Since launching in April 2011, HearingHealthMatters.org (HHTM) has become a leading online resource for hearing professionals and consumers alike.

HHTM continues to witness rapid growth in readership each year, now exceeding more than 900K views per year.

Well over 3000 original posts, discussing a wide range of topics, have been produced and read in over 200 countries since the site was created.
SITE DEMOGRAPHICS

- **Gender**: 53% Female, 47% Male
- **Age Distribution**:
  - <18: 16%
  - 18-24: 14%
  - 25-34: 17%
  - 35-44: 19%
  - 45-54: 16%
  - 55-64: 11%
  - 65+: 7%
- **Household Income Composition**:
  - $0-50k: 43%
  - $50-100k: 30%
  - $100-150k: 16%
  - $150k+: 11%
- **Education Level**:
  - No College: 31%
  - College: 45%
  - Grad School: 24%
HHTM readers hail primarily from the US and Canada, but the site continues to build upon a growing readership from across the globe.
WEBSITE ADVERTISING

- HHTM offers options for on-page advertising
  - Banner Ad
  - Side Bar Ad
    - Rotating, static or animated GIF options available
EMAIL ADVERTISING

- HHTM offers options for email advertising
  - Weekly newsletter banners
    - Approximately 5,000 highly-engaged weekly subscribers
  - Custom eBlast campaigns – *Very Popular!*
    - List of nearly 15,000
OTHER ADVERTISING OPPORTUNITIES

- Unique advertising opportunities not outlined in this document may occur throughout the year, sometimes coinciding with professional meetings or events.
- Interested in advertising opportunities with HHTM? Please direct your inquiries to sales@hearinghealthmatters.org for more information.
I use Google Analytics to determine what was the last website visited by visitors to our website. *HearingHealthMatters.org* is always one of the top three websites directing traffic to [Frye.com](http://Frye.com). Of the top 20 websites about half bounce off, staying for only a few seconds and not viewing more than the one landing page. Of the websites that do direct traffic toward Frye.com I value *quality* over quantity. For me, quality is a combination of time on Frye's website and the number of pages viewed. The #1 website averages six pages with approximately (01:40) one minute forty seconds on Frye's website. That website, which we pay more to than Hearing Health Matters, provides a fraction of the leads. Hearing Health & Technology Matters (HHTM), as noted above, provides the most visitors to Frye.com.

Visitors from HHTM's website average 3.3 pages and approximately (01:30) one minute thirty seconds. None of the other websites provide both multiple page view and total time on our web site. Only HHTM provides all three: The *most visitors* directed to Frye.com. *Multiple (3.3) page views* and *Significant time* (1:30) on the Frye website. HHTM gives Frye.com the most band for our buck. The money Frye pays to advertise with your group is well spent.

-- *Director Sales & Marketing, Frye Electronics, Inc*
**ENDORSEMENTS (CONT.)**

*Gina Stefanelli, VP Marketing, SHOEBOX Audiometry*

“We have seen solid leads and great conversion rates with HHTM’s eBlast campaigns”

*James Jerger, Ph.D. to Maurice Miller, Ph.D*

"To get your message out you need to be sure that it makes contact with a large number of audiologists. And nowadays that means blogs. The best one is Hearing Health and Technology Matters.”  *(Provided with permission from both parties)*