

# Gainesville.com Hot Stats

Gainesville residents use Gainesville.com, and we have the numbers to prove it! Our family of sites, Gainesville.com, Gatorsports.com and GainesvilleMoms.com, received a combined average of **14,130,000 page views** and **1,040,000 unique visitors** every month. The most effective way to reach the greater Gainesville area consumers is clearly with Gainesville.com. **#1 LOCAL SITE IN GAINESVILLE.** Call your account executive today and be seen by millions!

## Gainesville.com

Page Views	6,645,000
Unique Visitors	630,000
Registered Users	116,606

## Top 5 Site Sections Page Views/Month

Frontpage	1,577,048
Story Pages	1,502,064
News	699,628
Sports	312,581
Obituaries	290,058

## Hot Sections

Gator Sports	7,409,000
Gainesville Moms	76,000
Events Calendar	75,597
MugShots	600,915

## Page Views

## Visitor Activity

Total Visits per Month	1,193,000
Average Time per Visit (minutes)	28.26

## Fun Fact:

Over 24,000 registered users get Daily Headlines delivered via email with the top stories for that day!



**Get your business noticed!**  
Advertise where everyone in Gainesville is looking — call your Gainesville Sun account executive today or 352.374.5079.

**gainesville.com**

GainesvilleMoms.com

**Gatorsports.com**

## Gainesville.com Demographics & Reach

### Gender

Total Adults	65,400	20%
Male	30,200	18%
Female	35,200	22%

### Age

18 - 24	12,600	21%
25 - 34	13,900	23%
35 - 54	23,700	22%
55 - 64	10,600	23%

### Education

Less than HS Graduate	4,700	13%
High School Graduate	6,100	10%
Some College	14,200	15%
College Graduate	40,300	32%

### Household Income

Under \$35,000	15,400	13%
\$35,000 and over	50,000	25%
\$50,000 or more	37,800	29%
\$75,000 or more	22,500	31%

### Mobile

m.Gainesville.com	217,000
m.Gatorsports.com	400,500

### Page Views

### Unique Visitors

m.Gainesville.com	24,300
m.Gatorsports.com	42,000

\*SMS (Text Message) Marketing now available

**Reach** of the  
**76%** online audience  
in **Gainesville**



### Fun Fact:

56% of wireless subscribers access mobile web at least once a day!  
(Source: Comscape)

Gainesville.com is the definitive source for news & information in Gainesville. To learn more call: **(352) 374-5079**



**gainesville.com**

GainesvilleMoms.com

**Gatorsports.com**