

**MORE
THAN
THE
CURVE**



**Digital and Event Opportunities for the
Greater Conshohocken Audience**

**MORE
THAN
THE
CURVE**



MoreThanTheCurve.com is the premier local news and events website about the greater Conshohocken area (Conshohocken, West Conshohocken, Lafayette Hill and Plymouth Meeting).

Since 1999, the site has grown to receive over one million pageviews annually, plus produce top events and promotions such as the Conshohocken Beer Festival and Conshohocken Restaurant Week.

Conshohocken Market Share

- **There are four websites that report on local news and what is happening in Conshohocken**
- **MoreThanTheCurve.com captures 95% of that traffic**



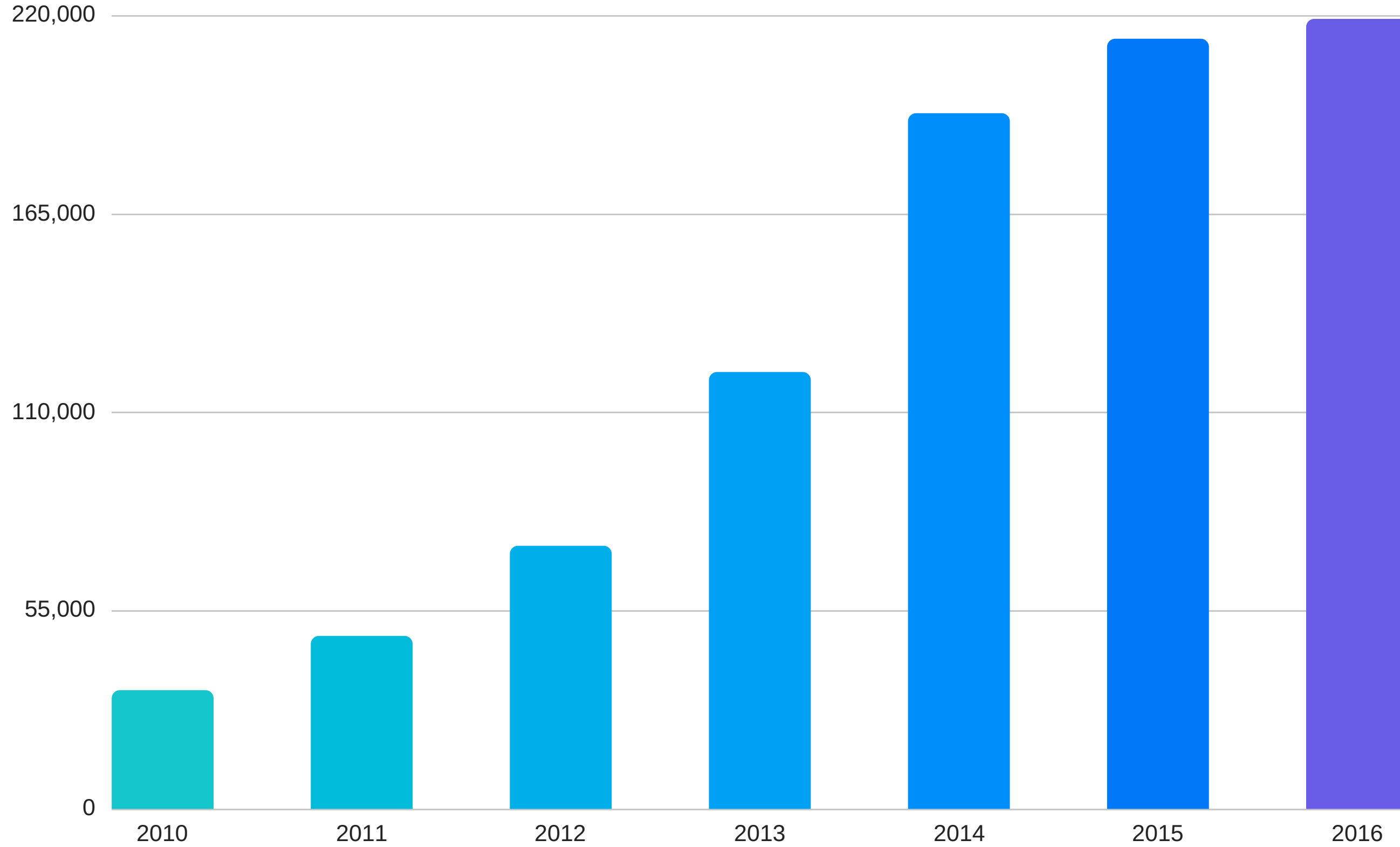
- **Showing N/A means there is not enough data to generate a report.**



