Grow With Us

In depth look at our audience & traffic sources.

Updated for the 2021 year.

www.thehusk.ca/grow

QUICK OVERVIEW

Important statistics regarding our audience.

3M +
Traffic through since launch

120k +
Monthly Traffic

86 %
Unique Traffic

2:58
Average session time

MALE
Makes up 80% of traffic

Music
Main Audience Interest

Desktop
Main Technology Used

USA
Main Source Of Traffic

ENG
Main language

18-34
Majority Age

For those who would want to get an in-depth look into our audience you can continue through this PDF.
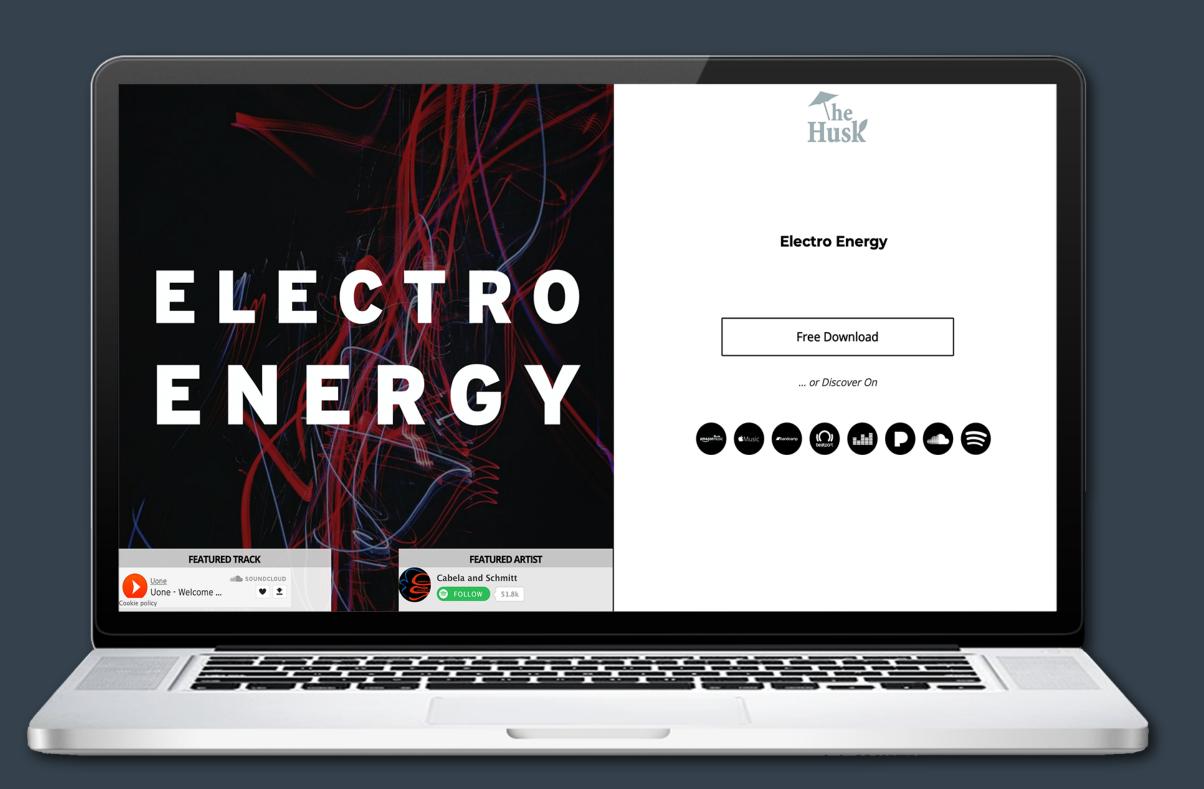
Traffic Source

Where is the traffic coming from?

Traffic is coming from Download Gates via The Husk platform.

All traffic is coming through gates to download new content, listen to new music, & find new artists. There are tens of thousands of download gates on The Husk platform which generate over 120k monthly visits collectively. This is who you are advertising too.

