DEVELOPING
Lafayette

MEDIA KIT

OVERVIEW

The award winning Developinglafayette.com website is a destination for the curious reader who is searching for the most up-to-date news about developing our community. DL is the source to reach over 47,000 highly educated viewers with spendable income per month.

MISSION

The mission/vision of DL is to be the premier media outlet for informing local communities of new and exciting developments and projects while at the same time assisting businesses in promoting and growing their offerings.

“Best Facebook Page”

- Times of Acadiana “Best of” 2015

AWARDS & ALLIANCES

LAFAYETTE ECONOMIC DEVELOPMENT AUTHORITY

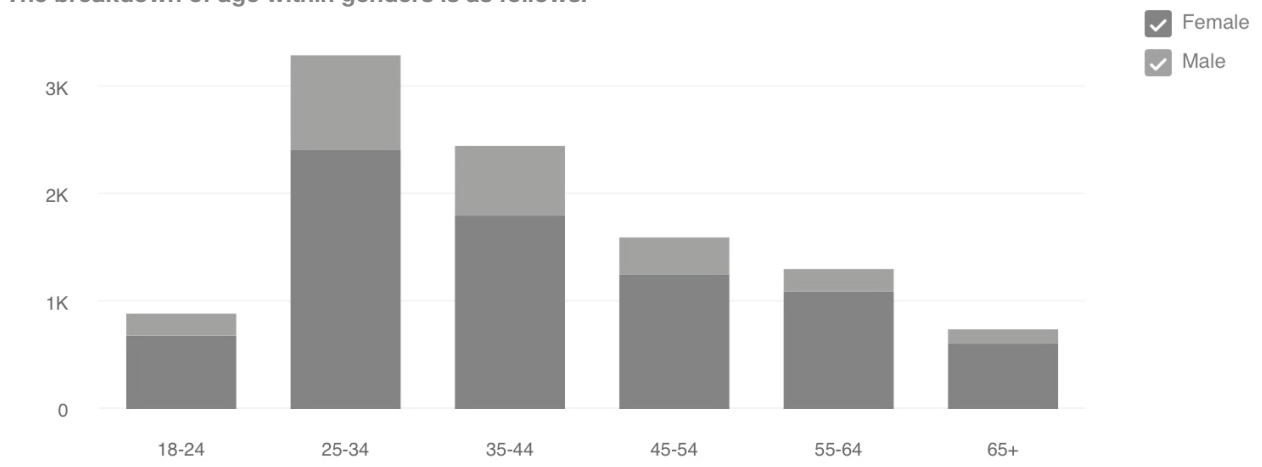
ONEACADIANA™

ACCELERATE ACADIANA

DEMOGRAPHICS

47k+ Social Followers

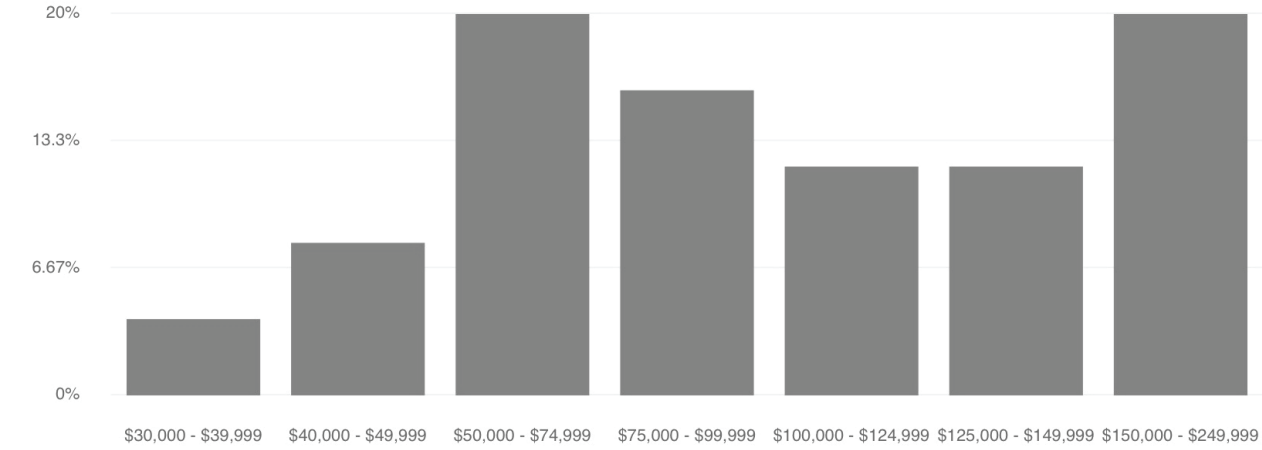
The breakdown of age within genders is as follows:



