

MAUI
NOW.com

Stats At-a-Glance

2012

222,114

MONTHLY PAGEVIEWS

48,710

MONTHLY USERS

11,000

FACEBOOK FOLLOWERS

2016

836,781

MONTHLY PAGEVIEWS

193,427

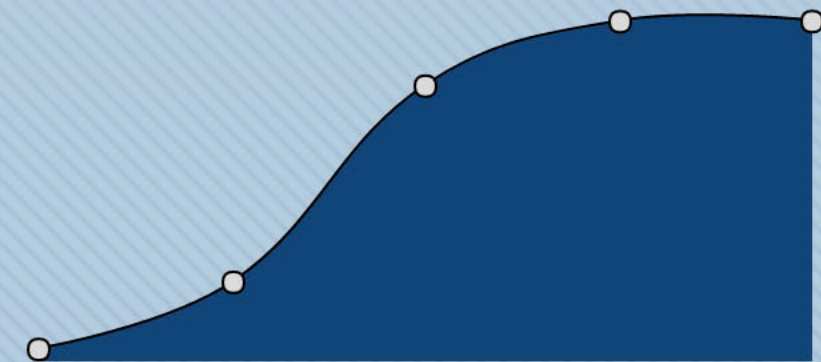
MONTHLY USERS

112,600

FACEBOOK FOLLOWERS

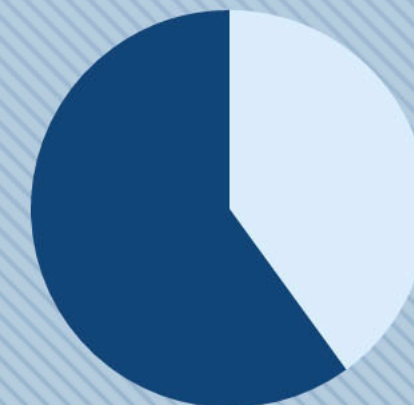
276% Growth

SINCE JANUARY 2012



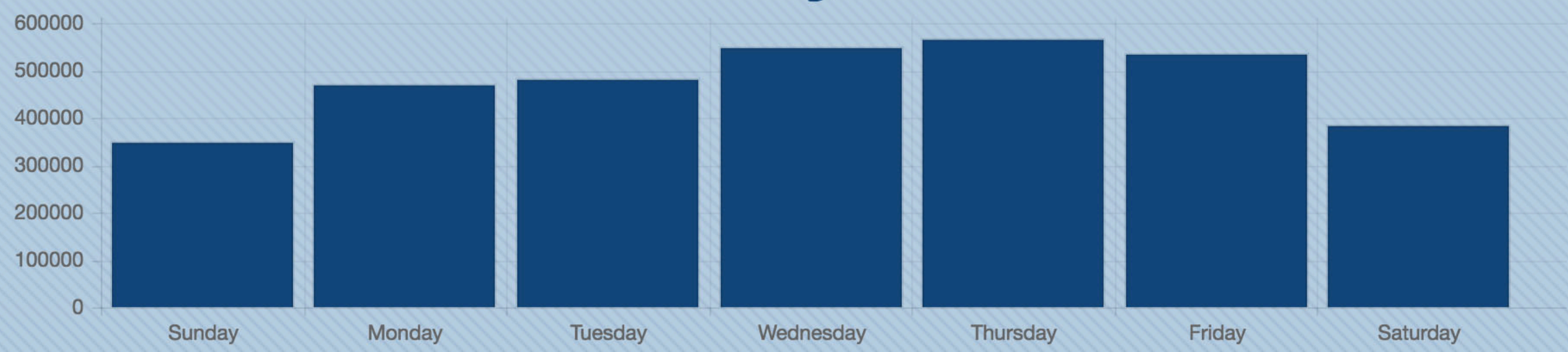
Approximately 60%

OF MAUI RESIDENTS USE MAUINOW.COM

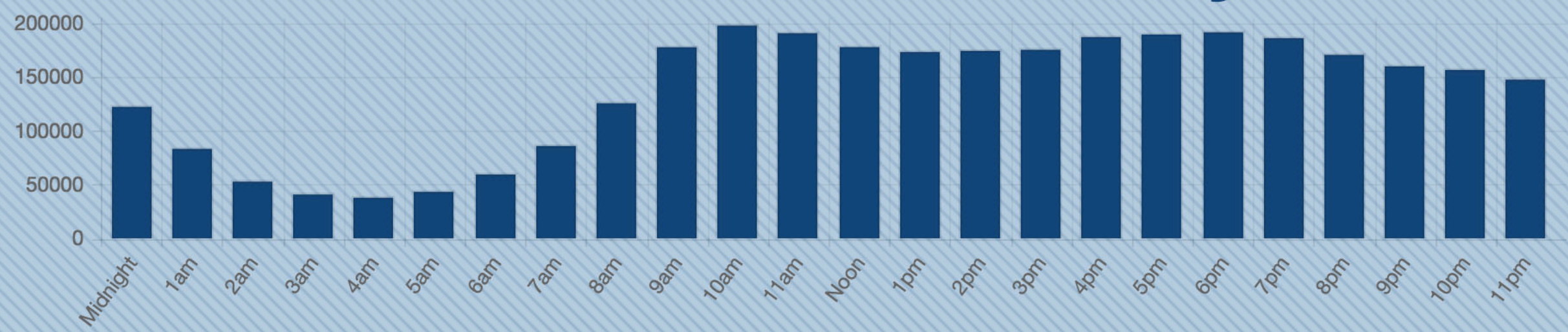


MAUI
NOW.com

