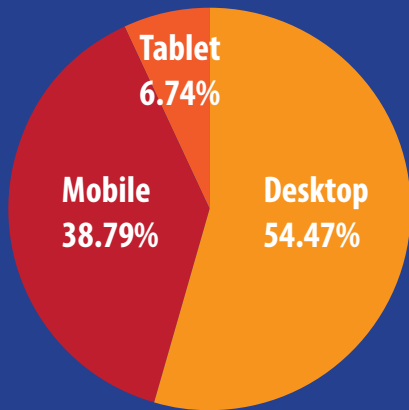


# You can reach over a million users a year!



## How are our users viewing us?

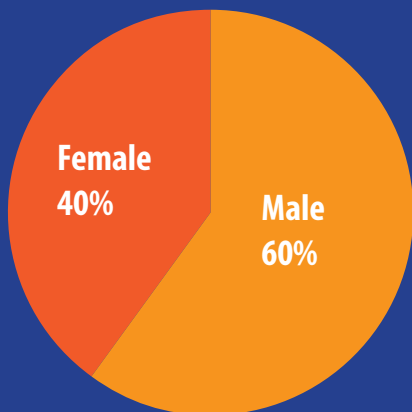


**The Illini Media Online Network** is the online presence of the main campus media outlet at the University of Illinois. It consists of [dailyillini.com](http://dailyillini.com), [readbuzz.com](http://readbuzz.com), and [wpgu.com](http://wpgu.com), which provide the Champaign-Urbana community and beyond with award-winning up to date coverage in a wide range of demographics. Our readers are passionate U of I students, die-hard Illini fans, dedicated alumni, informed members of the faculty, staff, and community, and more. Our advertising options provide your business the opportunity for a high level of exposure with a very diverse demographic, and can put you directly into the hands of your potential customers on multiple platforms.

Statistical Data – Google Analytics from 1/1/15-12/31/15

**Total Page Views: Over 5 Million**  
**Total Users: Over 1.2 Million**

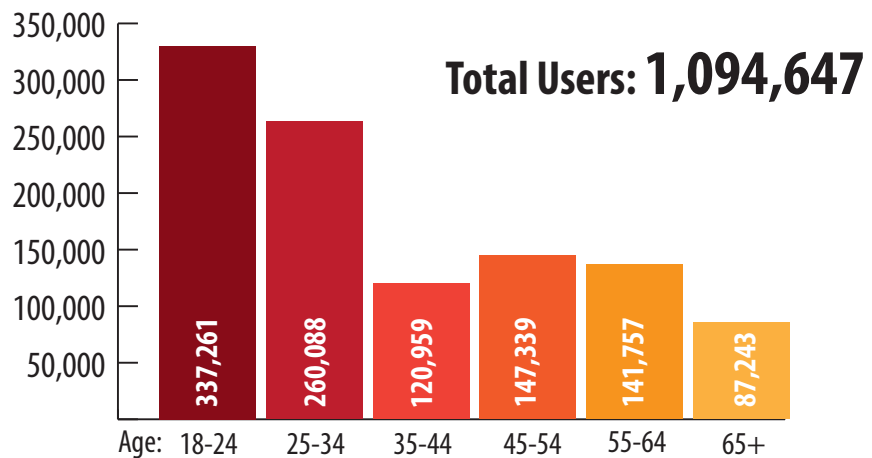
## What is their gender?



## Average Monthly Page Views:

- U of I In Session (Jan-Apr, Sep-Nov): **569,948**
- U of I Not In Session (May-Aug, Dec): **207,323**

## Dailyillini.com 2015 visitors by age group



## Location:

**% of Online Traffic**  
 Central Illinois – 30.3%  
 Chicago – 24.7%

Call us at **217-337-8382** to advertise with us online.