Active. Educated. Affluent.

73% Women and 27% Men.

Household income (in thousands) is as follows:



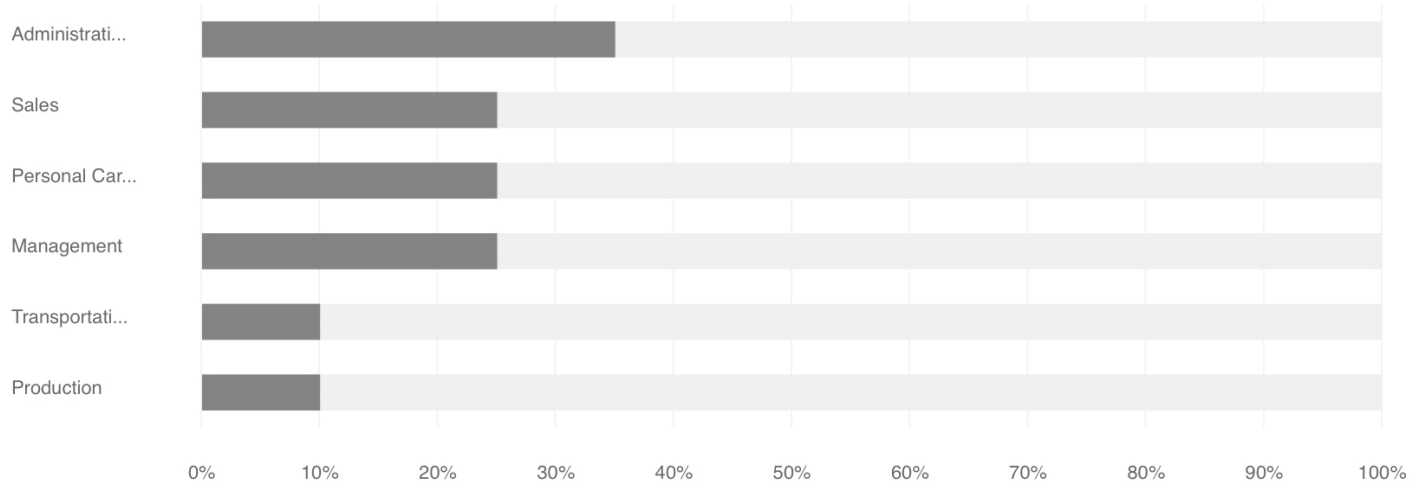
82% of our followers own a home.

40% own a home priced between $100-200k.

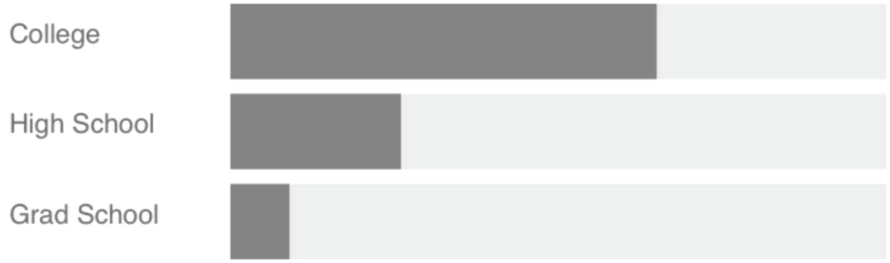
45% own a home priced between $200-500k.

