

LAKE TAHOE'S MAGAZINE

TAHOE

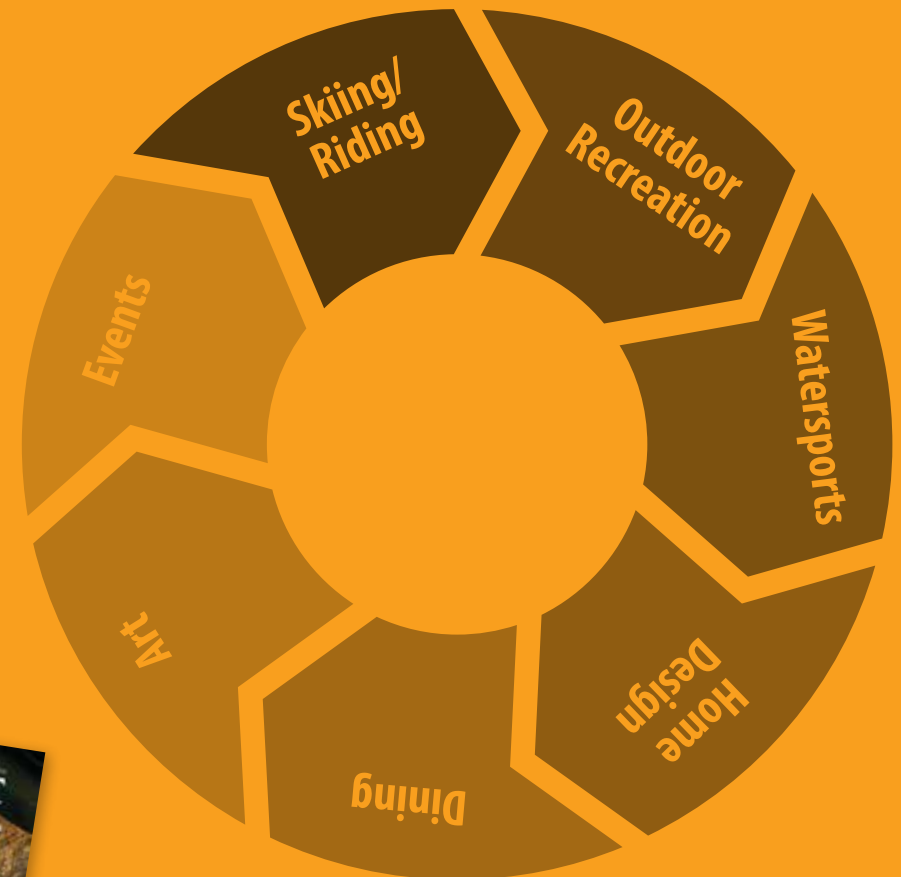
QUARTERLY

2016 Digital Media Kit

tahoequarterly.com



Tahoe Quarterly is a high-end, lake lifestyle magazine and online community that captures the full range of culture in and around the Lake Tahoe area. Tahoe Quarterly is a reflection of the people of the High Sierra, from their interest in the spectacular outdoor offerings including world-class skiing to high-end home design, fine dining, art, activities and the region's precious environment.



TQ ONLINE COMMUNITY PROFILE

(April 2015 - April 2016)

Average monthly
sessions on site:

6569

Peak monthly
sessions on site:

12578

A session is the period time a user is actively engaged with your website

Average users
per month:

5348

Average monthly
unique pageviews:

9742

NEWSLETTER

subscribers

13600

open rate

21%

click through rate

3.6%

Social Audience:

25000

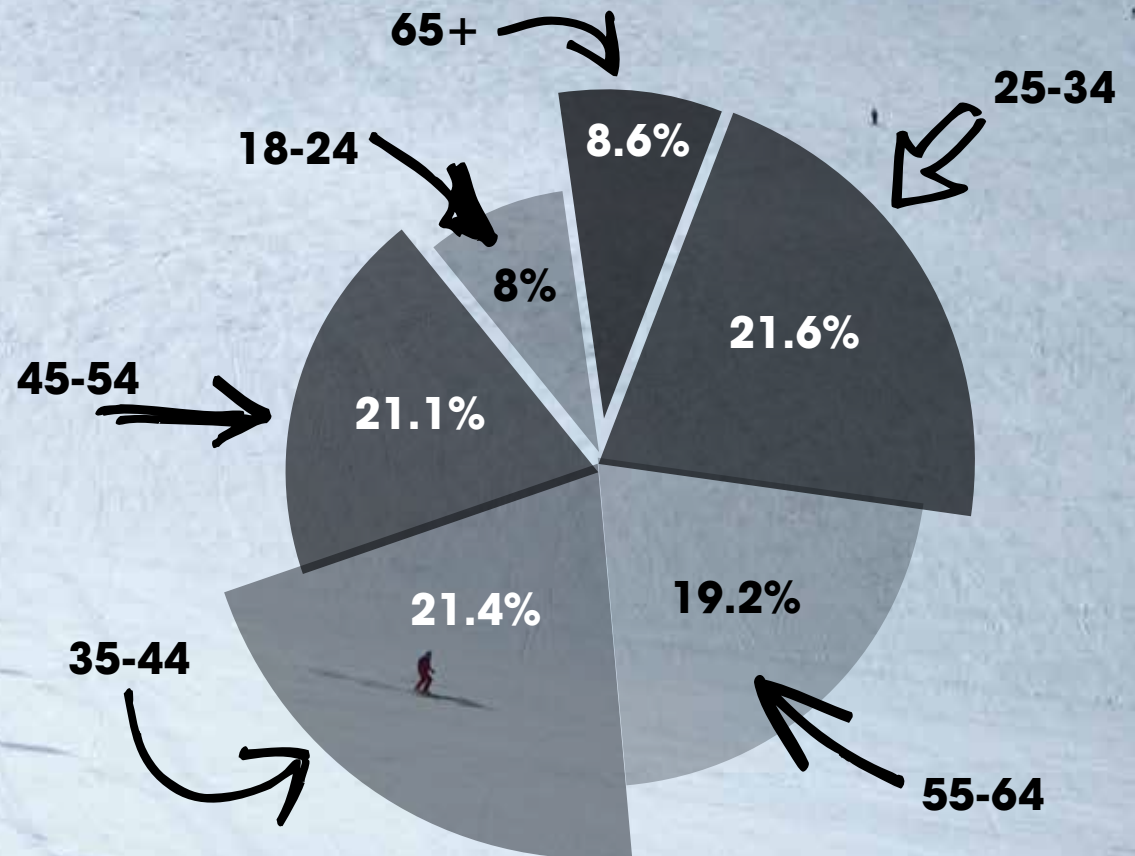
Average display ad
click through rate:

.23%

DEMOGRAPHICS

(April 2015 - April 2016)

USER AGE





14196 San Francisco-Oakland-San Jose, CA

12547 Sacramento-Stockton-Modesto, CA

12408 Reno, NV

3726 Los Angeles, CA

1384 New York, NY

1228 Dallas-Ft. Worth, TX

1144 Denver, CO

957 Seattle-Tacoma, WA

907 San Diego, CA

800 Dallas-Ft. Worth, TX

USER SESSIONS
by geographic region

AUXILIARY ENGAGEMENT

NEWSLETTER

13,600 SUBSCRIBERS

Sections include Featured Articles, Tahoe Talk, and Local Forge

TAHOE TALK

REAL TIME ENGAGEMENT

for what's happening now in Tahoe and the bridge to our social media community.

ACCESS NEARLY 20,000 READERS • AVG. TIME ON PAGE 2:57



» 1M UNIQUE REACH

» 70K UNIQUE ENGAGED USERS

XPLORIT

Clients such as Mammoth Mountain, Huntington Beach and Resort at Squaw Creek all have their guests immersed in the XplorIt virtual tour experience at an average of 7-10 minutes, which by clients admission is the most engaging aspect on their respective sites.

LOCAL FORGE

Enabling travelers and locals to create authentic experiences by providing lodging, dining, and entertainment vendors with collaborative marketing tools which lower their customer acquisition costs.

SOCIAL MEDIA



Facebook:

