

Digital Update

Quick Facts About Our Online Offerings

EDIBLERHODY.COM

- We have a balance of returning and new users. **Over 21,000** unique users have visited our website in the past six months—**45% of them are returning and 55% are new.**
- Our users are mostly local. Most users come from Rhode Island, followed by Massachusetts, New York, California, and Connecticut.
- Rhode Islanders spend the most time with us. Users in RI spend almost a minute longer on the website and visit twice as many pages during their visit than other users.
- Mobile is growing. Almost two-thirds of our users visit the website from a desktop computer, but the one-third on mobile is growing - and most of them are new users.
- Users find us organically. In the last three months, we've had a **30% increase in traffic on the website** from search engines (like Google) and a **150% increase in traffic from social media** (mostly Facebook).
- Online-only content draws visitors. **Over 56,000 pages have been viewed on the website (almost 10,000 a month).** Our most popular content includes stories from the magazine and recipes as well as video and posts on our Rhody Watch

OUR LOCAL GUIDES



What's In Season: Summer in Rhode Island



Shop Local Farmers' and Growers' Markets in Rhode Island



Shop Local CSAs & CSFs in Rhode Island



Eat Local Dining Guide



Our Advertisers Directory

SOCIAL MEDIA

- We have three main platforms: **Twitter (8,500+ followers), Instagram (8,000+ followers), and Facebook (4,500+ followers).**
- We speak to a premium audience. According to Twitter, over 80% of our followers have an interest in premium brands and fresh & healthy food - and **49% earn over \$100,000/year. Our followers are also mostly female - about 70%** of the total on Facebook and Twitter.
- Different content works on social. Our top content on social links back to video, photos, and stories that weren't necessarily printed in the magazine.
- Instagram is growing the most quickly and steadily, with a **12% total increase in followers in the past six months.**