Most Visited Days of the Week



Most Visited Times of Day

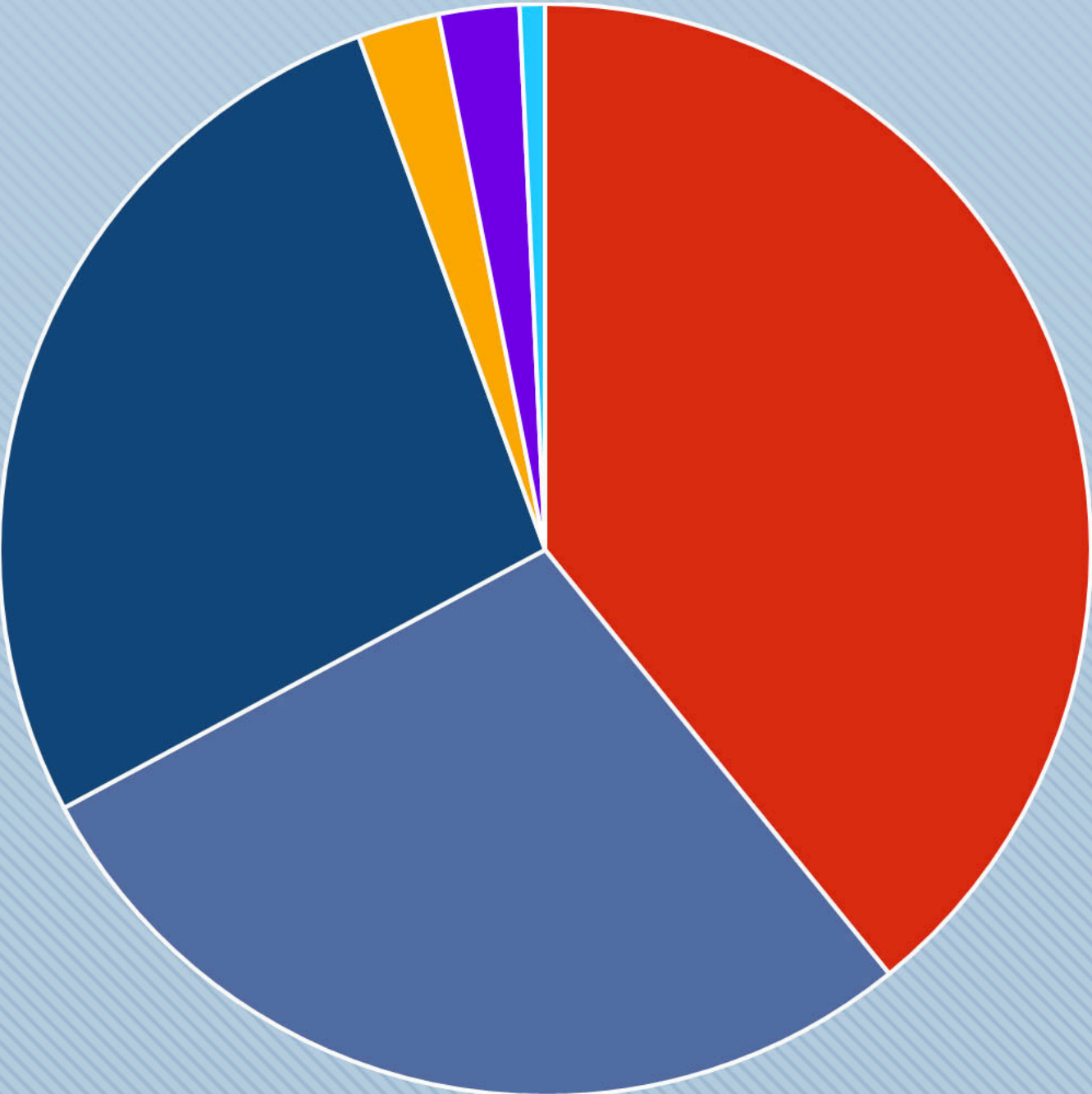


MauiNow.com Most Popular Sections

JANUARY 2016 - APRIL 2016

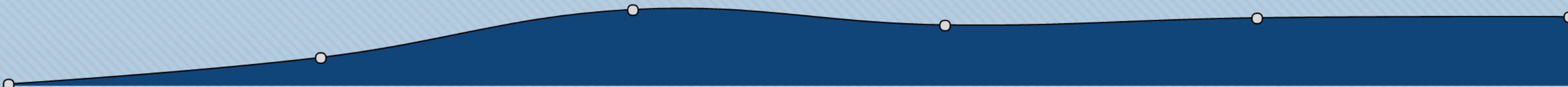
#1	Maui News	49.45%
#2	Maui Business	4.93%
#3	Weather	3.52%
#4	Real Estate	2.22%
#5	Sports	2.11%
#6	Food	2.09%
#7	Arts & Entertainment	2%
#8	Discussion	1.04%
#9	Event Calendar	0.69%
#10	Maui Activities	0.68%
#11	Maui Surf	0.50%
#12	Crime Statistics	0.41%
#13	Maui Now Ohana	0.23%