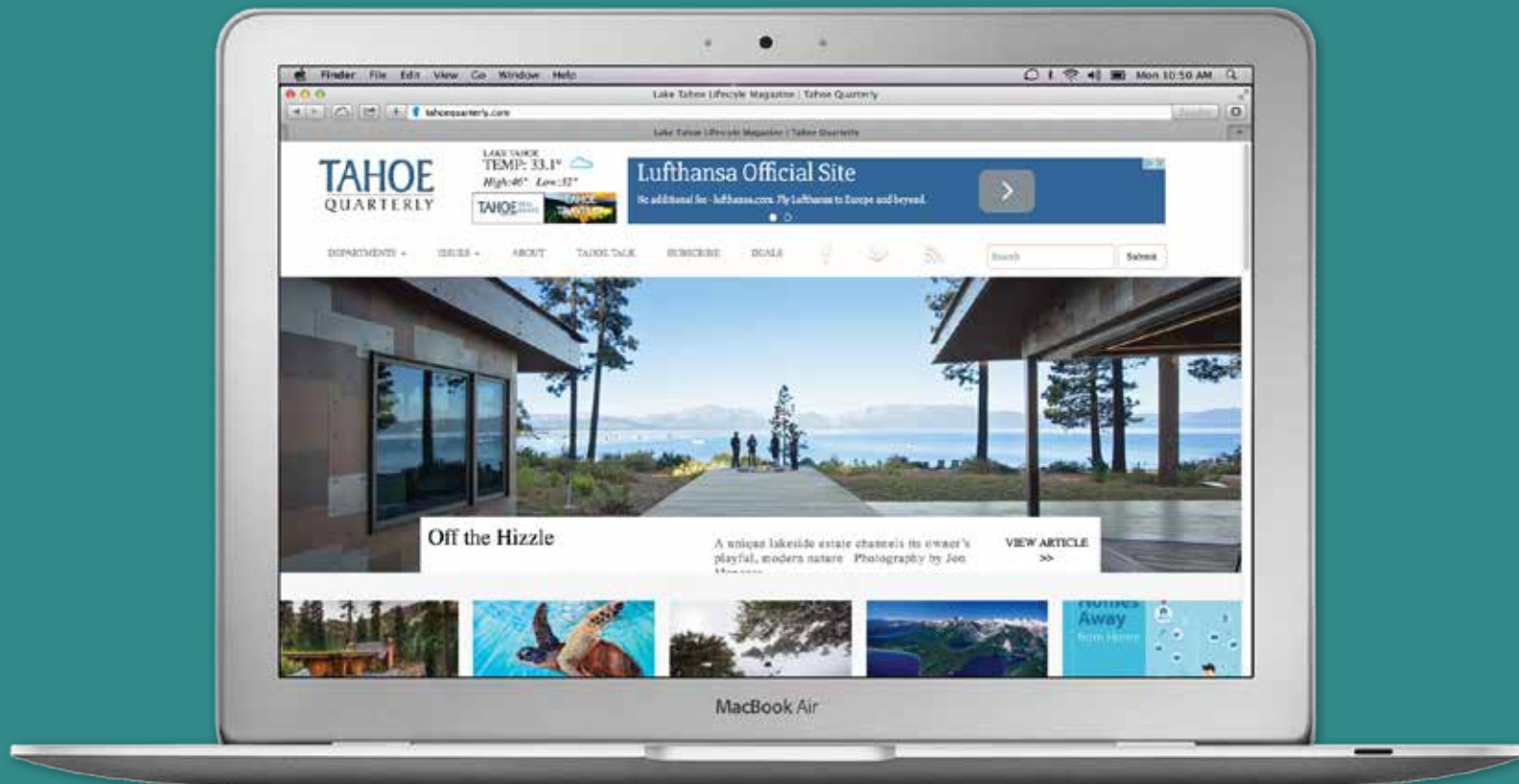
» 18K AVG. ENGAGED USERS PER MONTH

» 179K AVG. REACH PER MONTH

ADVERTISING OPPORTUNITIES

ADVERTISING ON TAHOEQUARTERLY.COM

- » **Site channel takeovers:** \$500
- » **Sponsored Tahoe Talk editorial and distribution via newsletter and social media:** Starting at \$1200
- » **Display ads:** \$300 - \$900
- » **Creative assistance:** Contact your rep for a custom quote.
- » **Contest sponsorship:** Contact your rep for a custom quote.



CASE STUDIES



DIGITAL CASE STUDY:

Tahoe Blue Vodka

Tahoe Blue Vodka leveraged our digital channels in their campaign that ran from Nov. 24 to Dec. 14 of 2015.

Below are the results:

Media	Reach	Action (clicks, shares, likes)
NEWSLETTER	2528	59
TQ.COM	886	488
FACEBOOK	10323	571
TOTAL	13737	1118

TIME ON SITE
3:21

ENGAGEMENT
8.14%

Stats from Nov. 24 - Dec. 14, 2015

CASE STUDIES

THROUGH THE LENS



ALEXANDRA SNIPES HORSES

The #NVArtHorse category was sponsored by the Nevada Museum of Art in downtown Reno. NMA opened its special exhibit, *The Horse*, in March. The exhibition was created by leading scholars and scientists at the American Museum of Natural History in New York City. It examines and celebrates the millennia-old relationship between humans and horses. The exhibit will remain open through July 3.

136

DIGITAL CASE STUDY:

Nevada Museum of Art (NMA)

We worked with NMA to create a custom category in our annual Best of Tahoe photo contest (Feb. 19, 2016 - Mar. 26, 2016 via Facebook). Below are the engagement results:

**PHOTOS
SUBMITTED** 37

NUMBER OF POSTS
(#NVArtHorse) 21

TOTAL REACH
(unique) 67,324

**TOTAL
IMPRESSIONS** 117,619

ENGAGED USERS
(unique) 4,694

CONSUMERS (unique
users on original post) 3,116

CONSUMPTIONS (likes, shares,
comments on original post) 7,947

REGIONAL FACEBOOK PAGE ENAGEMENT

Snapshot during the Best of Photo Contest (Feb 19, 2016 - Mar 26, 2016)



PAGE COMPARISON

Tahoe Quarterly's Facebook page compaired to two other regional Facebook pages.

<u>Page</u>	<u>Total Page Likes</u>	<u>Posts</u>	<u>Engagement</u>
Visit Lake Tahoe South	124.5K	10	2.4K
North Lake Tahoe	93.8K	12	2.2K
Tahoe Quarterly	24.3K	141	22.9K

CONTACT:

Jared Swanson
jared@tahoequarterly.com

Nick Haggerty
nick@tahoequarterly.com

James Johnson
james@tahoequarterly.com

