



Quarterly Report

July – September, 2014

Media	Average or Total
Web Stats	
• Visitors (includes New and Returning Visitors)	5,480 total
• Pageviews	9,500 avg/mo (28,499 total)
• Visitors by Location - AZ / US	364 / 1,427 avg/mo (1,093 / 4,280 total)
Show Listenership	
• Podcast + Listening Live + 24/7 Stream Listeners + Blogtalk Radio downloads + DreamVisions7	6,331 downloads 2,110 avg/mo
Show – Blogtalk Radio	
• Total # of profile views and listens since creation of account on January 25, 2012	45,792 total profile views 64,637 total listens
Newsletter	
• Subscribers	4,064
Twitter	
• Total # of followers	2,711
Facebook	
• Total # of Likes	4,426

Media	Average or Total
<ul style="list-style-type: none"> Facebook Demos - age, sex, geo - AZ, US 	1,998 Likes in Arizona 3,973 Likes in US (incl. AZ) Females 75%, Males 23% 25% – 55+ 21% – 45-54 25% – 35-44 21% – 25-34 9% – 18-24
YouTube	
<ul style="list-style-type: none"> Video Views 	11,712 total views
LinkedIn	
<ul style="list-style-type: none"> Connections 	500+
Pinterest	
<ul style="list-style-type: none"> Followers 	1,545
<ul style="list-style-type: none"> Likes 	1,192
Instagram	
<ul style="list-style-type: none"> Followers 	651
Events/Presentations	
<ul style="list-style-type: none"> Number of Events Attended 	20 total
<ul style="list-style-type: none"> Number of Attendees at Presentations Events Attended included: Humane Society Event at Chapman, Tucson AZ Local First, Tucson AZ Love Local Dinner for Whole Foods, Tucson AZ Whole Foods Grand Opening Event, Tucson AZ AZ Forward Gala, Phoenix AZ YWCA Leadership Conference, Tucson AZ 	2,083 total
Awards & Recognition	
<ul style="list-style-type: none"> Women Who Move Tucson Featured writer in Tucson Women magazine Rotary Award - Highest in New Member Recruitment 	