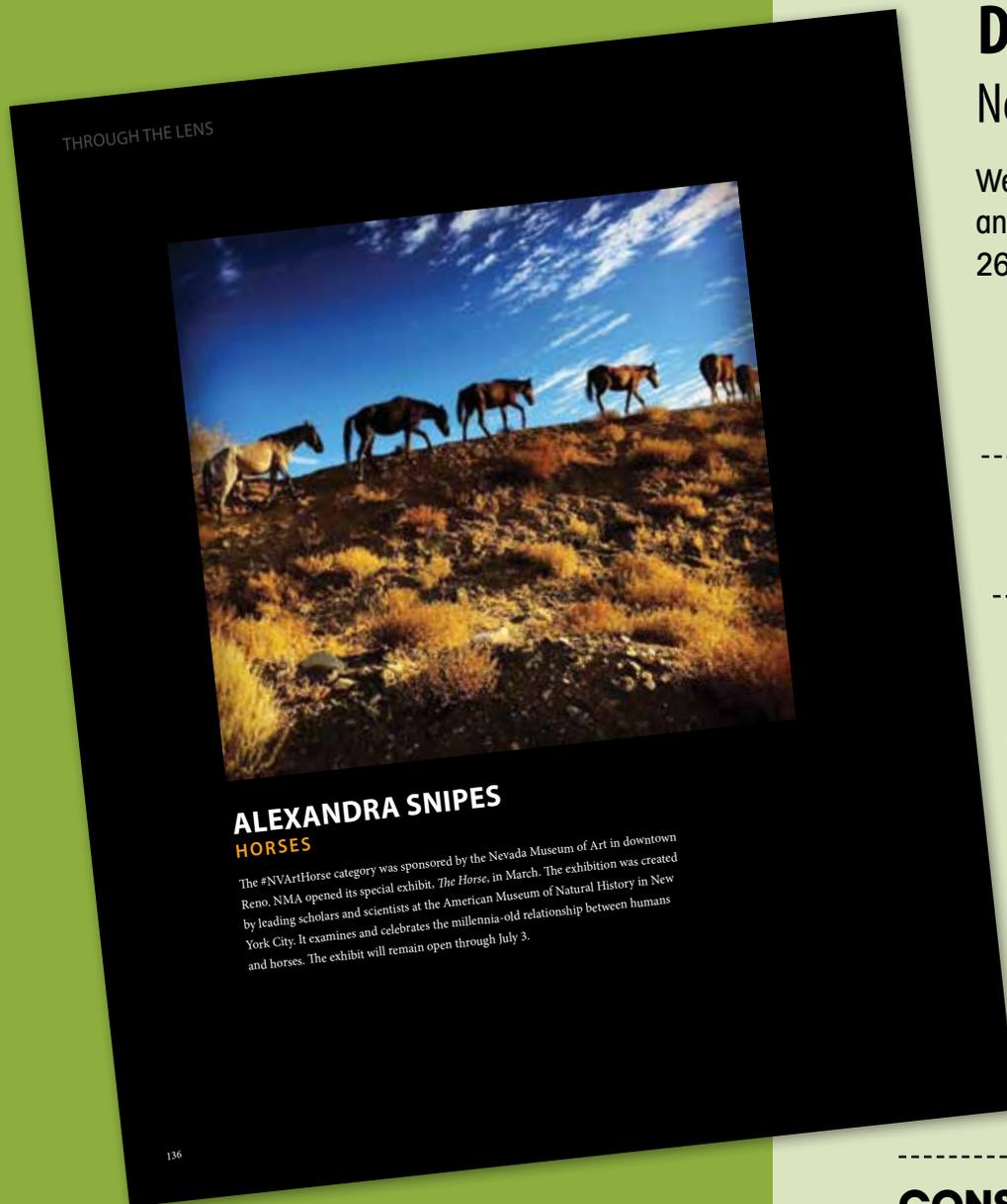
Media	Reach	Action (clicks, shares, likes)
<b>NEWSLETTER</b>	2528	59
<b>TQ.COM</b>	886	488
<b>FACEBOOK</b>	10323	571
<b>TOTAL</b>	<b>13737</b>	<b>1118</b>

TIME ON SITE  
3:21

ENGAGEMENT  
8.14%

Stats from Nov. 24 - Dec. 14, 2015

# CASE STUDIES



## DIGITAL CASE STUDY:

### Nevada Museum of Art (NMA)

We worked with NMA to create a custom category in our annual Best of Tahoe photo contest (Feb. 19, 2016 - Mar. 26, 2016 via Facebook). Below are the engagement results:

**PHOTOS  
SUBMITTED** 37

**NUMBER OF POSTS**  
(#NVArtHorse) 21

**TOTAL REACH**  
(unique) 67,324

**TOTAL  
IMPRESSIONS** 117,619

**ENGAGED USERS**  
(unique) 4,694

**CONSUMERS** (unique  
users on original post) 3,116

**CONSUMPTIONS** (likes, shares,  
comments on original post) 7,947

# REGIONAL FACEBOOK PAGE ENAGEMENT

Snapshot during the Best of Photo Contest (Feb 19, 2016 - Mar 26, 2016)



## PAGE COMPARISON

Tahoe Quarterly's Facebook page compared to two other regional Facebook pages.

<u>Page</u>	<u>Total Page Likes</u>	<u>Posts</u>	<u>Engagement</u>
<b>Visit Lake Tahoe South</b>	124.5K	10	2.4K
<b>North Lake Tahoe</b>	93.8K	12	2.2K
<b>Tahoe Quarterly</b>	24.3K	141	22.9K

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