DEMOGRAPHICS

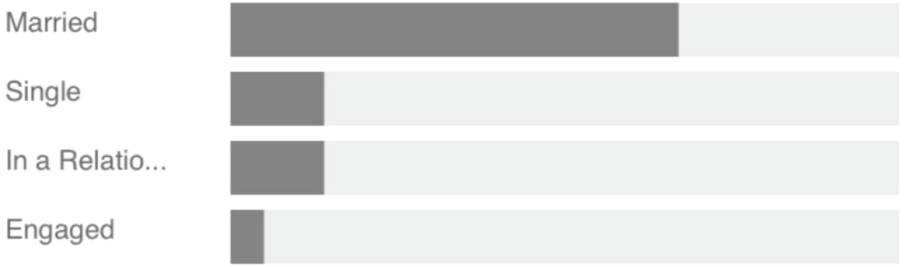
The majority of our followers work in Administrative Services, Sales, Personal Care, and Management. Here is a breakdown:



69% are college graduates:



66% are married:



Facebook analytics September 2017

OUR WEBSITE

Our website, DevelopingLafayette.com, averages 85k+ page views/month (6 month average):

In our region:
56% are from Lafayette
27% from Acadiana
17% from BR/NOLA

Ad Clicks averages 36% more than double FB average.

How they see us:

57% Desktop + Mobile
42% Mobile only
77% iPhone
20% Android

We report on new and expanding businesses in the Acadiana area.
We post exclusively positive news.

ADVERTISING OPTIONS

Banner Ads Mobile Format

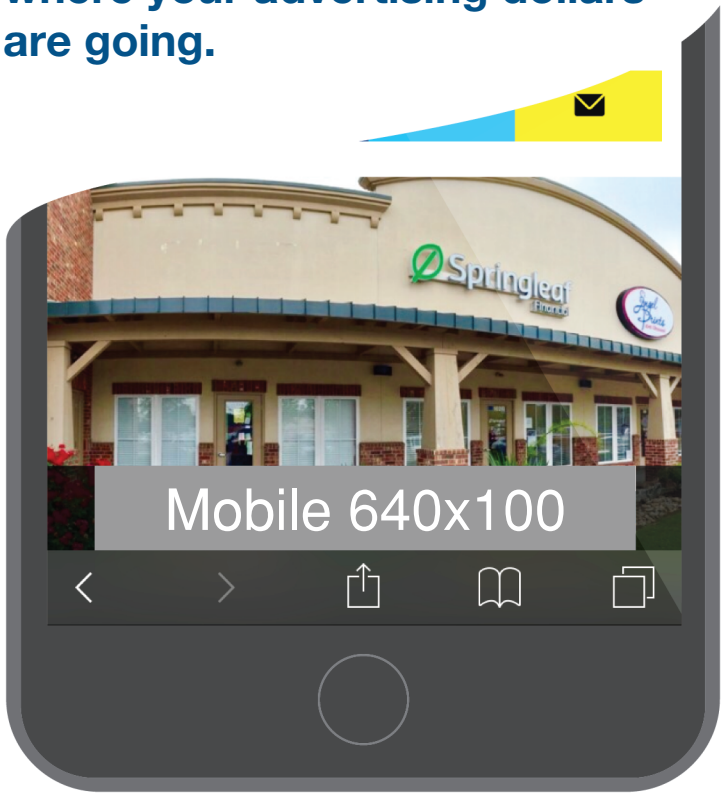
Always Visible
Fixed Prime Mobile

Below Content
Cube #3

Website ads should be JPG, TIF, GIF,or PNG at 72 dpi at the intended ad size.

Developing Lafayette was born a digital media site. We specialize in helping new and existing businesses expand their business through branding and content marketing.

Why digital? Results are measured so you can see exactly where your advertising dollars are going.



