

2020 AUSTIN.COM NETWORK MEDIA KIT



FREEFUNINAUSTIN.COM is the premiere guide to the Texas capital city for budget-conscious families with children. More than 50 million users served!



ABOUT US AUDIENCE BREAKDOWN & 2019 TRAFFIC



69%
ARE MARRIED



65%
ARE TEXANS



65%
ARE BETWEEN 25-44



54%
HAVE A COLLEGE DEGREE



61%
WOMEN



39%
MEN



62%
HAVE AT LEAST 1 CHILD

MONTHLY



110,000-200,000
WEBSITE VISITORS



13,000 SUBSCRIBERS
TO FREEFUNINAUSTIN.COM
NEWSLETTER

1,000-1,400
OPENS PER EMAIL



67,000
PUSH NOTIFICATION USERS

25,000
ACTIVE SUBSCRIBERS

SOCIAL



134,000
PAGE LIKES

7,500-10,000
PER POST REACH

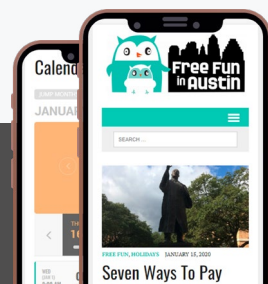


21,500
INSTAGRAM FOLLOWERS

6,500-8,500
PER POST REACH

Ask us about our advertising deals!

SALES@AUSTIN.COM



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AUSTIN.COM is the premiere local guide for millennial interests in Austin, Texas, with more than 50 million impressions served since launching in 2012. We feature regular lists of editor-selected upcoming events, spotlights on our unique culture, local celebrity news, and insights on how travelers can find the very best our city has to offer.



ABOUT US AUDIENCE BREAKDOWN & 2019 TRAFFIC



74%
ARE MARRIED



51%
ARE TEXANS



60%
ARE BETWEEN 25-44



45%
HAVE A COLLEGE DEGREE



55%
WOMEN



45%
MEN



38%
HAVE AT LEAST 1 CHILD

MONTHLY



40,000-60,000
WEBSITE VISITORS



1,523 SUBSCRIBERS
TO AUSTIN.COM NEWSLETTER

200-750
OPENS PER EMAIL



17,000
PUSH NOTIFICATION USERS

7,000
ACTIVE SUBSCRIBERS

SOCIAL



50,000
FACEBOOK PAGE LIKES

5,000-10,000 PER
FACEBOOK POST REACH



4,000
INSTAGRAM FOLLOWERS

2,500-10,000 PER
INSTAGRAM POST REACH

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