



## Quarterly Report

January – March, 2014

Media	Average or Total
<b>Web Stats</b>	
• New and Returning Visitors	2,384 avg/mo (7,153 total)
• Pageviews	9,776 avg/mo ( 29,328 total)
• Location - AZ / US	713 / 2,455 avg/mo (2,139 / 7,364 total)
<b>Show Listenership</b>	
• Podcast + Listening Live + 24/7 Stream Listeners + Blogtalk Radio downloads + DreamVisions7	9,091 downloads 3,030 avg/mo
<b>Show – Blogtalk Radio</b>	
• Total # of profile views and listens since creation of account on January 25, 2012	45,460 total profile views 63,387 total listens
<b>Newsletter</b>	
• Subscribers	3,338
<b>Twitter</b>	
• Total # of followers	2,505
<b>Facebook</b>	
• Total # of Likes	4,291

Media	Average or Total
<ul style="list-style-type: none"> <li>Facebook Demos - age, sex, geo - AZ, US</li> </ul>	2,111 Likes in Arizona 3,768 Likes in US (incl. AZ) Females 75%, Males 23% 23% – 55+ 21% – 45-54 25% – 35-44 21% – 25-34 9% – 18-24
<b>YouTube</b>	
<ul style="list-style-type: none"> <li>Video Views</li> </ul>	10,533 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>	1,384
<ul style="list-style-type: none"> <li>Likes</li> </ul>	1,174
<b>Instagram</b>	
<ul style="list-style-type: none"> <li>Followers</li> </ul>	579
<b>Events/Presentations</b>	
<ul style="list-style-type: none"> <li>Number of Events Attended</li> </ul>	22 total
<ul style="list-style-type: none"> <li>Number of Attendees at Presentations</li> <li>Events Attended included:               <ul style="list-style-type: none"> <li>Angel Charity, AZ</li> <li>Local First Tucson</li> <li>Festival of Books</li> <li>Higher Education Conference</li> <li>Girl Scout Conference</li> <li>YWCA Leadership Conference</li> </ul> </li> </ul>	6,163 total
<b>Awards &amp; Recognition</b>	
<ul style="list-style-type: none"> <li>Women Who Move Tucson</li> <li>Featured writer in Tucson Women magazine</li> <li>Rotary Award - Highest in New Member Recruitment</li> </ul>	