

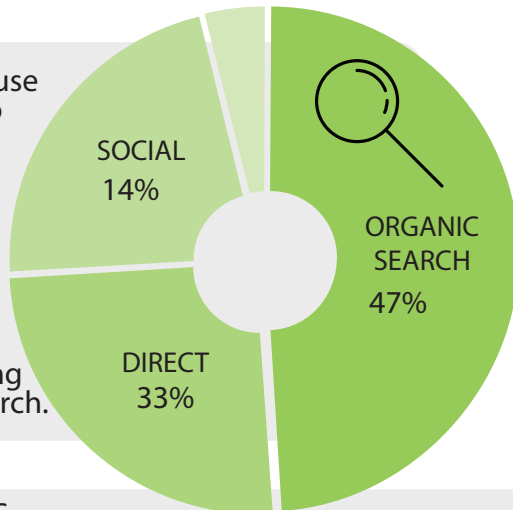
WHY ADVERTISE WITH DOORCOUNTYPULSE.COM?

WE CREATE AUTHENTIC CONTENT FOR PEOPLE WHO LOVE DOOR COUNTY
BY PEOPLE WHO LIVE DOOR COUNTY

TRAFFIC SOURCES

Where do our users come from?

We do not use paid SEO to "buy" any users. This means all traffic is highly qualified, with nearly half of all visitors using organic search.



THE PEOPLE THAT SEE OUR CONTENT ARE LIVING, WORKING OR PLAYING IN DOOR COUNTY NOW OR IN THE NEAR FUTURE.



MILWAUKEE

90K

100K

MADISON

229K

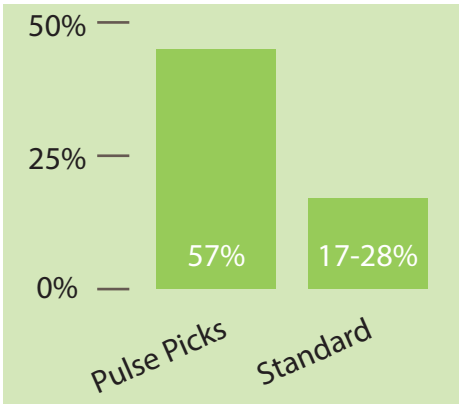
CHICAGO

METRO AREA VISITORS

Key audiences visit from regional cities

PULSE PICKS

Our daily email goes to >8,100 subscribers



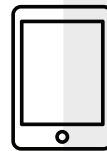
Our email open rate is double the industry standard.

57% of users open the email & 15-25% click through to our website.



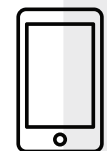
AUDIENCE
Who are they?

News, Food, travel and event seekers.



57% are located outside of Wisconsin.

85% of visitors are from outside of Door County.

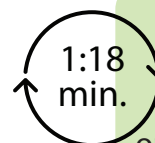


72% are using their mobile device (cell or tablet.)

CONTENT

What attracts our users to the website?

- Event Information - Community News
- Classifieds - Dining & Activity Inspiration



TIME ON SITE

Users who are return visitors spend over a minute on each web page visited on average. This means those users who frequent our website find value in our content.

2.4M
USERS



DoorCountyPulse.com drew 2.4 million visitors last year, and 3.7 million page views!

New visitors spend nearly one full minute on average. This is because we never use "click bait" or misleading / fluff content.

:56
sec.