MauiNow.com Referral Traffic

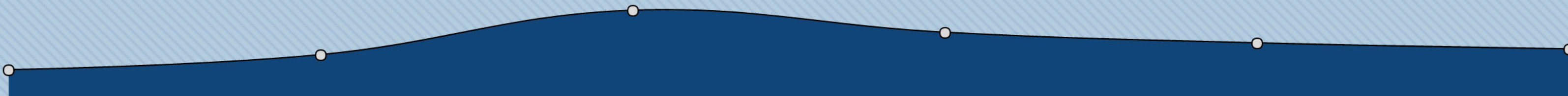


MauiNow.com Traffic

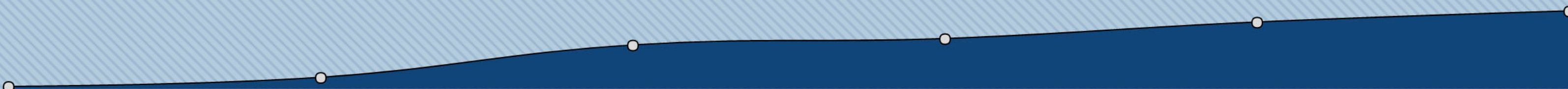
JANUARY 2014 - APRIL 2016



Facebook Referrals

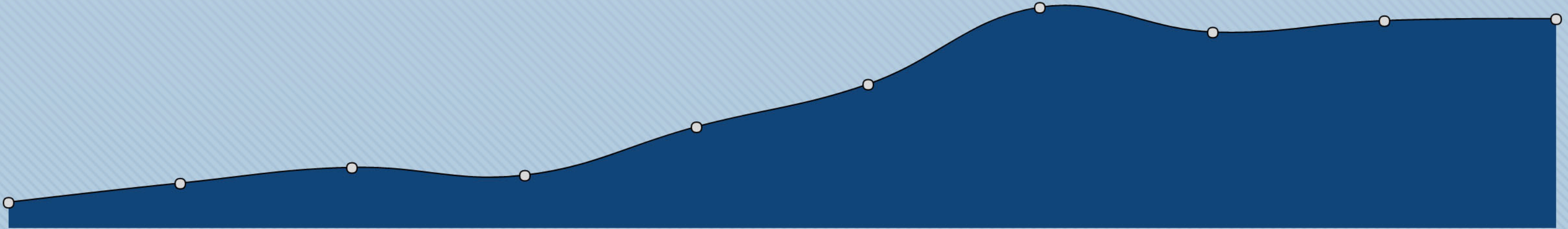


Google Referrals



The Plateau

JANUARY 2012 - APRIL 2016

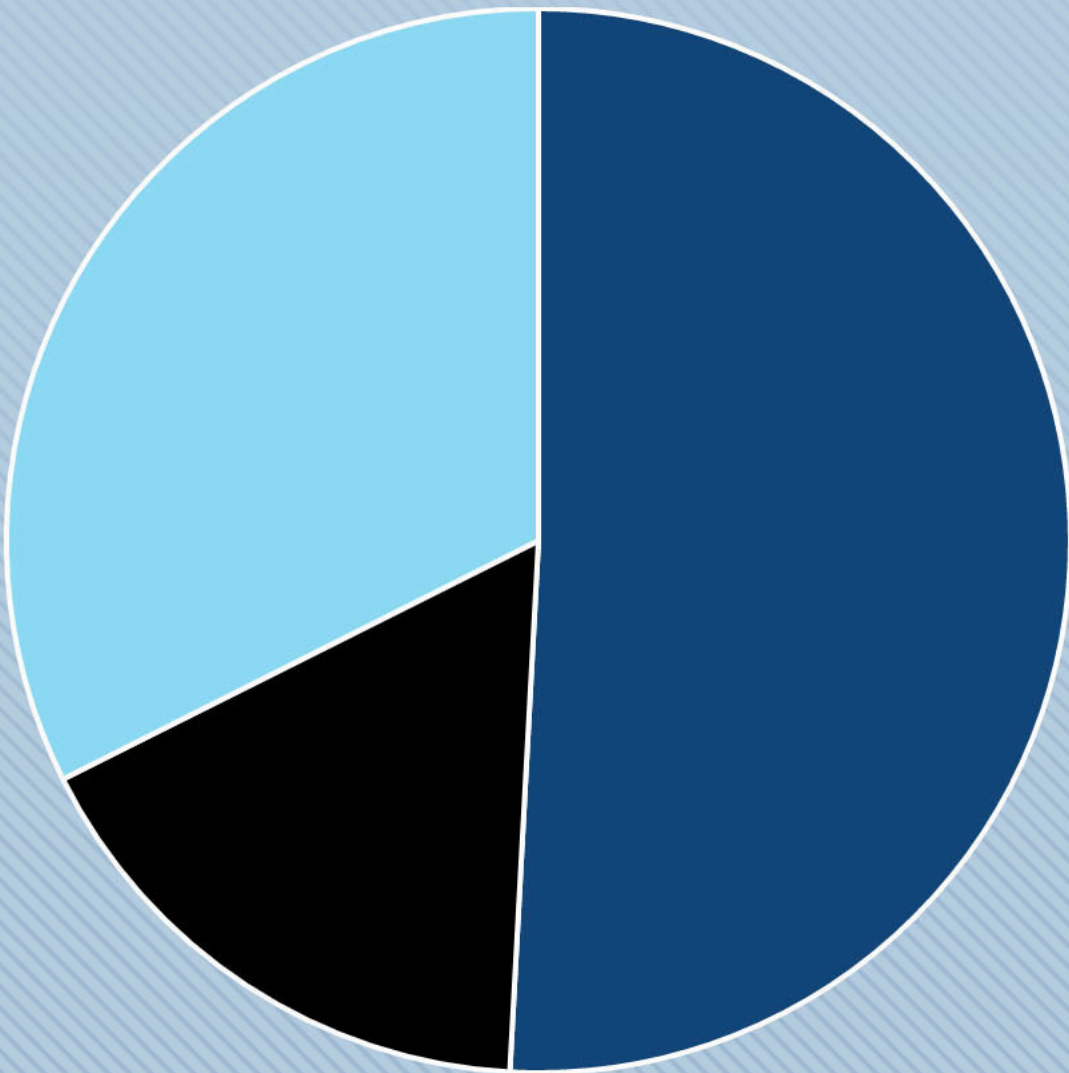


Factors

- 1 Facebook Algorithm Change, Lowering Referrals
- 2 More Competition in the Maui Digital News Realm
- 3 A Higher Bounce Rate than Industry Average
- 4 Limited Local Readership

