

We Are Number

ONE!

Omaha World-Herald

Omaha.com

#1

Number One Digital News Subscription Website

- #1 in Total News Website Traffic
(SEM Rush, December 2023 vs. WOWT.com and KETV.com)
- #1 in Pages Per Visit – BY 3X!
(SEM Rush, December 2023 vs. WOWT.com and KETV.com)
- 1.5 Million Monthly Users *(Google Analytics)*
- 2.7 Million Monthly Sessions *(Google Analytics)*
- 15.6 Million Monthly Page Views *(Google Analytics)*
- 4 Minutes Average Time on Website
- 89% Growth in Digital Subscriptions since 2020

#1

Number One Local News Audience Reach

- 68K Average Daily Print Readership
- 20.2K Opted-in Email Subscribers
- 163K Followers on Social Media
(120K Facebook, 29K Instagram, 5K LinkedIn)
- 8.7K App Downloads