



**WICKENBURG SOCIAL**

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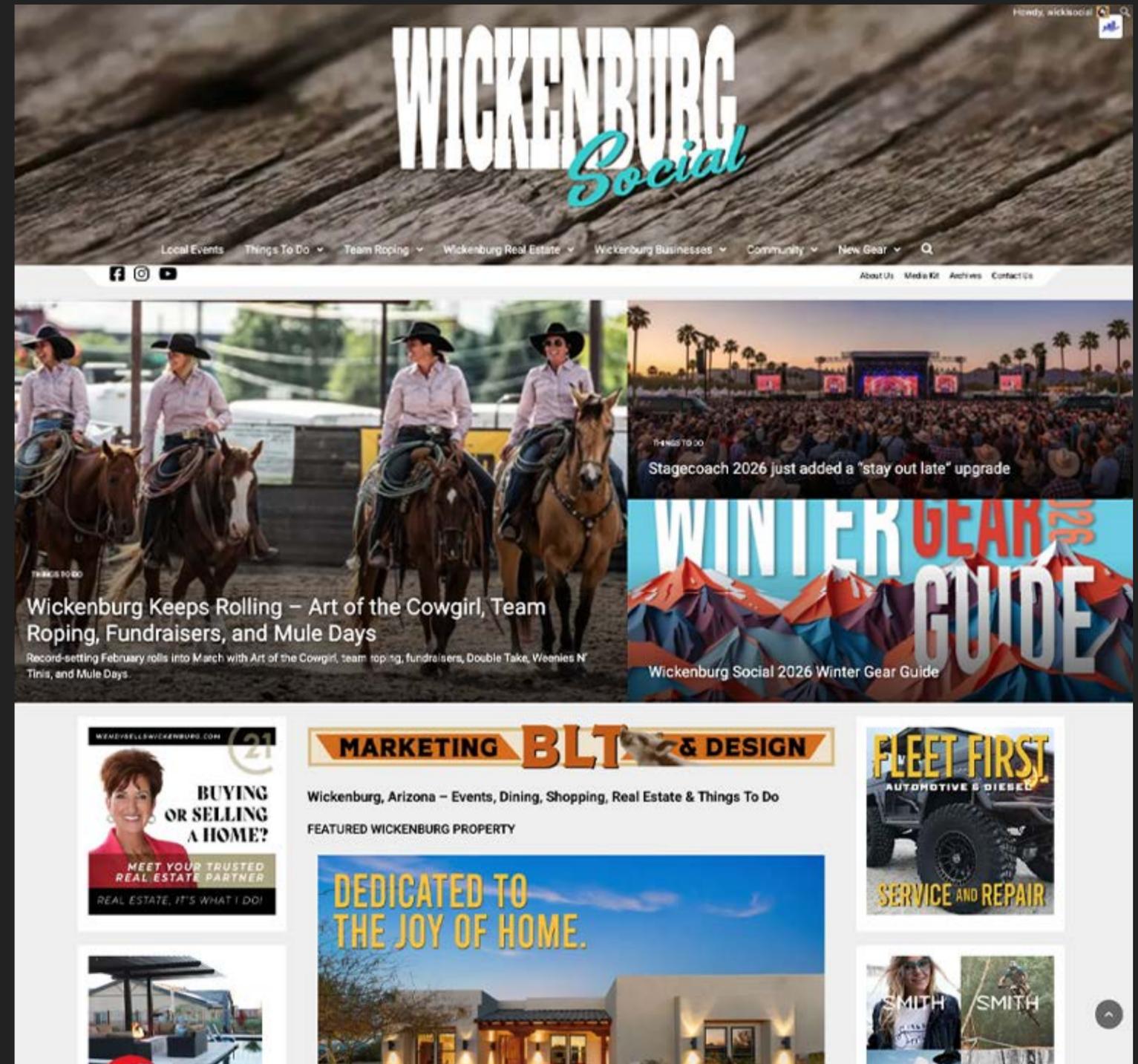
**MEDIA KIT**