Local Competition

* DATA FROM SIMILARWEB.COM



62.49%

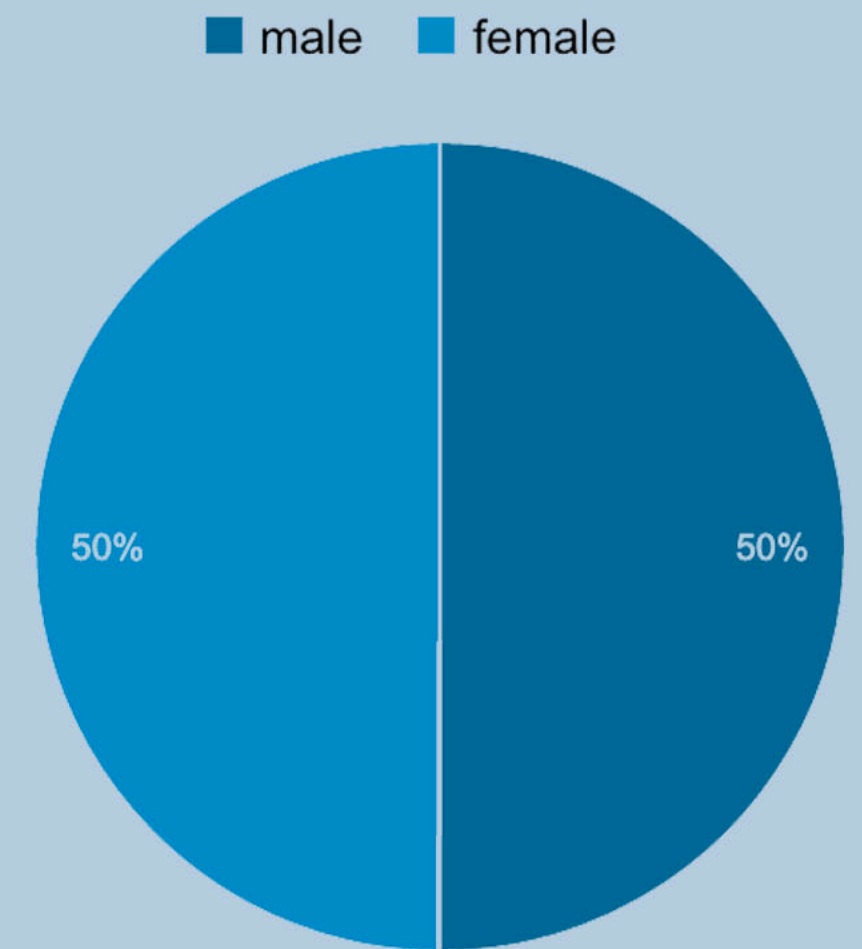
