AUDIENCE RESEARCH STUDY

# Who reads NewsForce247 — and why advertisers should care

A twelve-month audience study of NewsForce247.com, Ohio's statewide digital news outlet, covering **June 1, 2025 – June 1, 2026**. All figures are drawn from Google Analytics (GA4) for the NewsForce 24/7 property, based on 100% of available data. Prepared for prospective advertising partners.

**121,435**
active users in twelve months

**169,313**
page views

**143,272**
sessions

**75%**
of readers are in Ohio

## EXECUTIVE SUMMARY

NewsForce247 is a digital-only Ohio newsroom publishing **45 fresh Ohio stories every day** — three per hour, 6 AM to 9 PM — across five Ohio regions plus statewide, government, sports, and weather coverage. Over the study period the site drew **121,435 active users** (120,551 of them new), **143,272 sessions**, and **169,313 page views**, with readers generating nearly half a million on-site events (496,818).

Three findings define the audience for advertisers:

- **It is overwhelmingly Ohio.** 97% of readers are in the United States, and **91,017 readers — 75% of the entire audience — are in Ohio**. Every one of the top ten reader cities is an Ohio city.
- **It is socially amplified.** 89% of sessions arrive via social media, meaning stories — and the advertising around them — are discovered and shared inside Ohio's Facebook communities, not just on the site.
- **Its search readers are high-intent.** Readers arriving from organic search engage at a **69% rate** — more than double the site average — the signature of people actively looking for Ohio news.

## AUDIENCE SCALE & ENGAGEMENT

| METRIC (JUN 1, 2025 – JUN 1, 2026) | VALUE |
|---|---|
| Active users | 121,435 |
| New users | 120,551 |
| Sessions | 143,272 |
| Page views | 169,313 |
| Engaged sessions | 44,995 |
| Engagement rate | 31.41% |
| Total on-site events | 496,818 |
| Views per active user | 1.39 |

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## GEOGRAPHY — AN OHIO AUDIENCE, VERIFIED

**United States:** 118,189 active users (97.3% of all readers).

**Ohio:** 91,017 active users (75.0%). The next-largest states — Michigan (3,237), Florida (2,617), Virginia (2,240), Indiana (1,911) and Pennsylvania (1,723) — are each a small fraction of the Ohio base, and much of that out-of-state readership is Ohio-connected (former residents, family, and snowbirds following hometown news).

**Coverage footprint:** every story is filed to one of five Ohio regions — Central, Northeast, Northwest, Southeast, Southwest — or to statewide, government, sports, or weather coverage. Advertisers can buy the whole state or target a single region.

**Top reader cities** (active users, twelve months):

| CITY | ACTIVE USERS | CITY | ACTIVE USERS |
|---|---|---|---|
| Columbus | 14,640 | Bucyrus | 1,702 |
| Marion | 10,677 | Delaware | 1,648 |
| Cincinnati | 5,365 | Marysville | 1,571 |
| Cleveland | 3,870 | Mansfield | 1,545 |
| | | Mount Vernon | 1,537 |

The mix matters: the audience pairs Ohio's major metros (Columbus, Cincinnati, Cleveland) with deep penetration in the small-city and rural markets — Marion, Bucyrus, Galion, Mount Vernon — that statewide media rarely delivers and local businesses most want to reach.

## HOW READERS FIND NEWSFORCE247

| CHANNEL | SESSIONS | SHARE | ENGAGEMENT RATE |
|---|---|---|---|
| Organic Social | 127,189 | 88.8% | 28.7% |
| Direct | 7,589 | 5.3% | 34.1% |
| Organic Search | 6,423 | 4.5% | 69.3% |
| Referral | 769 | 0.5% | 62.4% |

**Social discovery dominates.** Nearly nine in ten sessions begin on social media, where every published story is shared to the NewsForce247 Facebook page — extending advertiser reach well beyond the site itself. **Search and referral readers engage at two to three times the social rate**, evidence of a growing base of Ohioans who seek the outlet out by name and topic.

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# NewsForce247.com

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## THE READER, IN PROFILE

**Geographic:** Ohio-first and Ohio-dense — metros, small cities, and rural counties in a single buy, with regional filing that lets sponsors match their actual trade area.

**Demographic:** Ohio adults who follow local and state news: homeowners, voters, parents, and community-engaged readers — the people who make household purchasing decisions.

**Psychographic:** civically engaged and locally loyal. They vote, bank locally, shop local, and follow their schools, teams, and Statehouse. They check in repeatedly through the day because the newsroom publishes hourly.

**Habit:** hourly publishing (6 AM–9 PM) plus social distribution makes NewsForce247 a through-the-day habit, not a once-a-week glance.

## WHAT THIS MEANS FOR ADVERTISERS

- **Verified statewide Ohio reach:** 91,017 Ohio readers in twelve months — a single placement reaches all five Ohio regions at once.
- **Hometown density money can't usually buy:** top-10 readership in Marion, Bucyrus, Marysville, Mansfield and Mount Vernon — markets where your customers actually live.
- **Built-in social amplification:** with 89% of traffic arriving socially, stories and surrounding placements travel through Ohio Facebook communities.
- **Regional targeting:** stories are filed by region, so a regional business can sponsor the coverage its own customers read.
- **An accredited newsroom:** NewsForce247 is an accredited news agency (U.S. Press Agency), publishing since December 2020 — brand-safe, professional editorial company for your message.

> **Partner with the audience Ohio actually reads.** Advertising placements include sitewide rotation banners, category sponsorships (weather, Ohio high school sports, business), sponsored articles, a daily newsletter sponsorship, and social packages. A separate rate card and media kit are available on request — or start the conversation today.

## METHODOLOGY

Source: Google Analytics 4, property "NewsForce 24/7" (newsforce247.com), custom date range June 1, 2025 – June 1, 2026, no comparison period, reports based on 100% of available data (unsampled). Metrics are as defined by GA4 (active users, sessions, views, engagement rate, session primary channel group). City figures exclude sessions Google Analytics could not attribute to a city. Facebook figures, where cited elsewhere, are from Meta Page Insights. Audience profile narrative is based on coverage scope and observed reading behavior, not purchased panel data. Prepared by AudiOH Media Group, October 2026.

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