

2022

# EAST COBBER

INFORM • INSPIRE • INVOLVE

## DISTRIBUTION



### PRINT MAGAZINE

Due to COVID restrictions, we are direct mailing 20,000 copies.

EAST COBBER is a free publication distributed at over 100+ locations including coffee houses, restaurants and stores throughout East Cobb county.

6  
ISSUES  
PER YEAR

20,000  
MAILED DIRECTLY  
TO HOMES

100+  
DISTRIBUTION  
LOCATIONS



### DIGITAL MAGAZINE

Every print issue of the magazine is posted in a digital version on our website.

Display ads have embedded links to the advertiser's website or custom landing pages.

The current issue is featured in our weekly Newsletter sent to 22,000+ subscribers.



### SOCIAL MEDIA

Daily blog posts featuring breaking news and hyper-local information.

Reader engagement through facebook contests, giveaways, tagging, photo/video sharing.

Weekly e-blasts to dedicated readers and target audience.



12,517+  
FACEBOOK  
FOLLOWERS

75,000+  
MONTHLY POST  
REACH

### EMAIL



22,000+  
EMAIL  
SUBSCRIBERS



18%  
EMAIL  
OPEN RATE

### WEB



17,670  
AVG. MONTHLY  
PAGE VIEWS



5,500+  
AVG. MONTHLY  
USERS

1,000+  
AVERAGE  
MONTHLY  
READS ONLINE

10,000+  
AVERAGE  
MONTHLY  
IMPRESSIONS  
ONLINE

### INSTAGRAM



2,000+  
FOLLOWERS  
#eastcobber

### TWITTER



6,000+  
FOLLOWERS  
@eastcobber

TOTAL  
REACH  
100,000+  
readers per issue in  
print and online