Unique Visitors



Google Analytics

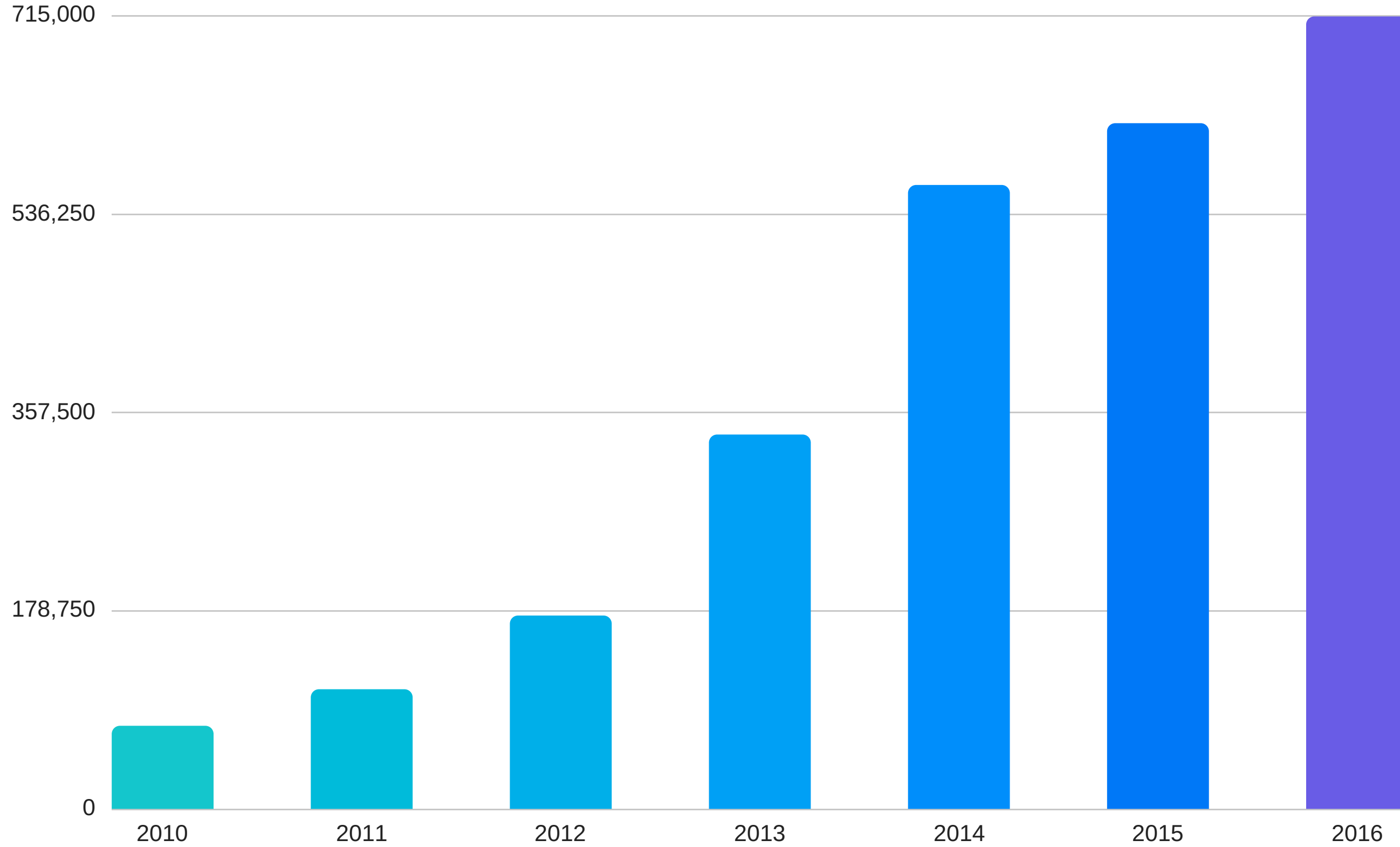




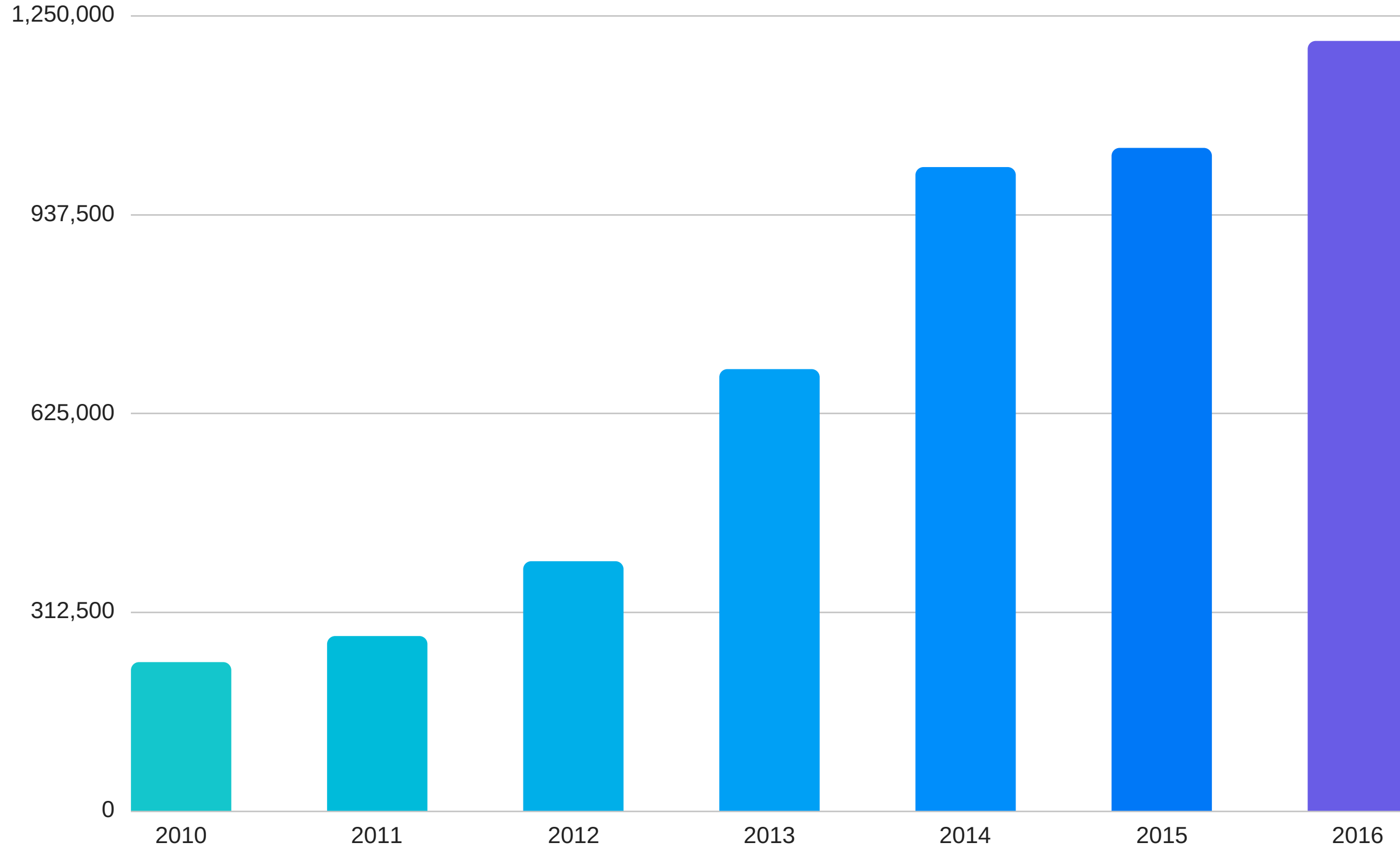
Total Visits



Google Analytics

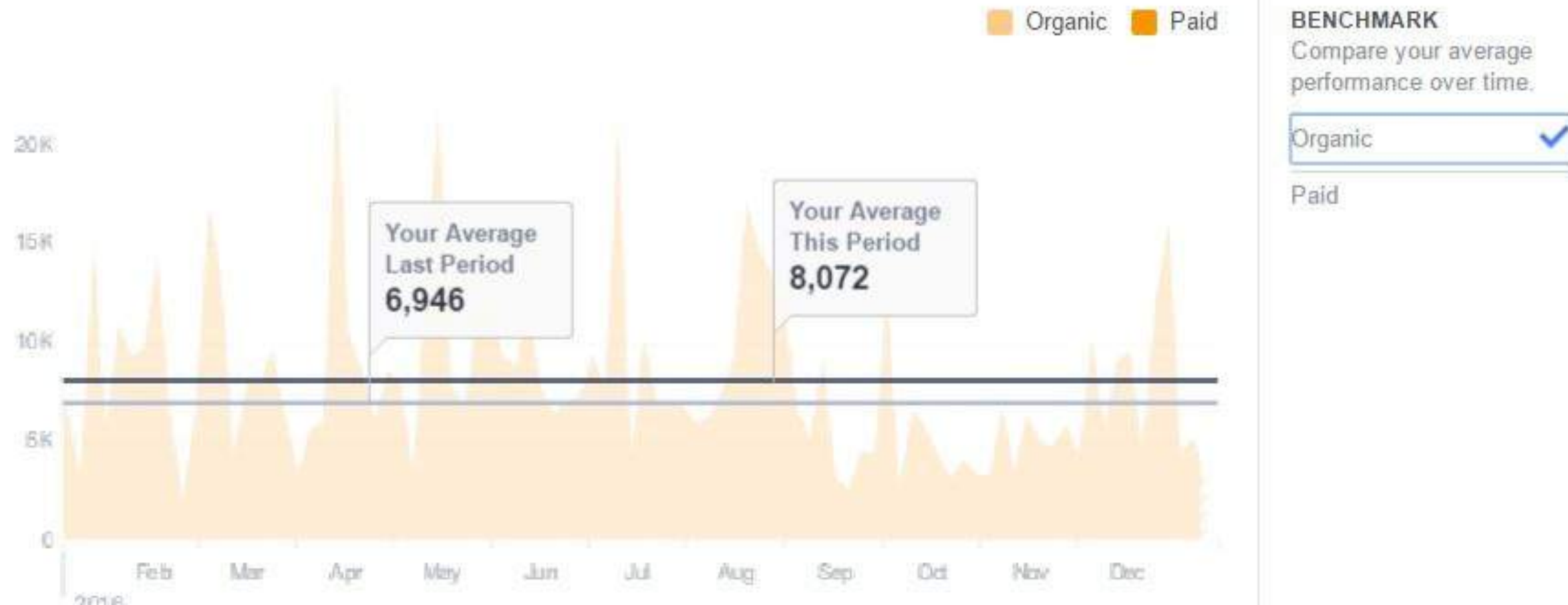


Pageviews













Facebook Likes & Post Reach

- **MoreThanTheCurve.com's Facebook page has 10,300+ likes**
- **In 2016, the average post reach was 7,509**



Facebook Live Video

- **MoreThanTheCurve.com streams live video via its Facebook page from news scenes and businesses. These numbers reflect people who have watched a portion of these videos**

	Live from Hand & Stone Massage and Facial Spa. Stop by for gift cards... the perfe...		1,918
	Live from the opening of Orange Cryo Wellness at 3012 Butler Pike. Ask about the ...		3,998
	Fire at First Avenue and Fayette ...		2,902
	Train car off tracks along River Road just past Balligomingo heading towards Bridge...		1,322
	Live from the sweetest place in Conshohocken Edwards Freeman Nut Company.		607
	Santa arrives at Leeland Mansion in Conshohocken to light the tree...		1,030
	Live from OBVI Boutique on Black Friday.		609



