

VEGAS BUSINESS DIGEST

A forward-thinking, digital media publication
about Las Vegas business news and community.

MEDIA KIT



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VEGAS BUSINESS DIGEST



WHO WE ARE

We are local, digital publication that focuses on Las Vegas business news and community. We create digital contents such as newsletter, videos, pictures, social media engagement, and more.

CATEGORIES

- Commercial Real Estate
- Econ
- Insights
- Government
- Hotel & Gaming
- People
- Community
- Innovation

SOCIAL MEDIA IMPRESSION
(LAST 30 DAYS) 8/7/2023



27,000



26,000

GOOGLE ANALYTICS (LAST 28 DAYS)

AUGUST 7, 2023

PAGE VIEW: 5,000

FIRST VISIT 2,700

Our social media impression stats doesn't include the impression other people received when they shared our articles. Therefore, our publication's actual impression is higher than what's shown here.

LINKEDIN

Our biggest and most engagement social platform

6.7%
Engagement Rate

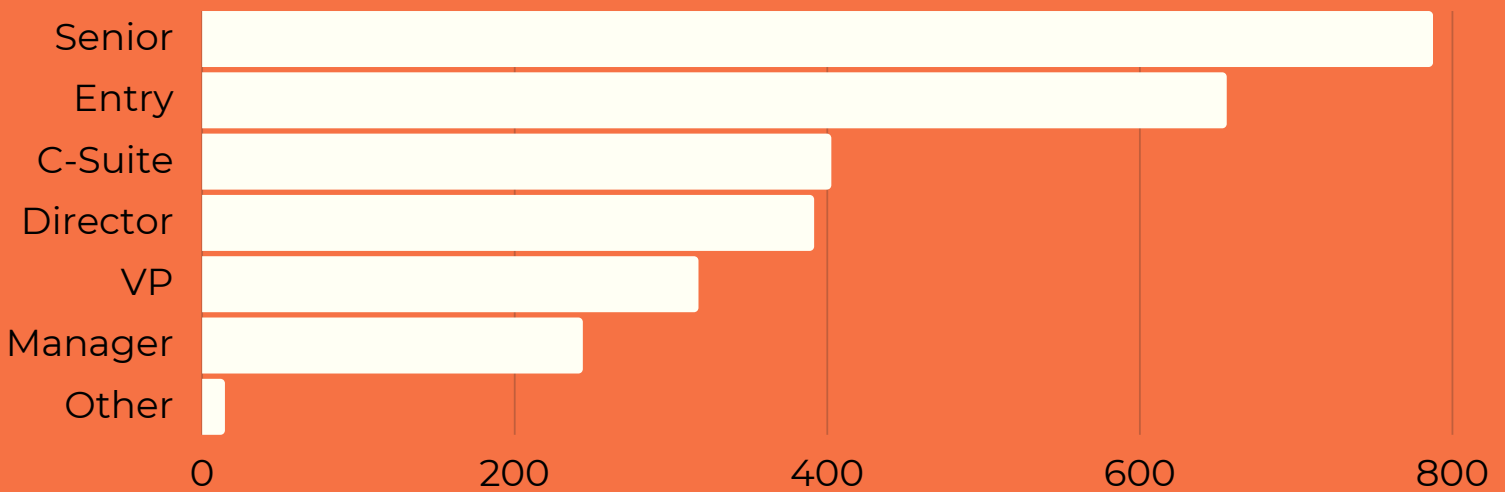
4,100 Followers

As of 8/7/2023

Monthly Analytics

- 27,325 Impression
- 890 Clicks
- 1,400 Reactions







Audience Seniority



Based on LinkedIn analytics (Data from October, 2022)

Competitor Analytics

Fastest growing local media account on LinkedIn with more new followers in the last 30 days than other publications.

