

The Austin.com Network

2018 Media Kit

Thank you for considering the Austin.com network as a partner. We strive to make our websites and our community interactive, dynamic, fun, and accessible to anyone and everyone, whether they live in central Texas or merely visit. Our content is focused on positive stories, local events, and community organizations. We also celebrate the unique and wonderful people of Austin. While we occasionally write time-sensitive stories, our sites primarily feature information on how folks can get the most out of Austin, Texas. That unique disposition is why we believe our audience has responded so enthusiastically to our network, fueling our websites' tremendous growth.

Since launching in July 2014, our network has grown rapidly. From our first year with roughly 50k website views to being on track to earn more than 13 million views from over 5 million visitors, our network has posted a growth rate of around 250% per year.

Our social following is growing even faster, nearly tripling year over year. Since just the start of 2016, our Facebook reach alone has exceeded 100 million, and garnered more than 20 million post likes.

Our absolute best-possible domain name Austin.com and best-possible Twitter handle @Austin are trusted by search engines as authoritative resources about all things related to the city of Austin.



www.Austin.com
www.FreeFunInAustin.com

Write to:
ads@austin.com

- Getting Social -

Facebook = 217,000

Twitter = 32,400

Instagram = 21,000

Email = 15,000

Push Notification = 42,900

13M // Annual Website Views

329K // Total Social Followers

60M // Annual Social Reach

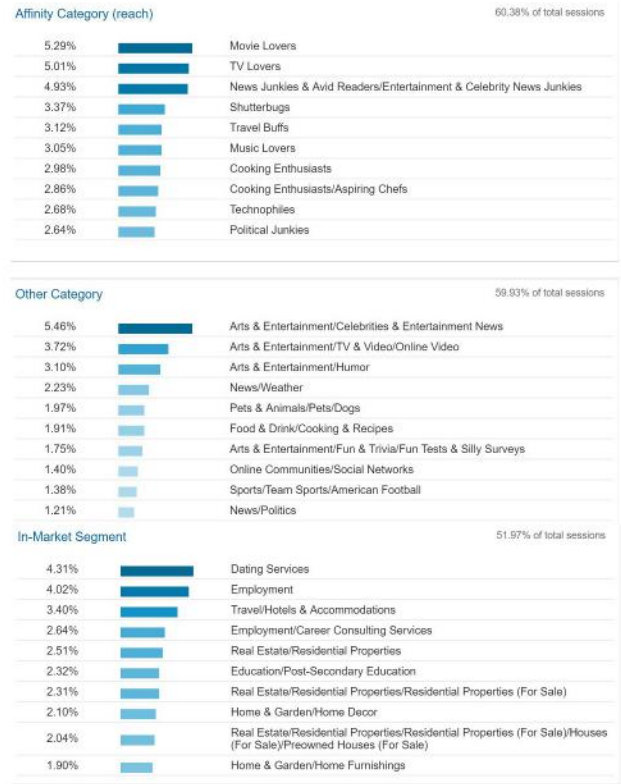
Google Search // First Page

122K // Indexed Search Terms

Audience

Austin.com's largest audience is from Austin. Folks in Houston, Dallas, and San Antonio are also interested in our site. Finally, proving Austin has national appeal, there are plenty of visitors from New York, L.A., and Chicago.

- 30% of the audience are between the ages of 25-34, and 24% are between 35-44.
- 51% of the audience are men, and 49% are women.
- 80% of the audience browse the site with mobile devices.
- 41% of the site's traffic comes from Facebook, 27% comes from Google, and 16% is direct. (traffic from users typing our URL into their browser).



Search Engine

Austin.com ranks sixth of all search engine results in queries for the term "Austin," just behind the City of Austin, Wikipedia, and our local Convention and Visitor's Bureau. As a result of such high accumulated relevance in search, Austin.com outranks all of Austin's local media websites for this and related Austin search terms.

Austin.com also ranks for over 35,000 additional keywords, and we're adding more every day of the week.

Top search terms include "Austin," "things to do in Austin," "what's happening in Austin today," "Torchy's secret menu," "homes in Austin," and "Austin news."



