

# Digital & Social Audience



*Discover the World of Beer*



**Website**  
**12-Months Statistics**  
(www.beerconnoisseur.com)



**549,620**  
PEOPLE VISITED THIS SITE

**Total Visits:** 549,620

**Unique Visitors:** 374,190

**Page Views:** 1,273,024

**Pages / Visit:** 2.32

**Average Visit Duration:** 1:50

**Bounce Rate:** 58.31%

**Percent New Visits:** 67.92%

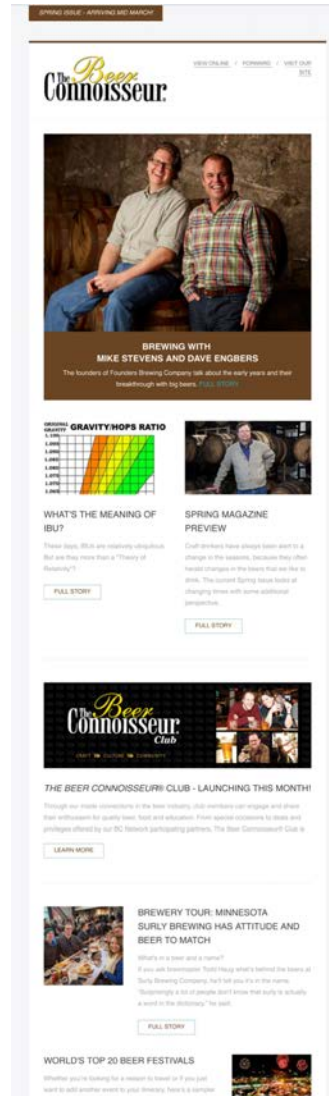
**Email Marketing**

**60,000+**  
QUALIFIED  
DATABASE

MONTHLY  
E-NEWSLETTERS  
WITH VARYING  
THEMES

Sources

1. Paid print & digital edition subscribers who receive a complimentary ALL ACCESS online membership to beerconnoisseur.com
2. Website registered users: free and paid
3. E-mails collected at 400+ beer festivals annually.



**Facebook**  
(facebook/BeerConnoisseur)

**49,000+** FANS  
Approximate Likes Per Post: 300

**Twitter**  
(twitter/BeerConnoisseur)

**23,000+** FANS  
Over 2,500 posts annually

**Instagram**  
(instagram/BeerConnoisseurmag)

**7,000+** FANS



## Website

(www.beerconnoisseur.com)

### REPORTING:

Impressions & valid click detail

### GEOTARGETING

**Headline Banner:** 728 x 90 Headline

Site-wide  
728 x 90  
Rate: \$15.00/m

### Right Rail Hero

Site-wide  
300 x 600  
Rate: \$9.00/m

### Right Rail Roadblock

Site-wide  
300x250  
Rate: \$7.00/m

### Foot Banner:

Site-wide  
728 x 90  
Rate: \$5.00/m

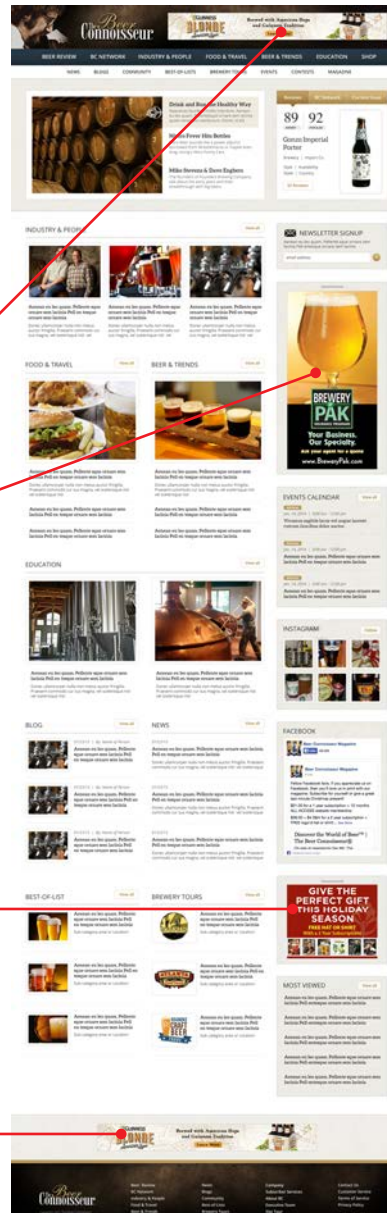
### Video

Site-wide add \$2.00/m

300 x 600  
Right Rail Hero

300 x 250  
Right Rail Road Block  
Skyscraper

728 x 90  
Foot Banner



## Email Marketing

### FULL REPORTING:

Opens, bounces, & click detail

\*Prices per thousand impressions

### Dedicated Marketing E-Blast

Rate: \$20.00/m

### Headline Banner

540 x Unlimited  
Rate: \$15.00/m

### Road Block

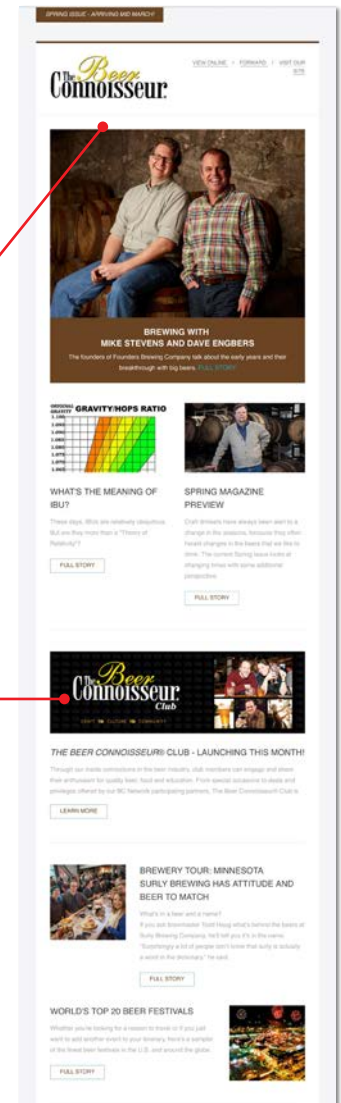
540 x Unlimited  
Rate: \$7.00/m

540 x Unlimited  
Headline

540 x Unlimited  
Road Block

## Social Media

Rate: \$2.00/m



For further information please contact  
your account representative or the  
publisher...



(404) 981-8342

BeerConnoisseur.com