

T&C

2021 CROSS PLATFORM



T&C DELIVERS **16.1 MILLION** BRAND IMPRESSIONS
ACROSS PRINT, DIGITAL, AND SOCIAL PLATFORMS, A **+11% INCREASE YOY***

DELIVERING MULTI-GENERATIONS

T&C now delivers 560K millennials across platforms our audience is vibrant, growing and highly engaged...

Unique Visitors: 10.6MM Uvs, +23% YOY

Page Views: 17MM total page views

Average time spent per visitor: 4.1 minutes

Social: 118K new followers YOY for a total social following of 2.96MM (+4% YOY)

Multi-Platform Unduplicated Audience: 15.8 million adults, +43% YOY

Affiliate Revenue YTD: \$4,738,711
+13 % YTD for same time period

Top Traffic Sections YTD: Society, Leisure, Style

#verytandc

ORGANIC SOCIAL MOVEMENT

Our audience understands what it means to identify and associate themselves with the T&C brand and be a part of the #VeryTandC lifestyle.

T&C garnered over 244K+ uses on Instagram from readers tagging themselves as #VeryTandC.

CROSS PLATFORM... DELIVERING DESIRABLE CONTENT WHEREVER SHE IS

Stellene Vollandes, Klara Glowczewska and April Long ALL contribute regularly to on-site content and selling on site!

RELEVANT CONTENT

Search Content: YOY Growth: 64% of townandcountrymag.com's site traffic came from Search (+49% YOY)

Original Content: townandcountrymag.com publishes an average of 7 new pieces of content per day