It works just like any other advertising. We have a traffic source & you can pay to advertise to the traffic. (See gate example image to the right)

The Traffic is completely organic and are coming through the platform on their own accord. No one is being incentivized by anyone to be there or interact with download gates.
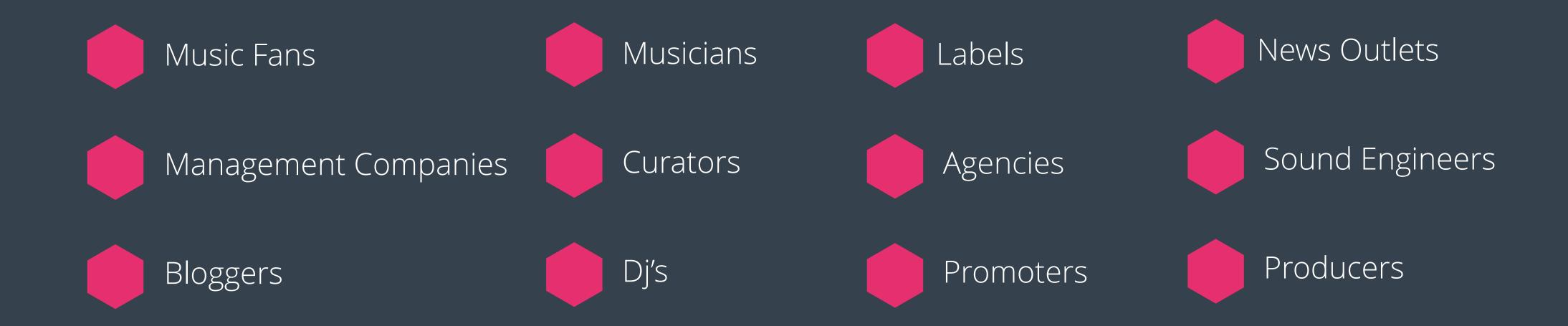

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WHO ARE THEY?

Overview about our traffic.

See who they are.

Below are who the traffic consists of. Our audience is heavily made up of music industry professionals & Music fans. The perfect audience to target.
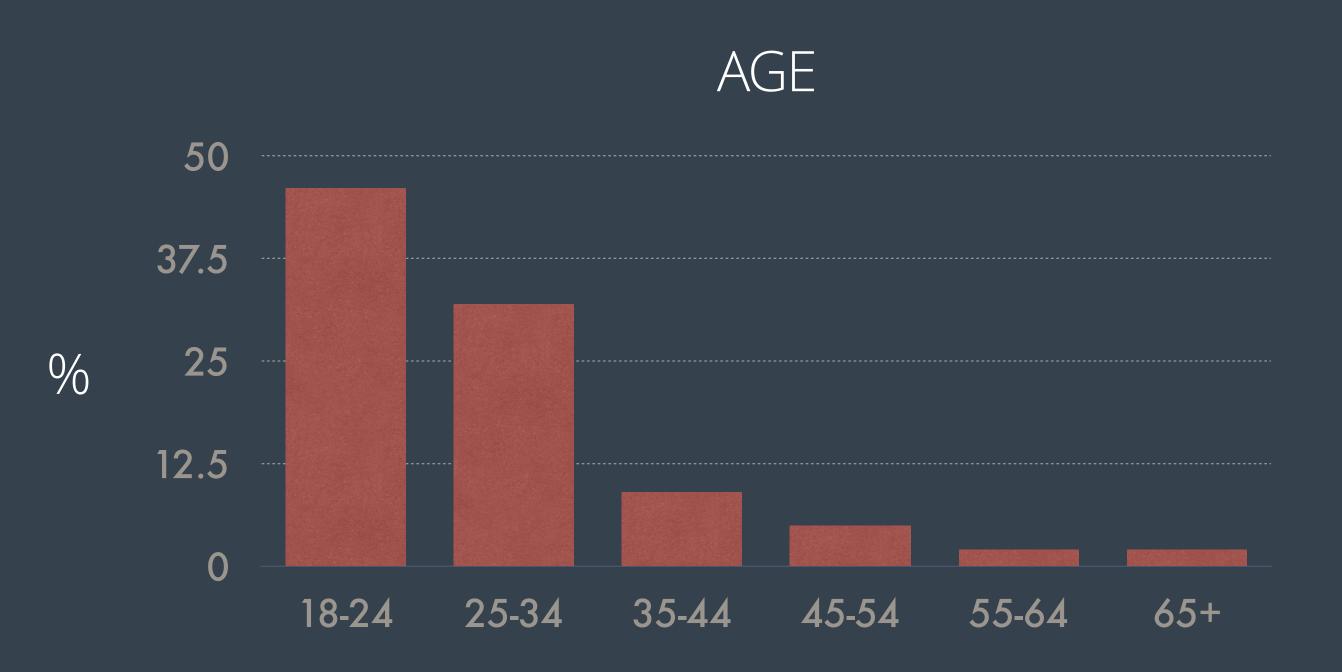
- Music Fans
- Musicians
- Labels
- News Outlets
- Management Companies
- Curators
- Agencies
- Sound Engineers
- Bloggers
- Dj's
- Promoters
- Producers