Follower metrics ?		Ranked by new followers	
Page		Total followers	New followers
1	 Las Vegas Review-Journal	25,016	262
2	 Vegas Business Digest	4,131	130
3	 Nevada Business Magazine	1,412	35
4	 8 News NOW - KLAS CH. 8	1,144	21
5	 Greenspun Media Group	2,976	13
6	 Las Vegas Sun	1,670	9

WEBSITE

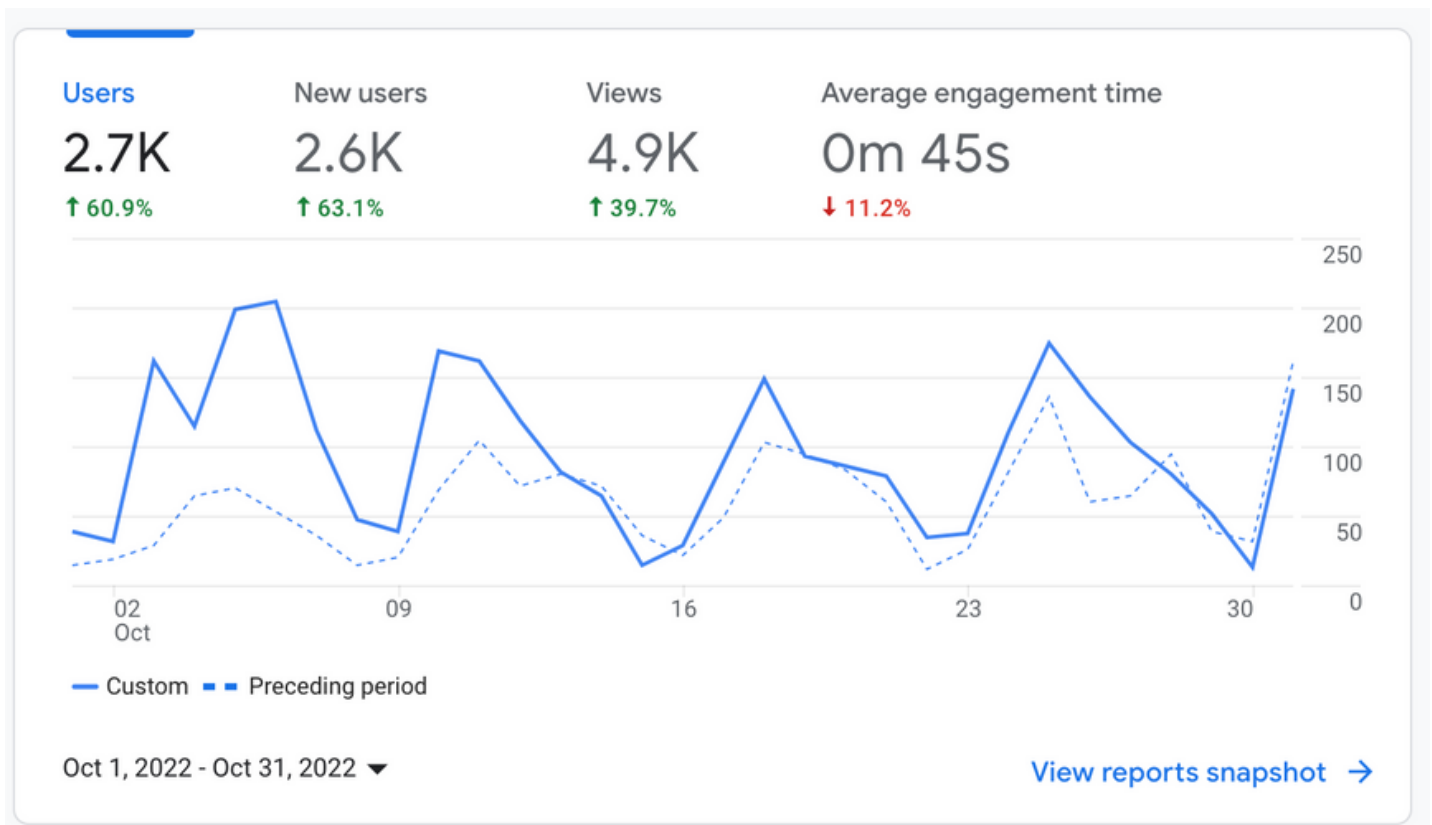
Google Analytics shows increasing number of active users over time

5,000 Page Views

Last 28 Days (8/7/2023)

2,700 First Visit

Last 28 Days (8/7/2023)



NEWSLETTER

Weekly email newsletter deliver to subscriber's inbox.