Social Audience

Facebook

Followed by over 47,500 people, about half live in Austin.

- Weekly reach has exceeded 1.2 million.
- 65% of the audience are women & about 35% are men.
- 29% are between the ages of 25-34.
- 28% are between the ages 35-44.
- Growing 200-400 per week.

Twitter

@Austin on Twitter is followed by over 17,000 people, growing 200-400 per week.

Instagram

@AustinDotCom on Instagram is followed by over 1,800 people, growing 50-100 per week.

Push Notifications / 7,300

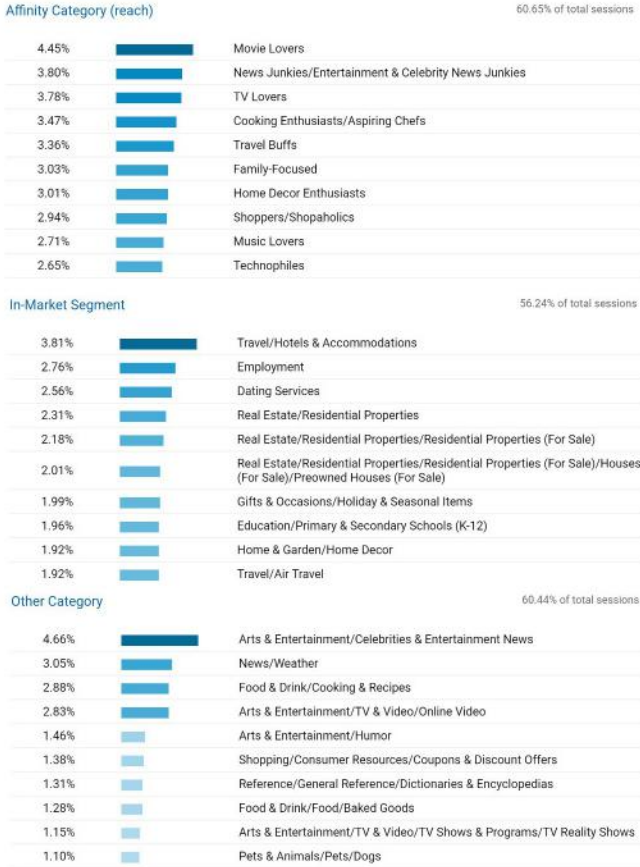
Email Subscribers / 1,300



Audience

FreeFunInAustin.com's largest audience is in central Texas by far, with Austin as the #1 city where our users reside. In fact, all of our top 10 cities are right here in Texas, and seven of them are neighboring communities. Folks from Houston and San Antonio are interested in our content as well. Better yet, over 48 percent of the audience are return visitors, proving that FreeFunInAustin.com is deeply ingrained in the daily family life of many central Texans.

- 38% of the audience are between the ages of 35-44, and 33 % are between 25-34.
- 77% of the audience are women, and 23% are men.
- 58% of the audience browse the site with mobile devices.
- 47% of the site's traffic comes from Google, 23% comes from Facebook, and 21% is direct (traffic from users typing our URL into their browser).



Search Engine

FreeFunInAustin.com is the most trusted source in central Texas for family friendly fun on a budget, which is why FreeFunInAustin.com outranks all of Austin's local media websites in searches for "Austin fun."

FreeFunInAustin.com also ranks for over 87,000 additional keywords, and we're adding more every day of the week.

Top search terms include "free fun in Austin," "kids eat free," "Zilker Park," "Barton Springs Pool," and "free things to do in Austin."

Social Audience



Twitter

@FreeFunInAustin on Twitter is followed by over 18,000 people, growing 100-300 per week.

Instagram

@FreeFunInAustin on Instagram is followed by over 19,700 people, growing 100-300 per week.

Facebook

Followed by over 128,000 people, about 2/3 live in Austin.

- Weekly reach has exceeded 2.5 million.
- 68% of the audience are women & about 18% are men.
- 25% are between the ages of 25-34.
- 29% are between the ages 35-44.
- Growing 200-500 per week.

Push Notifications / 35,600

Email Subscribers / 14,200