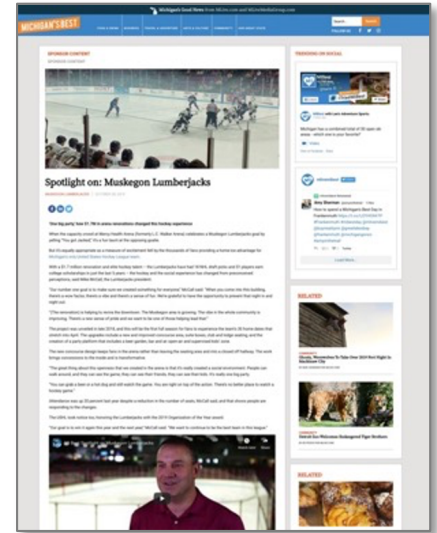




MICHIGAN'S BEST

Michigan's Best is a collection of stories that are all about Michigan. These stories are about what's happening here, the innovations of our great state, our people, and their adventures. It's about the flavors, entertainment, and business of Michigan.

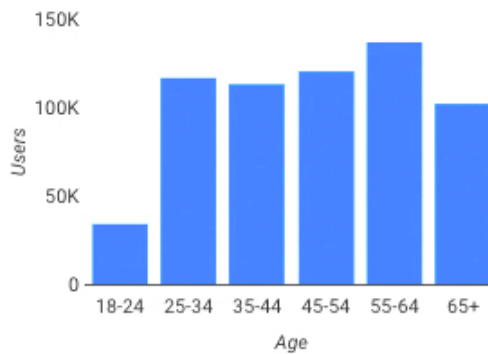
With almost **4.3 million page views** served through October 2020, this is highly sought content. With often two to three times that of other, news and business content, Michigan's Best materials realize an average value threshold of 7.2 (a metric that describes the depth to which the reader goes to engage with the content and metrics time spent, scrolls, etc. Our readers spend lots of time with this content, not just quick clicks.



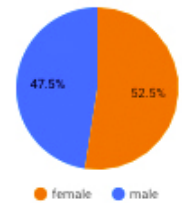
MASS REACH & HIGH ENGAGEMENT

- 2.5 million** Users
- 4.3 million** Page Views
- 962,231** MLive Facebook Fans
- 16,269** MI Best Facebook Fans
- 118,000+** Opt-in Emails

AGE AND GENDER



52.5% Female



47.5% Male

TOP METRO REGIONS

- Detroit MI
- Grand Rapids-Kalamazoo-Battle Creek MI
- Flint-Saginaw-Bay City MI
- Lansing MI

Source: Google Analytics mlive.com/ YTD 10/2020



THE MICHIGAN'S BEST SOCIAL MEDIA AUDIENCE GREW BY 16.9%, AND ENGAGEMENTS BY 17.5%

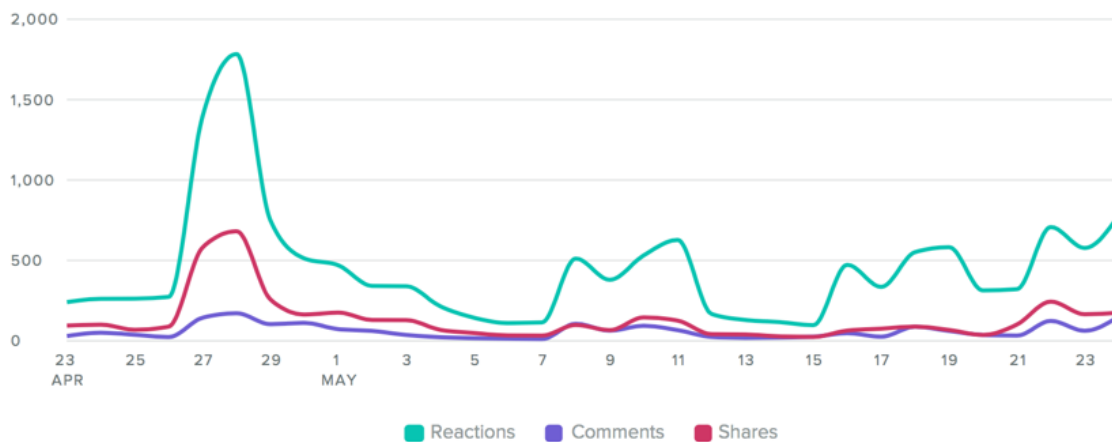
DURING THE ICONIC RESTAURANTS SEARCH.

16.9%

17.5%

Facebook Engagement

Audience Engagement, by day



Action Metrics	Totals
Reactions	14,275
Comments	1,808
Shares	4,093
Total Engagements	20,176

Total Engagements increased by

▲17.5%

since previous date range



Our clients are able to align with this content, reaching this engaged and growing audience, through Michigan's Best sponsored content options such as our Spotlight Video + Article, as well as, content-sponsorship options

A local brewery with national distribution

This client found a new and engaged audience with a comprehensive campaign sponsoring (among other things) a MI Best editorial series consisting of 12 (video) Podcasts with associated articles, published from July to September 2020



4 min. 41 sec.

Average time on (article) page



7 min. 5 sec.

Maximum time on page



79 min.

Average video minutes viewed on social channels



1,396 people

Approximate reach of the social posts

A local Michigan builder

While many people may think of sponsored content from the building industry as dry and full of industry jargon, our client worked with the MI Best team to develop a consumer audience-friendly Spotlight Video + Article campaign resulting in:



31,000 people

Content reach



5,600+ min.

Video viewed



Men 25-34

reached

Additionally, because the MI Best audience is demographically diverse, this client was able to reach a rare top audience on Facebook – Men 25-34 years old

A local, small Mexican restaurant

After increased traffic resulting from a (non-sponsored) editorial mention, this restaurant client found added success with a Michigan's Best Spotlight Video + Article campaign



18,000 people

MI Best social channel users reached



3,000+

post clicks