ADVERTISING OPTIONS

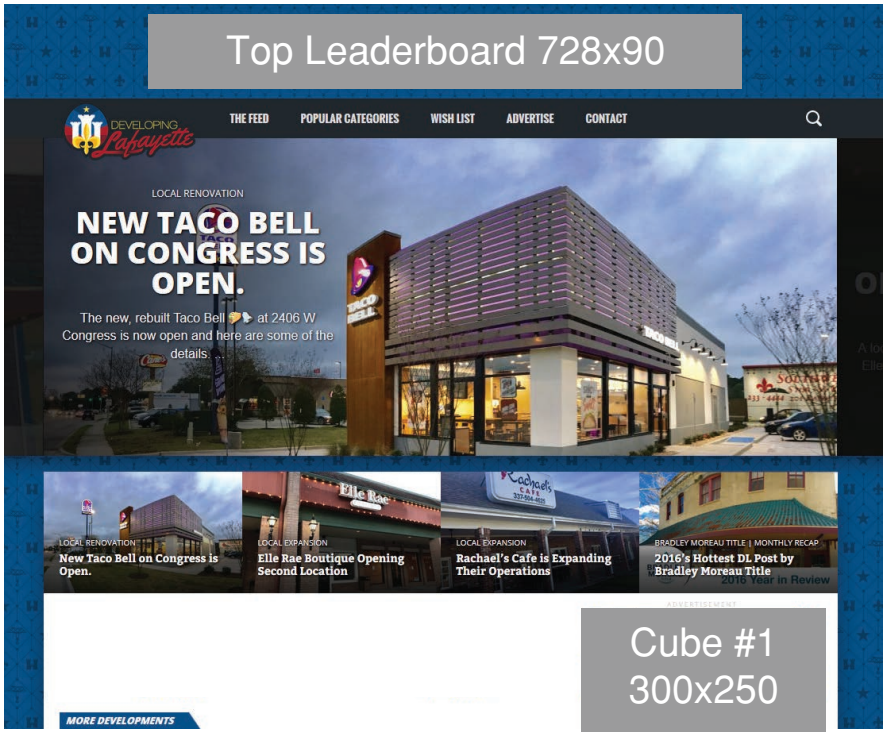
Banner Ads Desktop Format

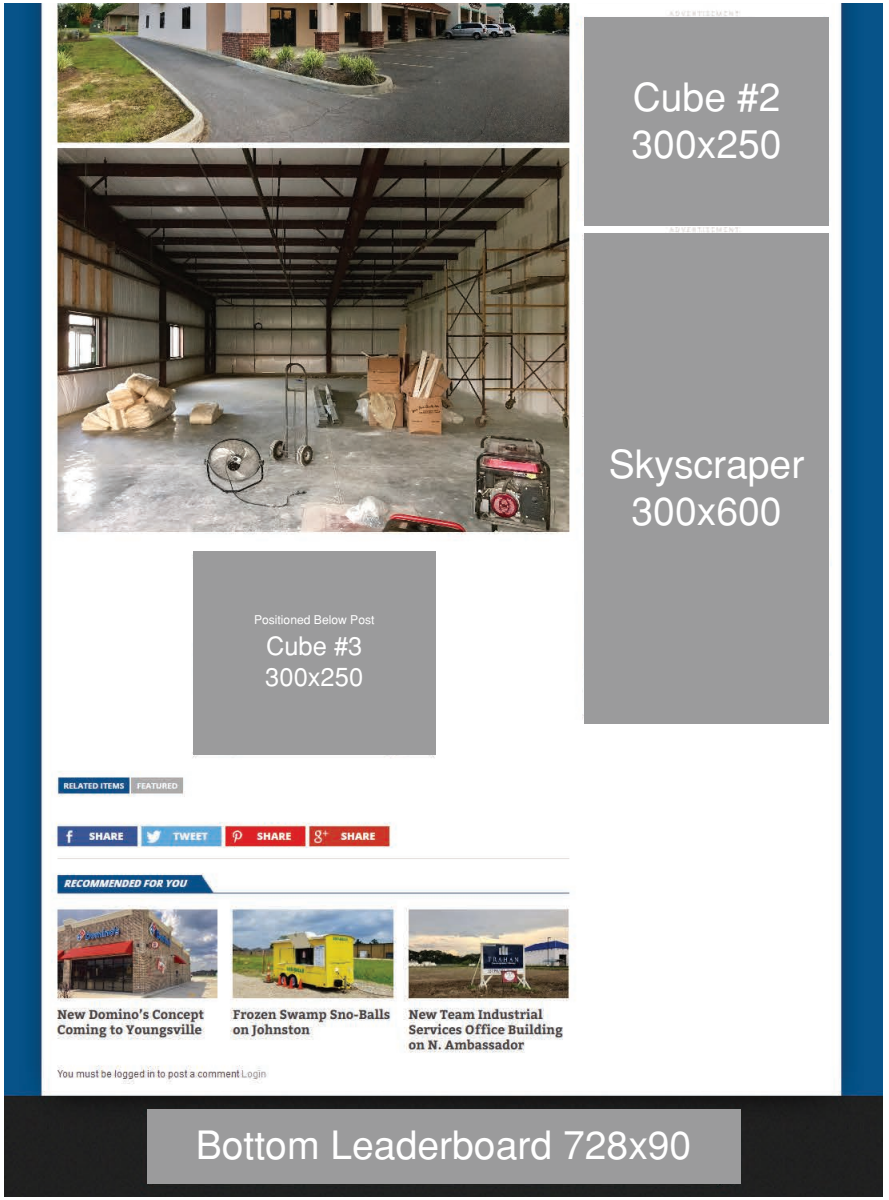
Above Fold

Top Leaderboard
Cube #1

Below Fold

Cube #2
Cube #3
Skyscraper
