



## Quarterly Report

April – June, 2012

Media	Average or Total Second Quarter
<b>Web Stats</b>	
• Unique Visitors	1,978 avg/mo
• Pageviews	13,182 avg/mo
• Location - AZ / US	1,421 / 2,987 avg/mo
<b>Show</b>	
• Podcast + Listening Live + 24/7 Stream Listeners	2,653 total 884 avg/mo
<b>Show – Blogtalk Radio</b>	
• <a href="http://www.blogtalkradio.com/mrs-greens-world">http://www.blogtalkradio.com/mrs-greens-world</a>	12,795 total profile views 1,360 total listens
<b>Newsletter</b>	
• Subscribers	2,800 avg/mo
<b>Twitter</b>	
• Total # of followers	1,764
<b>Facebook</b>	
• Total # of Likes	3,734

<b>Media</b>	<b>Average or Total Second Quarter</b>
<ul style="list-style-type: none"> <li>• Demos - age, sex, geo - AZ, US</li> </ul>	1,423 Likes in Arizona 3,224 Likes in US (incl. AZ) Females 65%, Males 34% 14.9% – 55+ 16.2% – 45-54 19% – 35-44 35.8% – 25-34
<b>Facebook Ads</b>	
<ul style="list-style-type: none"> <li>• Total Number of Clicks</li> </ul>	689
<ul style="list-style-type: none"> <li>• Total Number of impressions</li> </ul>	2,964,297
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>• Video Views</li> </ul>	4,907 total views
<b>LinkedIn</b>	
<ul style="list-style-type: none"> <li>• Connections</li> </ul>	500+
<b>Pinterest</b>	
<ul style="list-style-type: none"> <li>• Followers</li> </ul>	332
<ul style="list-style-type: none"> <li>• Likes</li> </ul>	278
<b>Events/Presentations</b>	
<ul style="list-style-type: none"> <li>• Number of Events Attended</li> </ul>	21 total
<ul style="list-style-type: none"> <li>• Number of Attendees at Presentations</li> </ul>	3,832 total
<b>Awards &amp; Recognition</b>	
	<ul style="list-style-type: none"> <li>• Women Who Move Tucson</li> </ul>