# ABOUT WICKENBURGSOCIAL.COM

**WickenburgSocial.com is the digital guide to discovering everything happening in Wickenburg, Arizona.**

- ▶ Created to highlight the businesses, events, arts, culture, and Western lifestyle that define the community, Wickenburg Social connects residents, visitors, and prospective homebuyers with the experiences that make Wickenburg unique.
- ▶ Through original articles, event coverage, local business spotlights, and lifestyle features, the platform provides an engaging resource for exploring life in Wickenburg.
- ▶ Visitors use Wickenburg Social to discover:
  - Local events and festivals
  - Restaurants and shopping
  - Arts and culture
  - Outdoor recreation
  - Real estate and relocation opportunities
  - Western lifestyle and community activities

**Our goal is simple - promote the people, businesses, and experiences that make Wickenburg one of Arizona's most distinctive Western towns.**



# AUDIENCE & ANALYTICS

**Wickenburg Social connects businesses with a growing digital audience interested in the Wickenburg lifestyle.**

▶ **Website Traffic**

- 5,000+ monthly website views
- 60,000+ annual website views

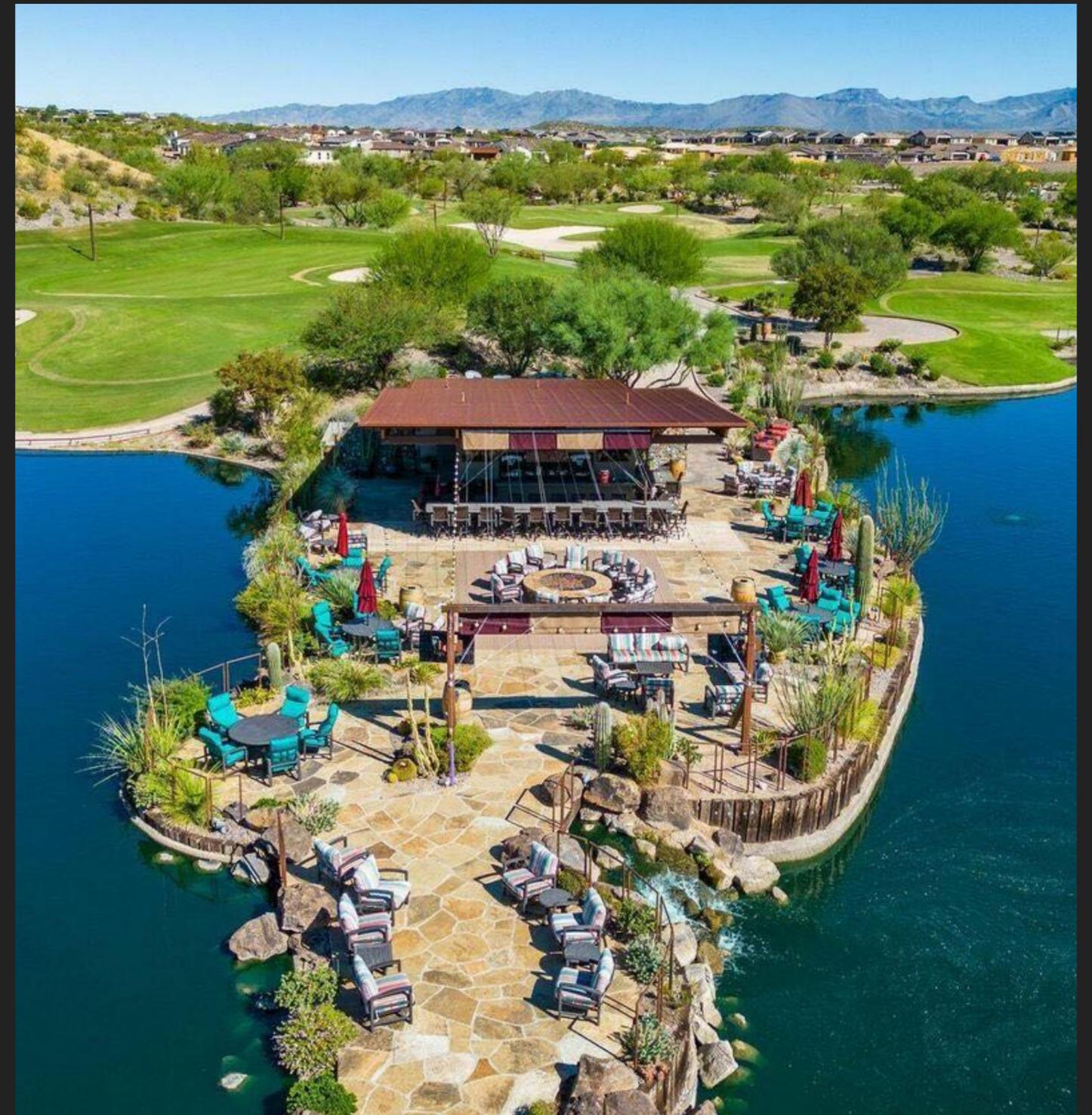
Readers visit the site to discover local events, restaurants, businesses, arts, culture, and real estate opportunities.