Emailing Marketing

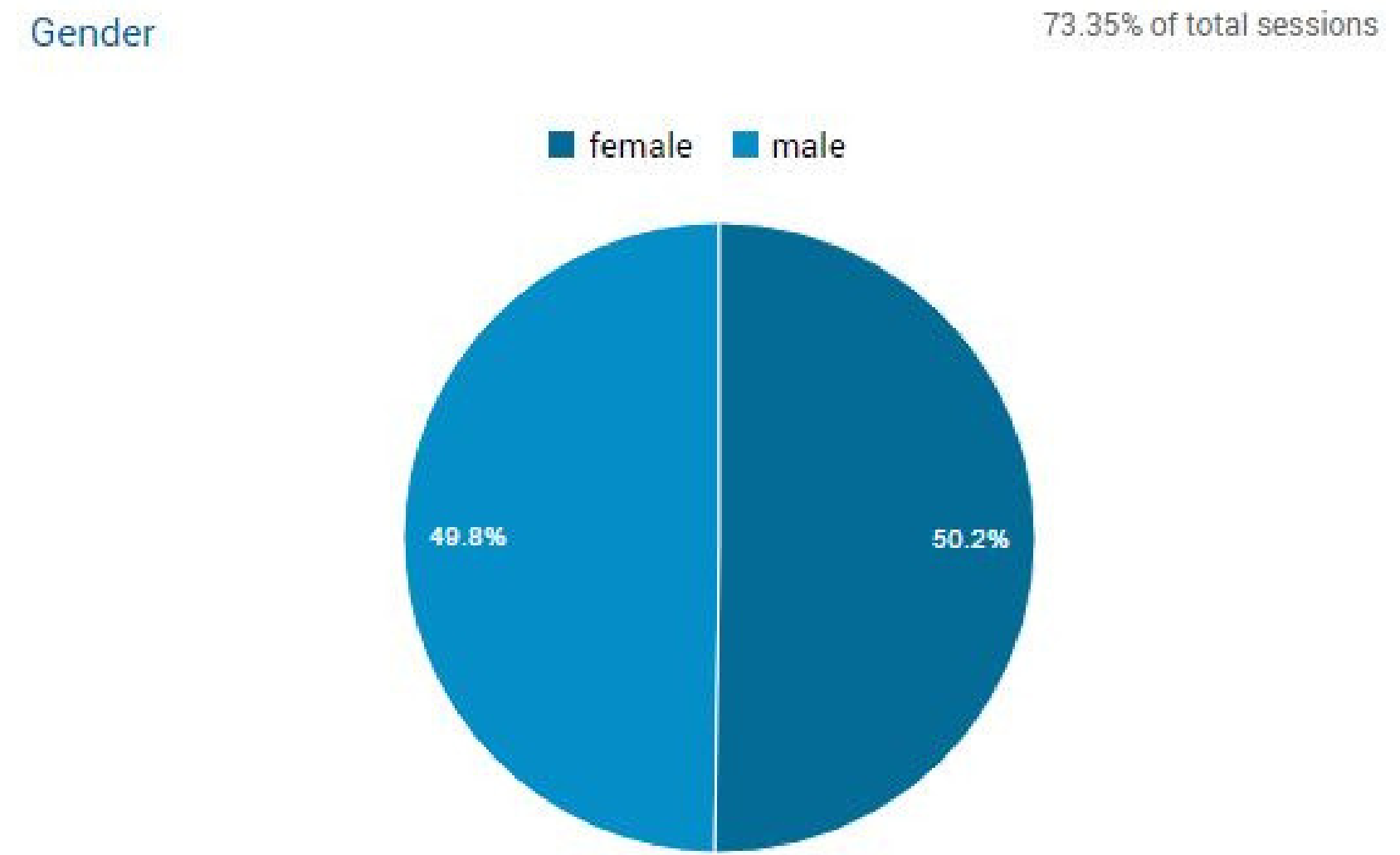