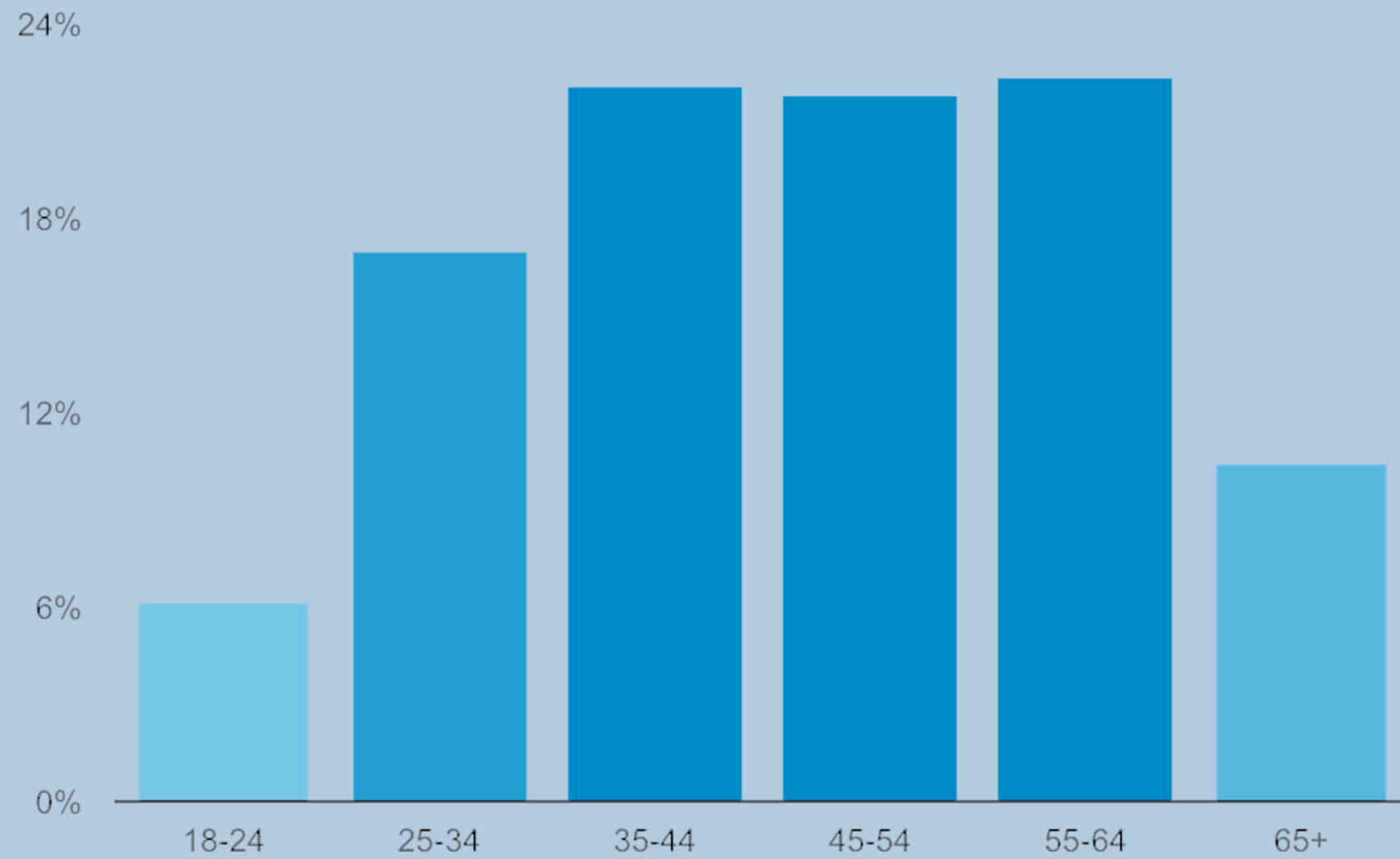
MAUI NOW BOUNCE RATE

