

# National Horse Show

# 2021 MEDIA REPORT

## PRESS RELEASES

Total Number of Releases: **34**  
Total Reach: **357,611**  
Average Reach: **10,518**  
Click Rate: **10.54%**

## SOCIAL MEDIA

### FACEBOOK

Total Number of Posts: **137**  
Reach  
Average: **4,520** Total: **610,244**  
Engagement  
Average: **358** Total: **48,384**  
Likes  
Average: **94** Total: **12,704**  
Comments  
Average: **12** Total: **1,593**  
Shares  
Average: **7** Total: **901**

### INSTAGRAM

Total Number of Posts: **104**  
Reach  
Average: **5,225** Total: **538,220**  
Likes  
Average: **672** Total: **69,249**  
Comments  
Average: **4** Total: **406**

## EARNED MEDIA

Total Number of Earned  
Media Articles: **188**  
Total Reach: **8,015,324**  
Average Reach: **70,932**

## LIVE STREAM

Equitation Week  
Video Views: **15,958**  
Live Stream Views: **12,649**  
Total Viewers: **5,640**  
Mobile App Views: **4,937**  
Countries Viewed in: **53**  
Average View Time: **45:47**

World Cup Week  
Video Views: **63,077**  
Live Stream Views: **52,124**  
Total Viewers: **18,606**  
Mobile App Views: **23,260**  
Countries Viewed in: **81**  
Average View Time: **57:21**

## WEBSITE

Oct.25-Nov. 8  
New First Time Visitors: **35.74%**  
Average Session Duration: **3:38**  
Hits: **276,903**  
Unique Page Views: **202,003**  
Sessions: **123,753**  
Users: **45,920**