▶ **Social Media**

- Facebook: 1,100+ followers
- Instagram: 250+ followers

Wickenburg Social extends its reach through an active social media presence.

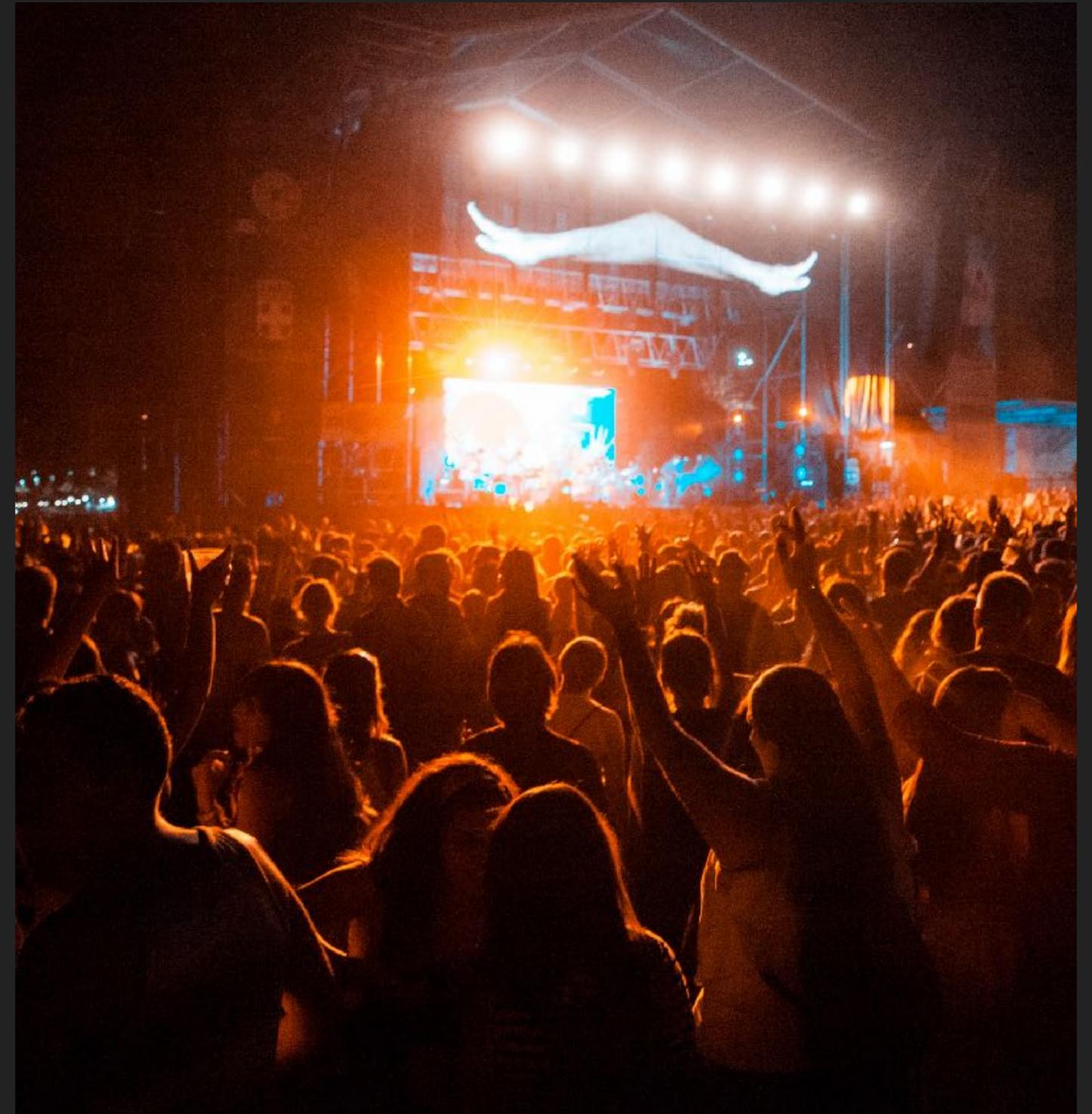
- ▶ **Proven Reach:** Wickenburg-focused content often spreads widely through social sharing. A recent Wickenburg Social Facebook post generated 150,000+ views. This demonstrates the platform's ability to amplify local events, businesses, and community stories.



