

Raleigh CONVERGENCE

OUR COMMUNITY

Newsletter subscribers: Nearly 1,500

Average open rate (targeted + general): 41%

Average clickthrough rate: 8.2%

Website demographics:

25-34 (30%), 35-44 (17%),

45-54 (17%), 18-24 (14%)

55-64 (13%), 65+ (9%)

Monthly average on website:

Pageviews: 3,936

Users: 2,316

Instagram audience: 3,660

Instagram demographics:

25-34 (45%), 35-44 (33%), 45-54 (12%)

Snapshot of numbers as of August 2021,
our audience is still growing!

CORPORATE MEMBERSHIP

Raleigh Convergence is a hyperlocal journalism experience. We want to keep our resources free and accessible, but they are not free to produce. Raleigh Convergence offers corporate membership levels so you can help us build up our community while promoting your business needs. Each corporate membership level includes business-focused perks...

Community Corps: \$50/month (\$500/year)

- Special discounted member pricing for employees
- Opportunity to partner on a social media + newsletter promotion with discount/giveaway for your business
- Logo placement on our Businesses Who Keep It Local page with link to your site

Supporter Corps: \$100/month (\$1,000/year)

- Special discounted individual member pricing for employees
- Opportunity to partner on a social media + newsletter promotion with discount/giveaway for your business
- Logo placement on our Businesses Who Keep It Local page with link to your site
- Monthly newsletter promotion through self-service portal
- Opportunity to link out to your news in "partner news" section, 1x/month
- Supporting sponsorship of Converging Stories
- 2 free tickets to Converging Stories/year
- 1 job posting/quarter

Premium Corps: \$300/month (\$3,000/year)

- **Special discounted individual member pricing for employees**
- **Opportunity to partner on a social media + newsletter promotion with discount/giveaway for your business**
- **Logo placement/link on our Businesses Who Keep It Local page**
- **Monthly newsletter promotion through self-service portal**
- **Opportunity to link out to your news in “partner news” section, 1x/month**
- **Supporting sponsorship of Converging Stories**
- **Quarterly native advertising feature on our website, excerpted in newsletter and shared on social media**
- **Access to content marketing trainings from Minvera Media Co. for 1 employee/session**
- **5 free tickets to Converging Stories/year**
- **1 job posting/month**
- **Banner rotation - 1 week each month**

Champions Corps: \$500/month (\$5,000/year)

- **Opportunity to partner on a social media + newsletter promotion with discount/giveaway for your business**
- **Logo placement/link on our Businesses Who Keep It Local page**
- **3 newsletter promotions/month**
- **Opportunity to link out to your news in “partner news” section, 1x/month**
- **Supporting sponsorship of Converging Stories**
- **Quarterly native advertising feature on our website, excerpted in newsletter and shared on social media**
- **Access to content marketing trainings from Minvera Media Co. for 2 employee/session**
- **5 individual memberships, discount for additional memberships**
- **5 free tickets to Converging Stories/year**
- **Sponsored email blast 1/quarter**
- **A quarterly project “made possible through the support of [your business name].”**
- **2 job postings/month**
- **Banner rotation - 1 week each month**

