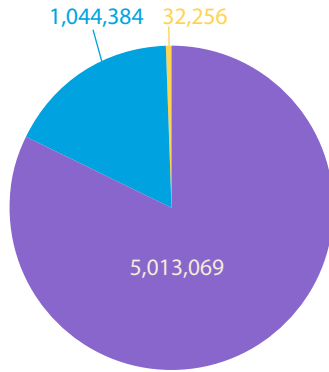


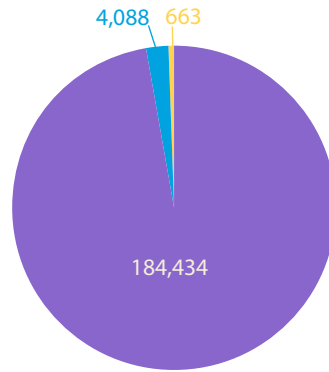
# SPRING FAIR®

APRIL 14-16 & 21-24

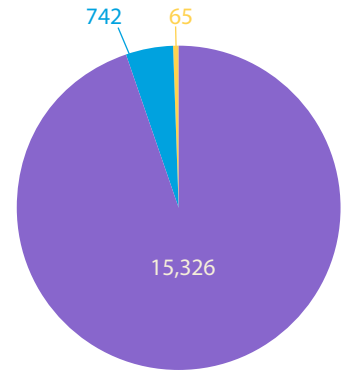
CLOSED EASTER SUNDAY, APRIL 17



Impressions



Engagements



Post Link Clicks



## Social Media

MENTIONS  
229

AD MEDIA  
COVERAGE  
\$1,500,000

AGGREGATE  
READERSHIP  
777,000,000



## E-Blast

QUANTITY  
12

SENT  
1,691,894

UNIQUE OPENS  
511,277

UNIQUE CLICKS  
18,589

OPEN RATE  
30%

CLICK TO  
OPEN RATE  
3.64%



## Website

SPONSOR  
WEBSITE  
ROTATOR

January 1 - April 30, 2022

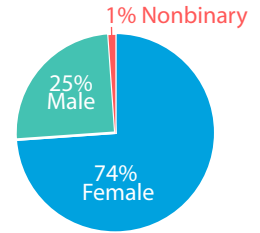
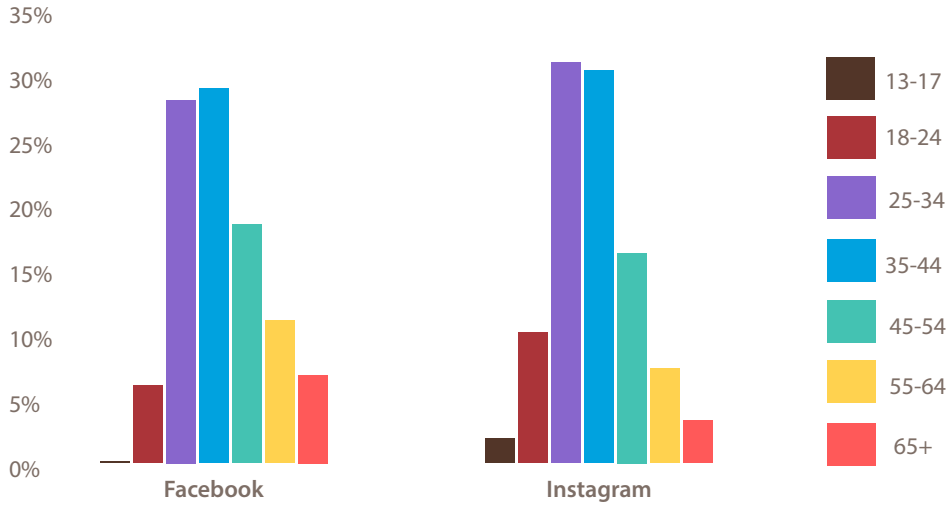
1,906,823

# SPRING FAIR®

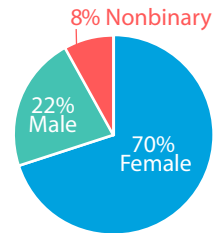
APRIL 14-16 & 21-24

CLOSED EASTER SUNDAY, APRIL 17

## DEMOGRAPHICS

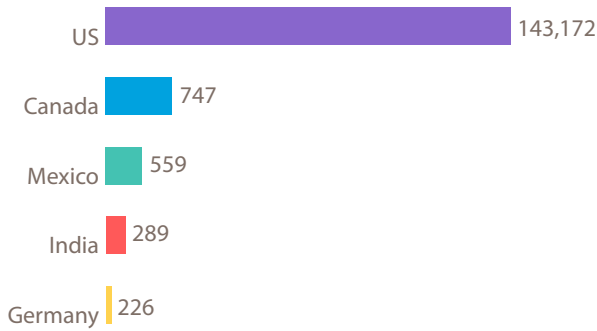


FACEBOOK AUDIENCE

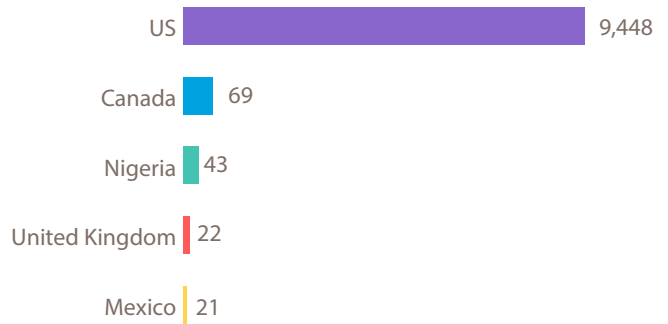


INSTAGRAM AUDIENCE

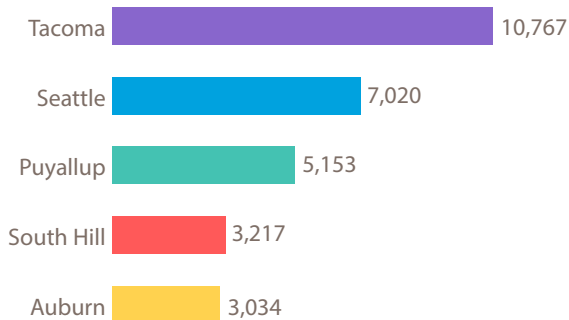
## FACEBOOK TOP 5 COUNTRIES



## INSTAGRAM TOP 5 COUNTRIES



## FACEBOOK TOP 5 CITIES



## INSTAGRAM TOP 5 CITIES