## AUDIENCE PROFILE

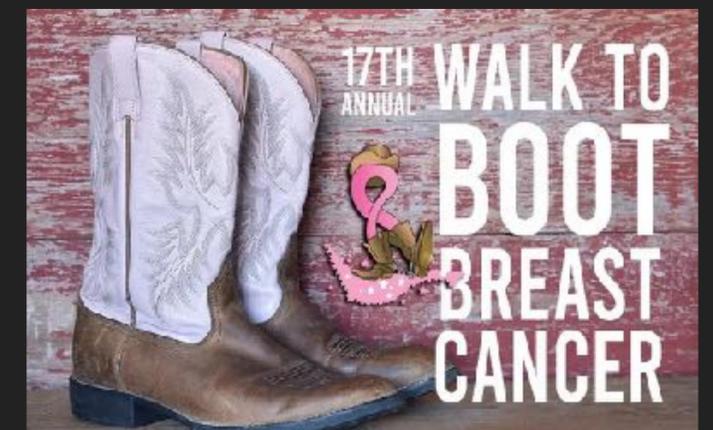
**Wickenburg Social attracts readers who are actively exploring the Wickenburg lifestyle, local businesses, and community events.**

- ▶ **Local Residents** - Year-round residents use Wickenburg Social to stay informed about local events, restaurants, services, and activities throughout the community.
- ▶ **Seasonal Visitors** - Wickenburg's winter visitor population frequently searches for things to do, places to eat, and services available during their stay.
- ▶ **Tourists & Day-Trip Visitors** - Visitors from Phoenix and across Arizona discover Wickenburg Social while planning trips, researching attractions, and exploring events.
- ▶ **Prospective Homebuyers** - Many visitors are researching relocation and real estate opportunities in Wickenburg and use the platform to learn about the community.
- ▶ **Western Lifestyle Enthusiasts** - Wickenburg's reputation as the Team Roping Capital of the World attracts audiences interested in Western heritage, ranching culture, and outdoor recreation.