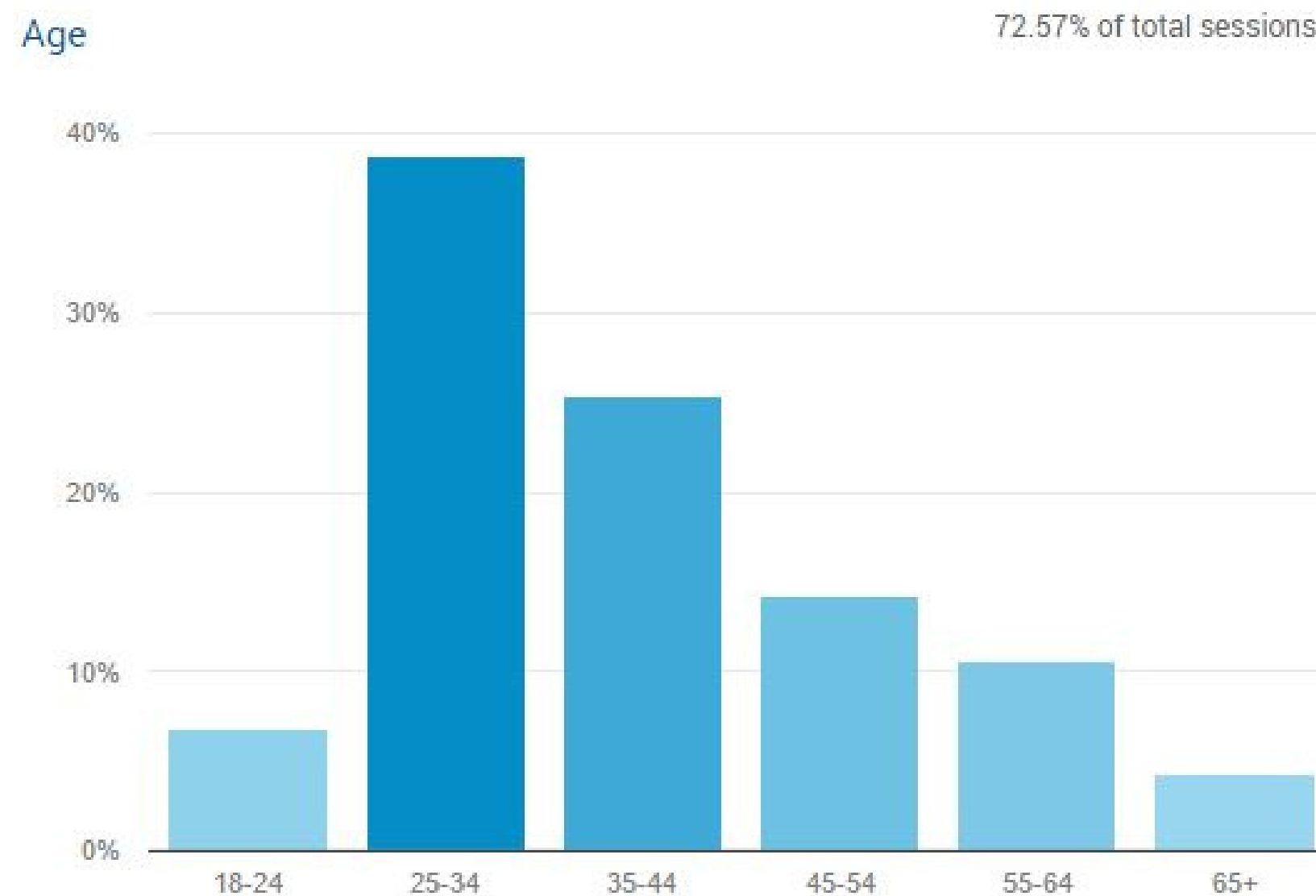