55.56%

INDUSTRY AVERAGE

**TO LOWER THE BOUNCE RATES ON THESE PAGES, WE NEED TO ENSURE
THAT OUR HEADLINES ARE INTERESTING AND WILL PULL THE READER
INTO THE STORY.**

MauNow.com Demographics

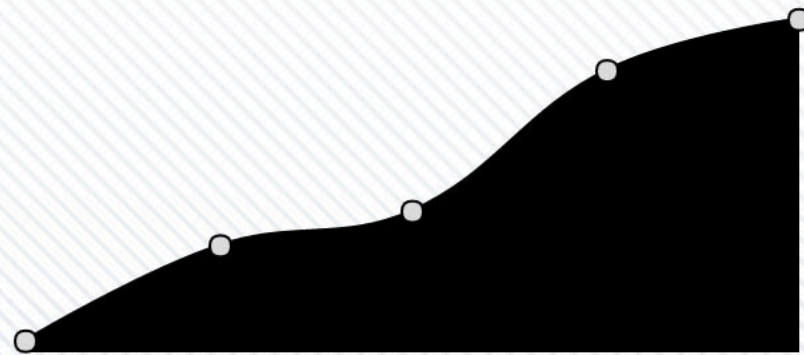


BIG ISLAND
NOW.com

Stats At-a-Glance

565% Growth

SINCE DECEMBER 2012



Approximately 33%

OF BIG ISLAND RESIDENTS USE BIGISLANDNOW.COM



