

DISCOVER THE BURGH AT A GLANCE

SITE DETAILS



800 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 145,000 FANS

FB	110,000
TWITTER	4,500
INSTAGRAM	23,500
NEWSLETTER	7,100

MONTHLY PAGE VIEWS (ANNUAL AVERAGE)



201,000/MONTH IN 2021

71% GOOGLE
15% SOCIAL
13% 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, 2022
JEREMY@DISCOVERTHEBURGH.COM

BACKGROUND ON DISCOVER THE BURGH

Jeremy and Angie Jones have 13+ 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), NATJA Photography Award - Bronze (2019), City Paper's Best Local Foodie Influencer (2020) and Best Blog (2021)



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BRANDS WE'VE WORKED WITH ON DISCOVER THE BURGH

