



2021 CROSS-PLATFORM



T&C DELIVERS **18.6 MILLION** BRAND IMPRESSIONS
ACROSS PRINT, DIGITAL, AND SOCIAL PLATFORMS



DELIVERING MULTI-GENERATIONS

T&C now delivers 2.96MM millennials across platforms our audience is vibrant, growing and highly engaged...

Unique Visitors: 12.38M

Median HHI: \$101,956

Female/Male: 73.8%/26.2%

Median Age: 53

Page Views: 25MM (5% YOY)

Average time spent per visitor: 2.0 minutes

Social: 108K new followers YOY for a total social following of 3.0MM (+3.6% YOY)

Multi-Platform Unduplicated Audience: 10.7 million adults

Affiliate Revenue YTD: 11.9M (+\$3% YOY)

Top Traffic Sections YTD: Society, Leisure, Style

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 271K+ uses on Instagram from readers tagging their images as #VeryTandC.

DIGITAL OPPORTUNITIES

Sponsored Edit: Surround relevant and timely editorial content with brand messaging to build awareness with our targeted audience. **\$75K Step-in**

Co-Branded Content: Tell a brand story through the T&C editorial lens, increasing awareness and purchase intent with active shoppers. **\$35K Step-in**

Sponsored Social: Tap into T&C social audiences' connection for the @townandcountrymag brand with messaging across Facebook, Instagram, Twitter and/or Pinterest. **\$50K Step-in**

Targeted and Custom Media: Understand, reach, engage and activate the most specific consumer targets leveraging Hearst First Audience segments developed by Hearst's Data Studio.

- **Standard Media: \$10K / month**

- **High-Impact Media: \$25K / month**

CROSS-PLATFORM... DELIVERING DESIRABLE CONTENT WHEREVER SHE IS

Stellene Volandes, Marykate Boylan, Klara Glowczewska, April Long, Erik Maza, Olivia Martin, Dania Ortiz and Adam Rathe ALL contribute regularly to on-site content and selling on site!

RELEVANT CONTENT

Search Content: 70% of townandcountrymag.com's site traffic came from Search (+29% YOY)

Original Content: townandcountrymag.com publishes an average of 7 new pieces of content on site daily