

# DISCOVER THE BURGH AT A GLANCE

## SITE DETAILS



725 ARTICLES FROM 1,000+ LOCAL SPOTS  
OUR QUEST IS TO DO IT ALL  
2-4 NEW ARTICLES WEEKLY  
100% SOUTHWEST PENNSYLVANIA  
75% OF AUDIENCE WITHIN 4 HOURS BY CAR

## OVER 135,000 FANS



FB	106,750
TWITTER	4,500
INSTAGRAM	20,000
NEWSLETTER	5,900

## MONTHLY PAGE VIEWS (ANNUAL AVERAGE)



136,250/MONTH IN 2020

53% GOOGLE  
30% SOCIAL  
17% DIRECT

## SOCIAL REACH (AVG PER POST)



FB	3K-10K
TWITTER	0.1K-2K
INSTAGRAM	5K-15K

FOUNDED IN MAY 2015  
PART OF WORLD OF DISCOVERY MEDIA LLC

UPDATED JANUARY 1, 2021  
JEREMY@DISCOVERTHEBURGH.COM



# BACKGROUND ON DISCOVER THE BURGH

Jeremy and Angie Jones have 12+ years blogging experience.

## WHAT WE DO BEST:

Travel Writing (Local, National, International),  
Culinary Writing, Photography, SEO, B2C  
Marketing, Social Media Management

## WAYS WE CAN WORK TOGETHER:

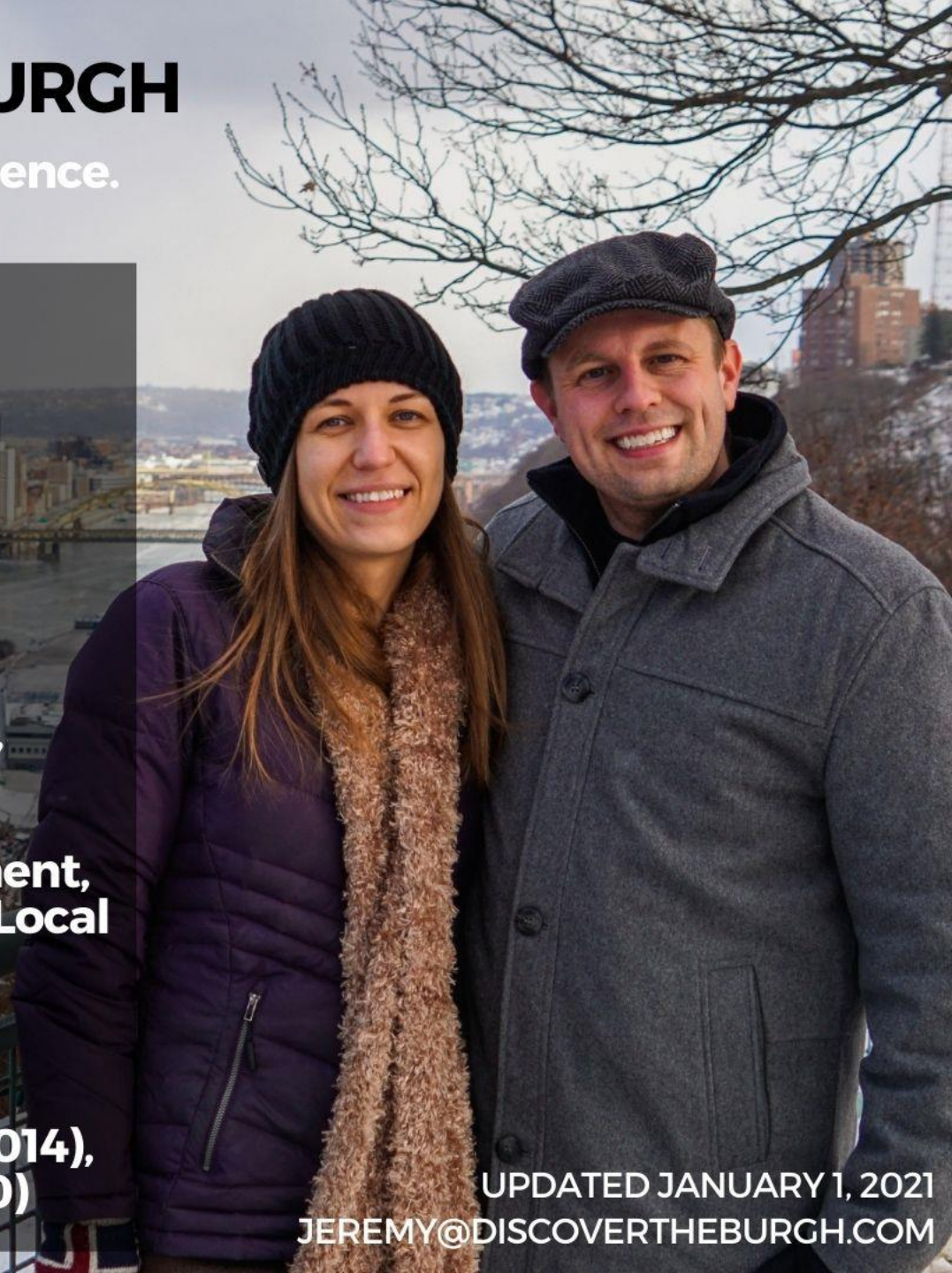
**On Discover the Burgh:** Reviews, Social Media  
Coverage, Newsletter Sponsorship, Contests,  
Coupons, Graphical (CPM) Display Advertising,  
Event Promotion, and more.

**External Assignments:** Social Media Management,  
Freelance Writing, Commercial Photography, Local  
Branding, Speaking Appearances

## OUR MEMBERSHIPS & RECOGNITIONS:

Member: NATJA, SATW

Awards: USA Today's 10Best Travel Couples (2014),  
City Paper's Best Local Foodie Influencer (2020)



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# BRANDS WE'VE WORKED WITH ON DISCOVER THE BURGH