2,000 Subscribers

Total email and LinkedIn newsletters subscribers

TWITTER

Real time posts for event coverage and engagement

INSTAGRAM

Collaboration with other official accounts on Story, Reels, and Mentions

41% Men

59% Women

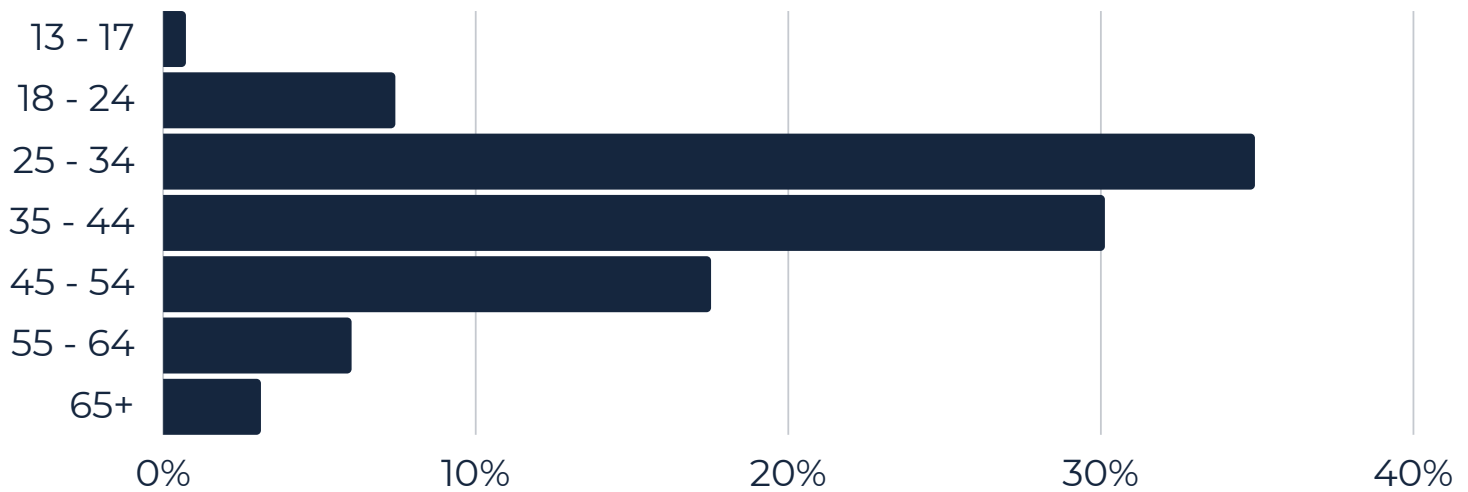
1,186 Followers

As of 8/7/2023

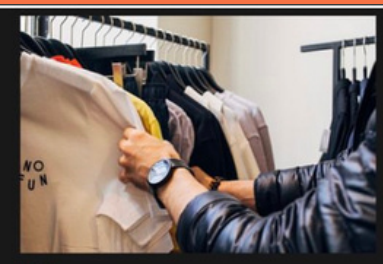
Monthly Analytics

- 26,364 Impression
- 3,284 Accounts Reached

Audience Age Ranges



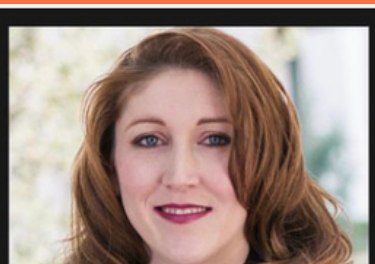
(Data from October, 2022)



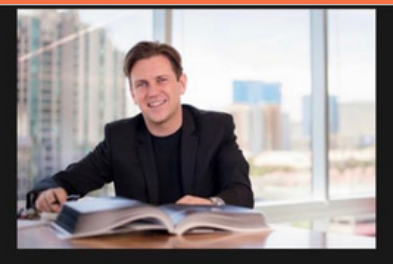
ECON
PNC Chief Economist: Retail Sales Fell 0.6% in November, Well Below Consensus Expectations



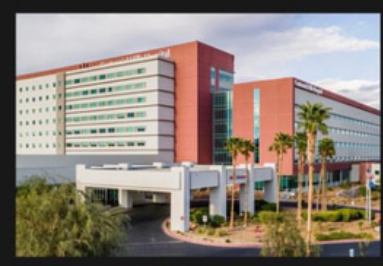
COMMUNITY
The Rogers Foundation is Awarding Nearly \$2 Million in College Scholarships to CCSD Seniors



PEOPLE
Nevada State Bank Promotes Jennifer Turner to Professional Banking Relationship Manager



