

EYE ON ANNAPOLIS 2017 MEDIA KIT



**4 TIME MOBBIE RECIPIENT:
“BEST SUBURBS BLOG”
AND “BEST TWITTER”**

*An award-winning blog focused on living, working,
and playing in and around Anne Arundel County.*

SITE TRAFFIC

174,837 Unique Monthly Visitors (2016)
5:12 Average Time Per Visit
2.39 Average Pages Per Visit
5.6% Bounce Rate

FACTOIDS

87% of traffic from Anne Arundel County*
45% of traffic from Annapolis*
<10% of traffic from outside the DMV*
Launched March 2009

DEMOGRAPHICS

72% Female
75% 36 years old or older
60% Bachelors Degree or higher
46% Household income of \$100K or higher
43% Visit site daily or multiple times daily
86% Active on social media platforms

FOLLOWING

-  All Annapolis
128,571 Likes
-  @eyeonannapolis
45,602 Followers
-  eNewsletter: 8,598 Double Opt-In
15% to 25% average open rate

COVERAGE

News, Events, Opinions focused on Anne Arundel County
Out-of-area coverage when story is of interest to Anne Arundel County residents




SOME OF OUR CLIENTS



HOW WE WORK

We make working with us as simple as possible. We will do whatever needs to be done to make sure your message reaches our audiences. Our word and reputation is our contract and we strive to be a true partner. From a technical angle—you send us the graphics or messaging along with a destination URL and we make it work. We strive to make it very simple! For more details on available positions and pricing, just send us an email!

NEXT STEPS

-  info@eyeonannapolis.net
-  410-280-0231
-  eyeonannapolis.net