- **MoreThanTheCurve.com's email newsletters consistently have over a 20+% open rate**

MTTC 122716	Canvas	Dec 27, 2016 2:36PM	9,213	21.04%	17.46%
MTTC 121216	Canvas	Dec 15, 2016 8:10AM	9,276	19.86%	16.01%
MTTC 120516	Canvas	Dec 07, 2016 9:50AM	9,204	22.59%	20.84%
MTTC 112816	Canvas	Nov 28, 2016 1:02PM	9,238	21.74%	17.93%
MTTC 112316	Canvas	Nov 23, 2016 8:15AM	9,257	21.27%	17.13%
MTTC 102616 111416	Canvas	Nov 15, 2016 2:27PM	8,594	24.75%	26.39%
MTTC 102616	Canvas	Oct 26, 2016 2:02PM	9,196	23.15%	25.49%
MTTC 100416	Canvas	Oct 05, 2016 11:13AM	8,632	22.69%	27.25%
MTTC 092916	Canvas	Sep 29, 2016 1:41PM	8,672	23.20%	23.17%
MTTC 092016	Canvas	Sep 21, 2016 11:32AM	8,609	23.94%	26.57%
MTTC 090616	Canvas	Sep 08, 2016 4:02AM	8,595	22.07%	22.44%
MTTC 083116	Canvas	Aug 31, 2016 10:02AM	8,597	24.49%	28.96%
MTTC 081916	Canvas	Aug 19, 2016 8:46AM	8,598	23.04%	27.84%
MTTC 080916	Canvas	Aug 09, 2016 1:35PM	8,574	24.91%	36.54%
MTTC 080216	Canvas	Aug 03, 2016 11:23AM	8,597	25.53%	37.18%

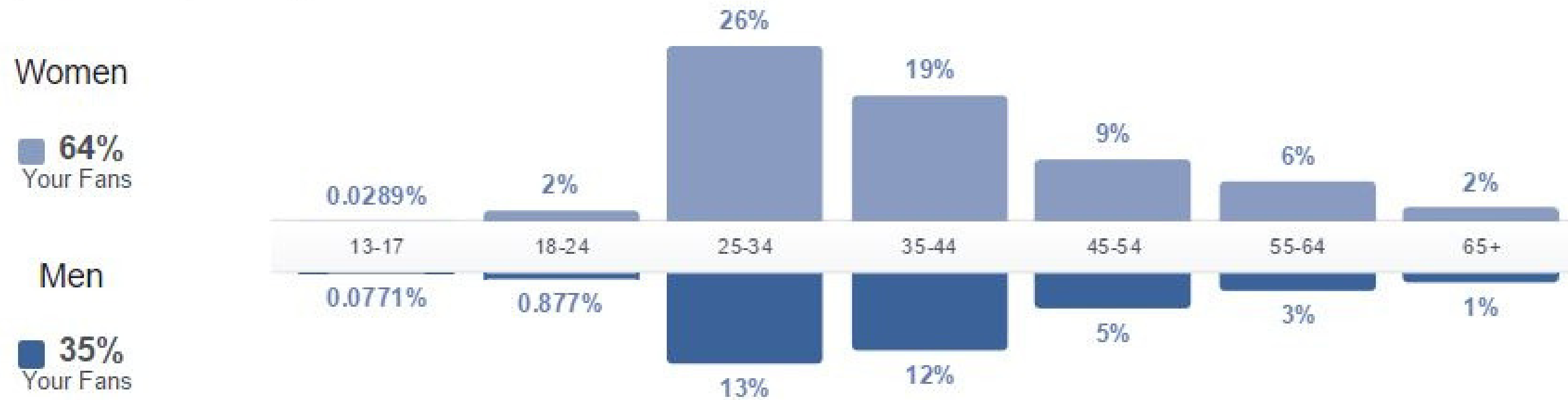
Google Analytics Demographics

- **50.2% of MoreThanTheCurve.com reader are male and 48.8% are women**
- **63% of MoreThanTheCurve.com readers are men and women between 25-44 years of age**



- **64% of MoreThanTheCurve.com Facebook likes are women**
- **70% of MoreThanTheCurve.com Facebook likes are men and women between 25-44 years of age**