2012

74,430

MONTHLY PAGEVIEWS

12,633

MONTHLY USERS

800

FACEBOOK FOLLOWERS

2016

495,565

MONTHLY PAGEVIEWS

133,215

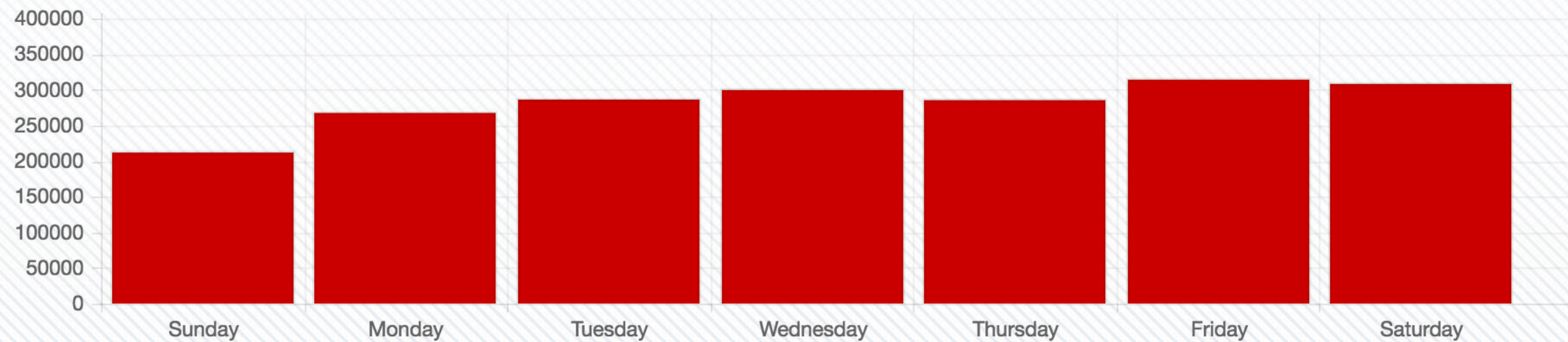
MONTHLY USERS

16,100

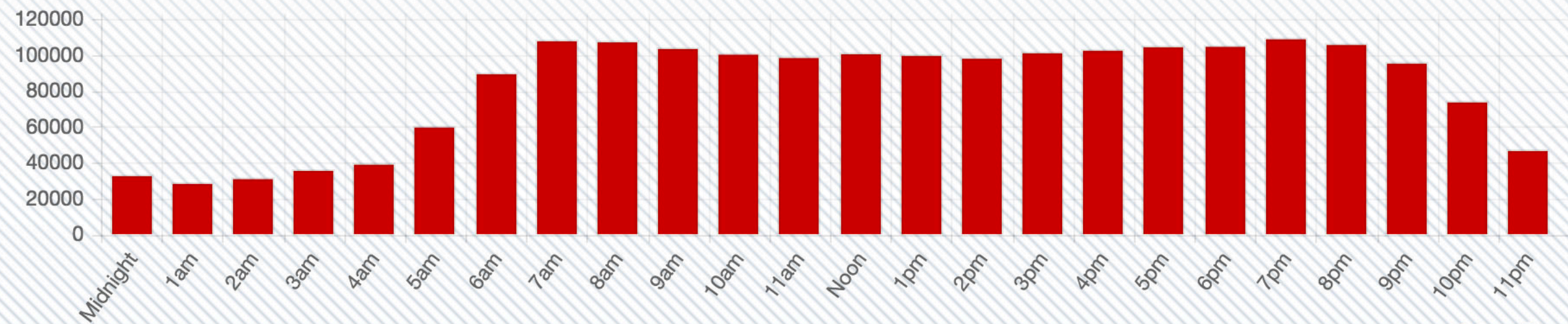
FACEBOOK FOLLOWERS

BIG ISLAND
NOW.com

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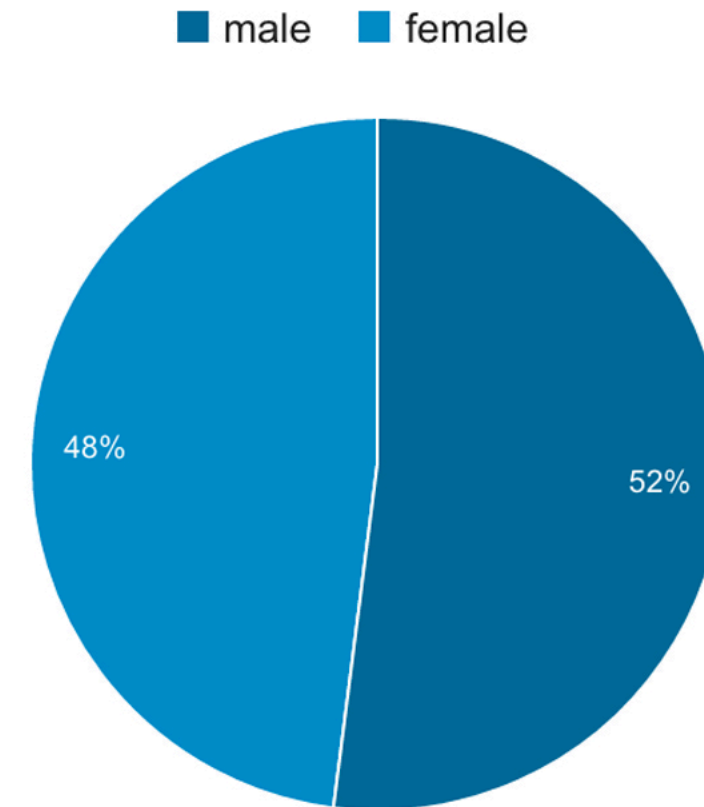