Bottom Leaderboard



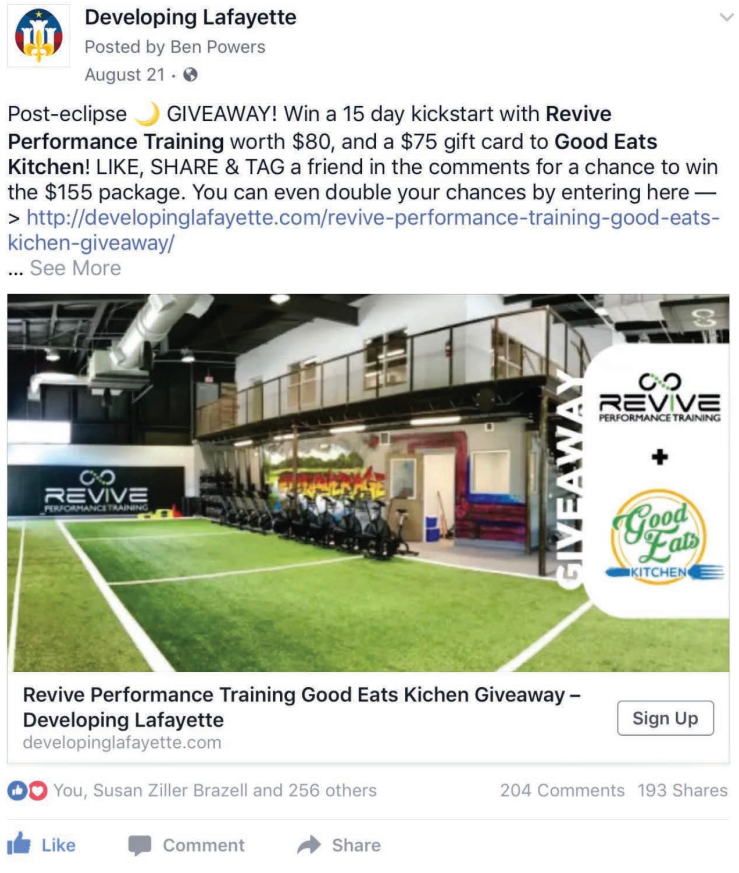


MORE AD OPTIONS

Branded Content
Examples

Live Facebook Video

Giveaways



Sales Team

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