

# WE DELIVER A POWERFUL AUDIENCE

Reaching consumers more consistently and frequently than any other media!



## The Napa Valley Register Audience

Reach more of the market with the Napa Valley Register.

The Napa Valley Register delivers a HUGE audience! Each week we reach



of all adults in the market.



### OUR PRINT AUDIENCE

#### NAPA VALLEY REGISTER

Daily readership: 25,148

#### ST. HELENA STAR

Weekly readership: 5,591

#### WEEKLY CALISTOGAN

Weekly readership: 1,961

#### DISTINCTIVE PROPERTIES

Monthly magazine distribution: 5,000

#### INSIDE NAPA VALLEY

Quarterly magazine distribution: 14,000

circulation x 2.3 readers per copy  
data 07-31-2018

## But that's not all...



Our audience is engaged. 72% notice advertising, 76% trust the Napa Valley Register



Our readers also have a higher median household income



And are more likely to be college graduates



### OUR DIGITAL AUDIENCE

#### WEBSITE

Pageviews: 2,236,068  
Unique Visitors: 312,775  
Sessions: 668,298

#### SOCIAL MEDIA FOLLOWERS

Facebook: 41,227  
Twitter: 32,774  
Instagram: 5,827

#### MOBILE APP

Pageviews: 625,779  
Unique Visitors: 8,522  
Sessions: 215,639

#### AUDIENCE DEMOGRAPHICS (PERCENT OF VISITORS)

Female: 52.33% | Male: 47.67%  
Age: 18-24: 7.56% | 25-34: 20.11%  
35-44: 20.93% | 45-54: 19.07%  
55-64: 19.09% | 65+: 13.24%