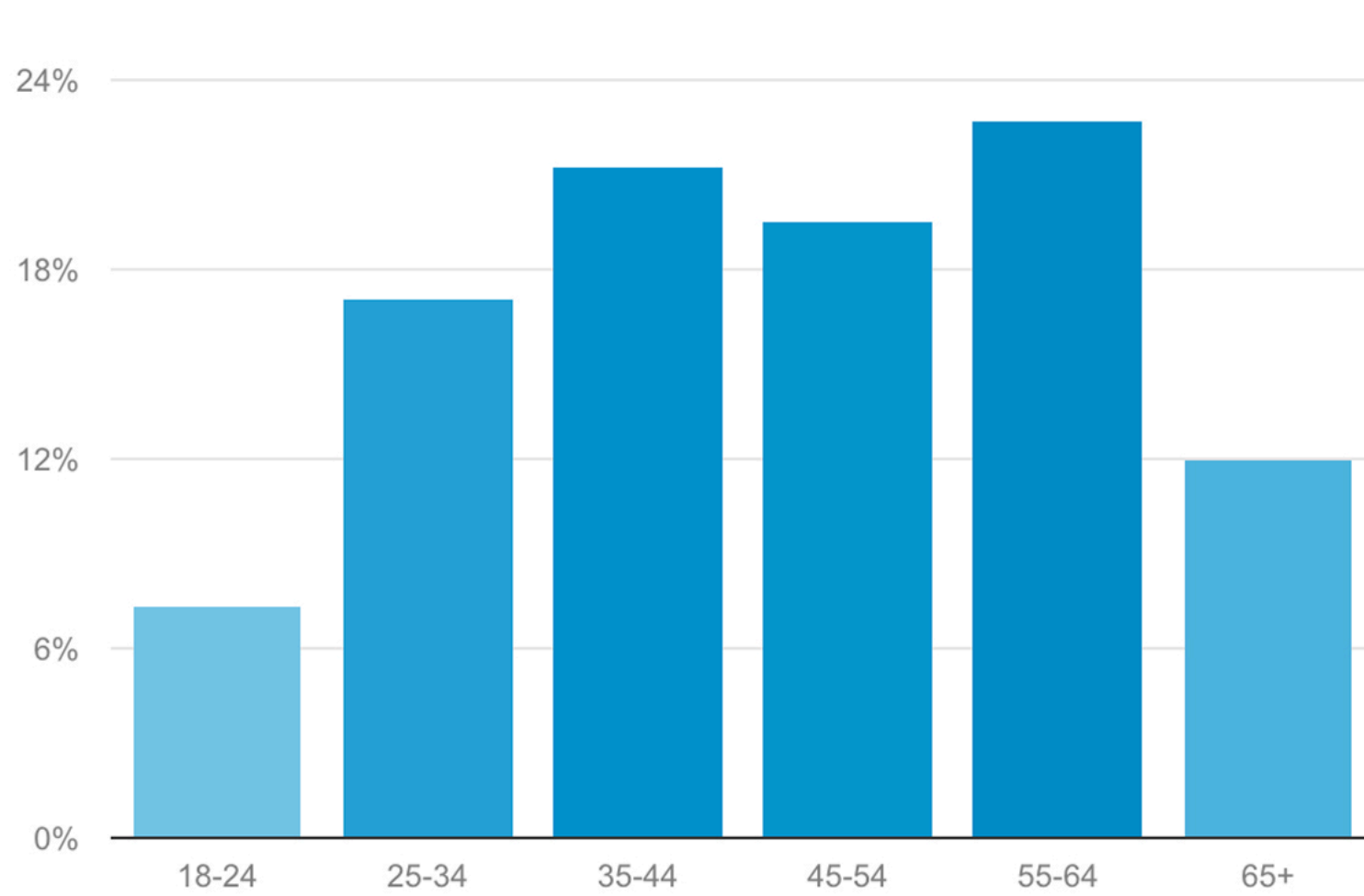


BigIslandNow.com Most Popular Sections

JANUARY 2016 - APRIL 2016

#1	News	64.68%
#2	Weather	4.2.48%
#3	Food	2.30%
#4	Activities	1.59%
#5	Business	1.39%
#6	Sports	1.33%
#7	Arts & Entertainment	0.81%
#8	Discussion	0.61%
#9	Event Calendar	0.37%
#10	Kapa Cafe	0.28%
#11	Obituaries	0.01%

BigIslandNow.com Demographics



BigIslandNow.com Demographics

