



## “Traffic Facts”

**Website:** Averages over the last year: higher during competition season

- Daily hits: 3903
- Monthly hits: 119,128

### **Monthly Newsletters:**

- Direct E-mailed to over 900 people in OH, PA, NY, IN, MI, KY, WV
- E-mail to over 400 via Yahoo Groups
- Link to the newsletters posted on the SGF website via Facebook groups with membership over 1,800
- Eventing Day website posts the SGF Newsletter on their Organizer’s Corner

**Facebook:** for the month of Feb. based on 32 posts

- Views
  - 58,623 views
  - Average view/post 1832
- Audience
  - Top 3 major cities
    - Pittsburgh
    - Cleveland
    - Cincinnati
  - Top 3 states in addition to OH & PA
    - IN
    - MI
    - NY

### **Blogs:**

- The Adventures of Jack & Jill – for the month of Feb
  - Over 11,000 views
  - In over 13 countries
- Stone Gate Farm Eventing Blog – just started no significant stats as of yet

### **Press Releases, News Articles, Interviews etc:**

- Local and regional newspapers
- Radio and TV
- USEA website
- Eventing Nation and Eventing Day websites

**Don’t miss the opportunity** to be part of the soon to be released announcement of the year long celebration of the 25<sup>th</sup> Birthday of Stone Gate Farm Year.