



Connecting Locals and Visitors to The Best Businesses, Places, & Events in and Around Rochester

WHO WE ARE

A-LIST CONNECTS LOCALS AND VISITORS TO THE BEST FOOD AND DRINKS, WELLNESS, ENTERTAINMENT, AND LIFESTYLE EXPERIENCES IN ROCHESTER AND THE FINGER LAKES. THROUGH CURATED EVENTS, ARTICLES AND CAMPAIGNS, WE HIGHLIGHT TOP DESTINATIONS AND HIDDEN GEMS—DRIVING ENGAGEMENT AND CUSTOMERS TO OUR PARTNERS, WHILE HELPING OUR AUDIENCE DISCOVER THE GREATNESS OF THE REGION.

AUDIENCE & SOCIAL REACH



5,500+ EMAIL SUBSCRIBERS
(AVERAGE **50% OPEN RATE**)



8,700+ INSTAGRAM FOLLOWERS



8,900+ FACEBOOK FOLLOWERS

AN ACTIVE, SOCIALLY ENGAGED AUDIENCE THAT CONSISTENTLY INTERACTS WITH A-LIST CONTENT AND EVENTS AND TRUSTS OUR RECOMMENDATIONS.

PROVEN AUDIENCE ENGAGEMENT & LOYALTY

A-LIST EVENTS REGULARLY SELL-OUT, FROM CITY WALK (WALKING HAPPY HOURS), A-LIST ADVENTURES (OUTDOOR ACTIVITIES INFUSED WITH LOCAL FOOD AND BEVERAGE EXPERIENCES), ROOFTOP HOLIDAY PARTIES, CHEF PAIRING COMPETITIONS AND EVERYTHING IN BETWEEN. FOUR A-LIST GOLF LEAGUES MAINTAIN A 90% RETURN PARTICIPATION RATE.

OUR CURATED CONTENT AND SEASONAL CAMPAIGNS FUEL STRONG ENGAGEMENT ACROSS OUR WEBSITE AND SOCIAL CHANNELS—CONNECTING A-LISTERS TO PARTNERS ONLINE AND IN PERSON.

WEBSITE / ENGAGEMENT

THE ROCHESTER A-LIST WEBSITE IS A HUB CONNECTING PEOPLE TO STANDOUT BUSINESSES, EXPERIENCES, AND DESTINATIONS ACROSS THE REGION. OUR ARTICLES AND CURATED CAMPAIGNS SPOTLIGHT EXCEPTIONAL DESTINATIONS, PUTTING PARTNER BUSINESSES BESIDE HIGH-VALUE, HIGH-INTEREST CONTENT THAT DRIVES MEASURABLE TRAFFIC AND ENGAGEMENT.

Recent Viral Success

A recent A-List feature hit 119K+ views on Instagram and 420K+ on Facebook, with thousands of likes, shares, and saves across platforms.

www.rochesteralist.com

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