The people who like your Page



Compared to a Bigger Publisher

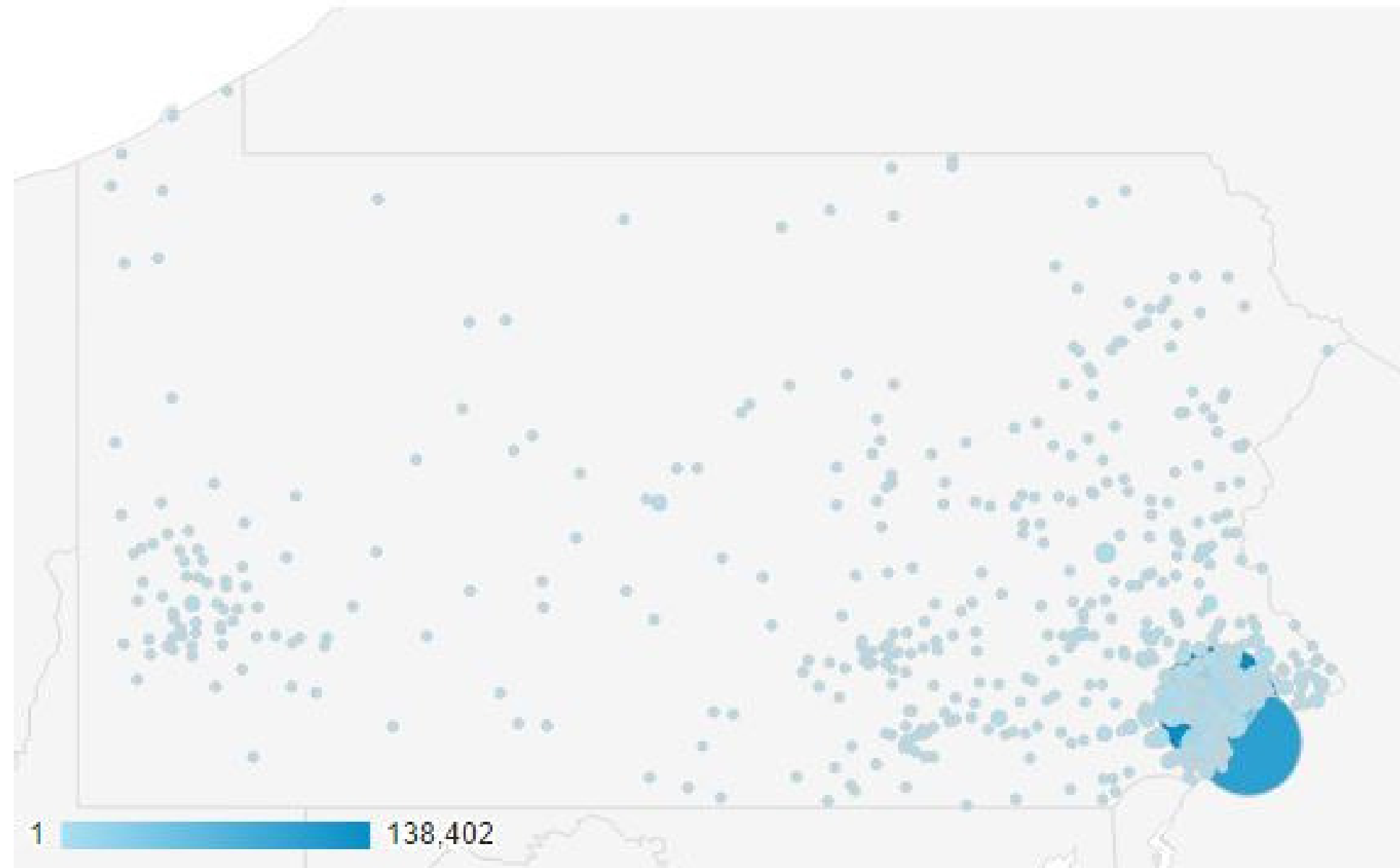
- **MoreThanTheCurve.com's coverage area is four square miles, yet receives approximately 1/4 the traffic of the website of the major newspaper in Montgomery County**



Not Just Conshohocken



- **MoreThanTheCurve.com's readership comes from throughout the metro Philadelphia**
- **Map reflects 2016 readership in Pennsylvania**



Beyond the Website

- **MoreThanTheCurve.com produces several promotions and events throughout the year that offer sponsorship opportunities.**





Advertising Opportunities

General

- **Banner advertisements**
- **Emailing marketing (newsletters and stand alone)**
- **Social media**
- **Content marketing**
- **Sponsored content**
- **Event/promotion sponsorships**

Restaurant Specific

- **Short term banner ads for specific event or promotion**
- **Online ordering/delivery**
- **Ticketing**

Real Estate Specific

- **Listing posts**
- **Open house posts**

**MORE
THAN
THE
CURVE**



Contact

Kevin Tierney

President

MoreThanTheCurve, LLC

(215) 962-5372

Kevin@MoreThanTheCurve.com