INSIGHTS
Q&A: Brett Robillard, Studio Director at Gensler, on Enriching Communities Through Architecture



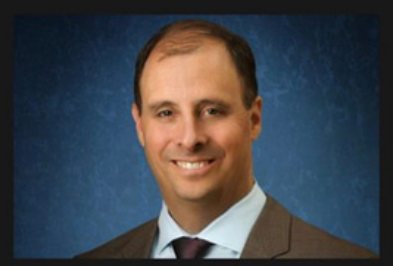
COMMERCIAL REAL ESTATE
Six Valley Health System Hospitals Earn ENERGY STAR Certification



PEOPLE
Bank of Nevada's Joyce Smith Joins Vegas Chamber Board of Trustees



INSIGHTS
Q&A: Scott Muelrath, President/CEO of Henderson Chamber of Commerce



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Q&A: Scott Muelrath, President/CEO of Henderson Chamber of Commerce

EXECUTIVE INTERVIEWS



INSIGHTS

Q&A: Brett Robillard, Studio Director at Gensler, on Enriching Communities Through Architecture

EDITOR OF VEGAS BUSINESS DIGEST

December 9, 2022



INSIGHTS

Q&A: Scott Muelrath, President/CEO of Henderson Chamber of Commerce

EDITOR OF VEGAS BUSINESS DIGEST

December 6, 2022



INSIGHTS

Q&A: Craig Kirkland, Executive Vice President/Director of Retail Banking at Nevada State Bank and New Chair of Henderson Chamber of Commerce

EDITOR OF VEGAS BUSINESS DIGEST

November 21, 2022



INSIGHTS

Q&A: Joyce Smith, Managing Director of Commercial Banking at Bank of Nevada, on Guiding Clients in the Current Climate

EDITOR OF VEGAS BUSINESS DIGEST

November 19, 2022



INSIGHTS

Q&A: Angela Phillips, Executive Director for Habitat for Humanity Las Vegas, on Creating Affordable Homeownership

EDITOR OF VEGAS BUSINESS DIGEST

November 10, 2022



INSIGHTS

Q&A: Tyre Gray, Esq., President of the Nevada Mining Association, on the Future of Mining in Nevada

EDITOR OF VEGAS BUSINESS DIGEST

October 24, 2022



INSIGHTS

Q&A: Dr. René Cantú, Executive Director of Jobs for Nevada's Graduates, on Helping Youth to Graduate and Find a Career Path

EDITOR OF VEGAS BUSINESS DIGEST

October 16, 2022



INSIGHTS

Q&A: Denette Suddeth, Regional President of PNC Bank, on Community Involvement with United Way of Southern Nevada

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September 22, 2022



INSIGHTS

Q&A: Kerry Withrow of RBC Wealth Management, on Exit Planning for Business Owners

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September 2, 2022



INSIGHTS

Q&A: Julie Murray, President and CEO of Moonridge Group, on Philanthropy and Social Impact in Nevada

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August 31, 2022



INSIGHTS

Q&A: Alyson McCarthy, CEO of Ronald McDonald House Charities of Greater Las Vegas

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August 9, 2022



INSIGHTS

Q&A: Mike Ballard, Co-Founder and Managing Partner of Camino Verde Group, on Multifamily Development and Affordable Housing

VEGAS BUSINESS DIGEST

July 19, 2022

AUDIENCE SHARES



Steve Sisolak @SteveSisolak · Jan 25



Homebuyers are flocking to Southern Nevada in search of a comfortable lifestyle and more money in their pockets!



vegasbusinessdigest.com

Las Vegas Ranks Top 3 Most Popular Migration Destinations in the U...
Homebuyers are flocking to relatively affordable areas including Miami, Phoenix and Las Vegas.

83

20

80



Tyre Gray · 2nd
President at Nevada Mining Association
1mo ·

[+ Follow](#)

I enjoyed answering a few questions for Vegas Business Digest this week. It is a pleasure of a lifetime to represent the over 40,000 ...see more



Q&A: Tyre Gray, Esq., President of the Nevada Mining Association, on the Future...

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198

5 comments · 2 shares



SR Construction Inc

3,639 followers

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We had such an amazing time at the West Henderson Hospital topping out ...see more



West Henderson Hospital to Top Out Seven-Story Tower

vegasbusinessdigest.com · 1 min read

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