

## Welcome Center

**109,000**  
ANNUAL VISITORS



## Media Relations



**500 MILLION**  
POSITIVE MEDIA IMPRESSIONS



## Website & Email

**50,000**  
EMAIL  
SUBSCRIBERS

**2.7 MILLION**  
ANNUAL WEBSITE VISITS

**816,000**  
PARTNER WEBSITE REFERRALS

## Social Media

**41 MILLION**  
ANNUAL IMPRESSIONS

**1.2 MILLION**  
ANNUAL ENGAGEMENTS



**367,600**  
FOLLOWERS