## OUR KEY CONTENT CATEGORIES

- ▶ **Local Events & Happenings:** Stay Updated on Festivals, Team Roping, Rodeos, and Community Events.
- ▶ **Signature Wickenburg Businesses & Shopping:** Discover Local Shops, Dining, and Unique Finds
- ▶ **Real Estate & Relocation:** Showcasing Luxury Homes and Highlighting the Benefits of Living in Wickenburg
- ▶ **Arts & Culture:** Showcasing Wickenburg's Creative Arts and Entertainment Scene
- ▶ **Health & Wellness:** Promoting a Healthy Lifestyle Within the Community
- ▶ **Outdoor Adventures & New Gear:** Exploring Local Off-Road Destinations, Hiking and Biking Trails, and Must-Have Equipment



# PLATFORM HIGHLIGHTS

**Wickenburg Social regularly publishes content that highlights local businesses, events, and the lifestyle of the Wickenburg community.**

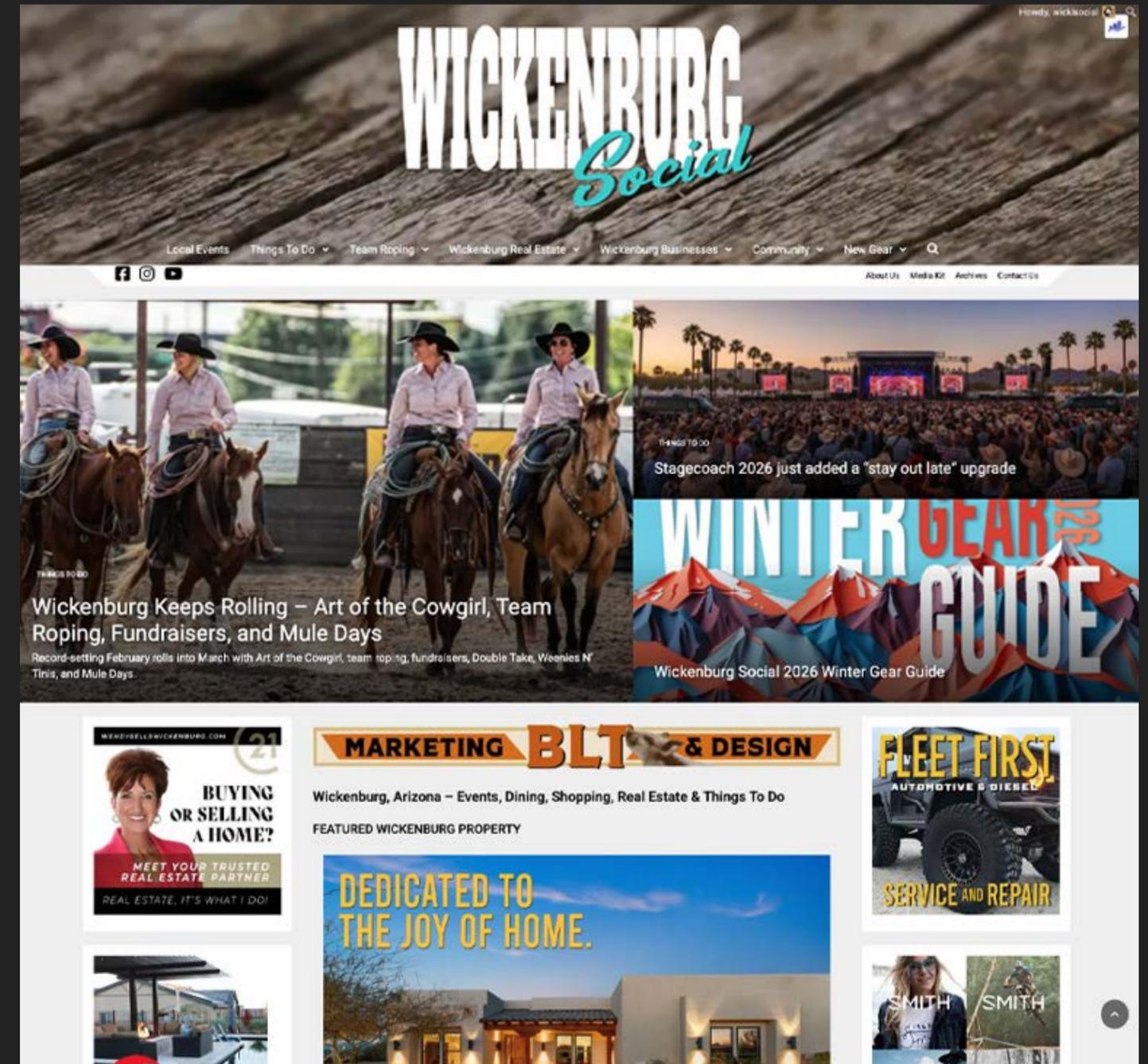
- ▶ **Business Spotlights** - Feature articles introduce readers to local businesses through stories, photography, and direct links to their websites.
- ▶ **Event Coverage** - The platform highlights community events including:
  - **Team roping competitions**
  - **Rodeos and Western festivals**
  - **Art exhibitions and gallery shows**
  - **Community fundraisers and celebrations**
- ▶ **Signature Wickenburg Businesses** - The Wickenburg Social Business Directory provides year-round visibility for local companies, making it easy for visitors to discover trusted services and shops.
- ▶ **Social Media Promotion** - Articles and featured content are shared across Wickenburg Social's social media channels, extending the reach of local businesses beyond the website.



# ADVERTISING OPPORTUNITIES

Promote your business to a highly engaged audience through targeted advertising placements on Wickenburg Social

- ▶ **Homepage Advertising: 300 × 300 Homepage Ad**
  - Prominent homepage placement
  - Sidebar placement across articles
  - Direct link to your website or social page
- ▶ **Banner Advertising: 728 × 90 Banner Ads**
  - Top and bottom homepage placement
  - Ideal for promotions, announcements, or events
- ▶ **Featured Business Promotions** - Businesses can also be highlighted through sponsored articles and social media promotion designed to showcase their services and connection to the Wickenburg community. Many partners benefit from inclusion in the Wickenburg Social Business Directory, providing additional visibility and direct links to their websites.



## WHY PARTNER WITH WICKENBURG SOCIAL?

**Wickenburg Social provides businesses with a powerful platform to reach audiences interested in the Wickenburg lifestyle.**

- ▶ **Local & Regional Reach:** Connect with residents, visitors, and people considering relocating to Wickenburg.
- ▶ **Targeted Audience:** Readers actively visit WickenburgSocial.com to discover local events, businesses, restaurants, and activities.
- ▶ **Multi-Platform Exposure:** Businesses gain visibility through both the website and social media channels.
- ▶ **Community Driven:** Founded in 2019 by Brian and Leslie Terhorst of BLT Marketing & Design, Wickenburg Social promotes the businesses, organizations, and experiences that define the Wickenburg community.





**Wickenburg Social proudly partners with businesses and organizations that support the Wickenburg community.**

**Community Partners:**

- \* Napoles Landscaping
- \* Greenspot Nursery
- \* North West Metal Works
- \* Fleet First Auto & Diesel Repair
- \* Habitat for Humanity
- \* Redeemer Lutheran Church
- \* Century 21 Realtor
- \* K9 Konnection

\* **Wickenburg Art Center & Gallery**

\* **Serape Bleu**

\* **Tinzie Realtor**

\* **BLT Marketing & Design**

**Corporate Partners:**

\* **Kicker Audio**

\* **Smith Optics**

\* **VIKING Bags**

For advertising opportunities: [info@wickenburgsocial.com](mailto:info@wickenburgsocial.com) / Phone: 928.671.8429

Discover more at: [WickenburgSocial.com](http://WickenburgSocial.com)