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Demographics.

Get to know who they are.

MALES

80%

FEMALES

20%

AGE

%

| 50 | 37.5 | 25 | 12.5 | 0 |

18-24   25-34   35-44   45-54   55-64   65+
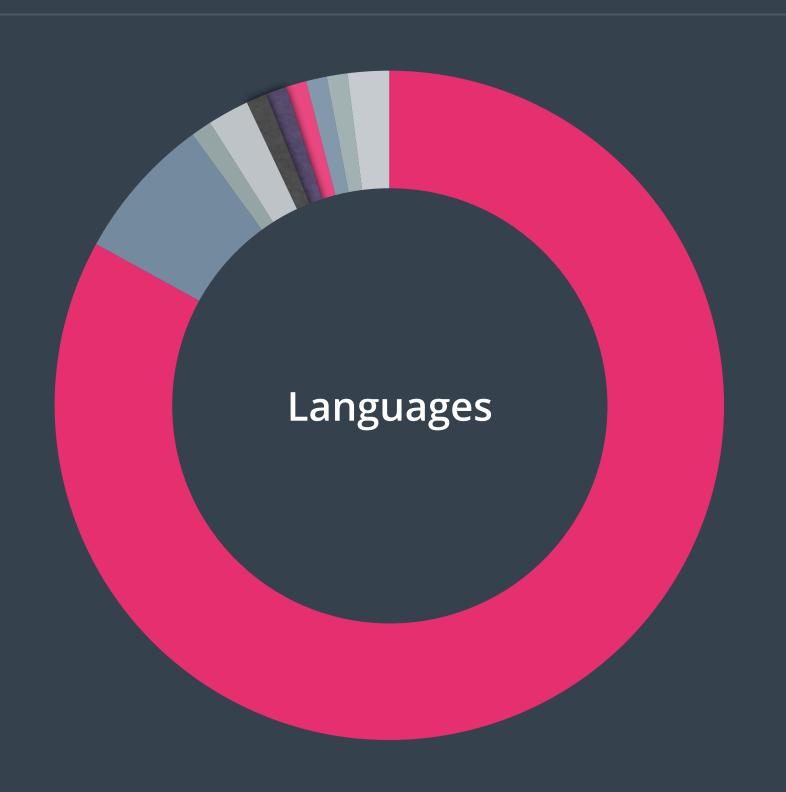
Majority of our traffic is between 18 - 34.

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Languages

Top 10 Languages.

Languages

83% **English**

The majority of our traffic speaks English with various other languages scattered throughout the world.

- English 83%
- Spanish 7%
- German 1%
- French 2%
- Russian 1%
- Portuguese 1%
- Indonesian 1%
- Japanese 1%
- Korean 1%
- Dutch 2%

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INTERESTS

What our audience loves.

Google Analytics

The traffic coming through our platform have many interests. All of our traffic shows interest in all things music. The top interests are listed below.

- Media & Entertainment
- Music Lovers
- Electronic & Dance Music
- Audio & Music Software
- Business & Technology

- Sound Libraries
- Music Streams & Downloads
- Media & Entertainment
- Advertising & Marketing

- Arts & Entertainment
- Audio Software & Samples
- Music & Audio
- Online Communities

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Geographical Information

Traffic Locations.

Worldwide Audience

General Overview of heavy traffic areas.

North America

Mexico

Brazil

Europe

Asia

Australia

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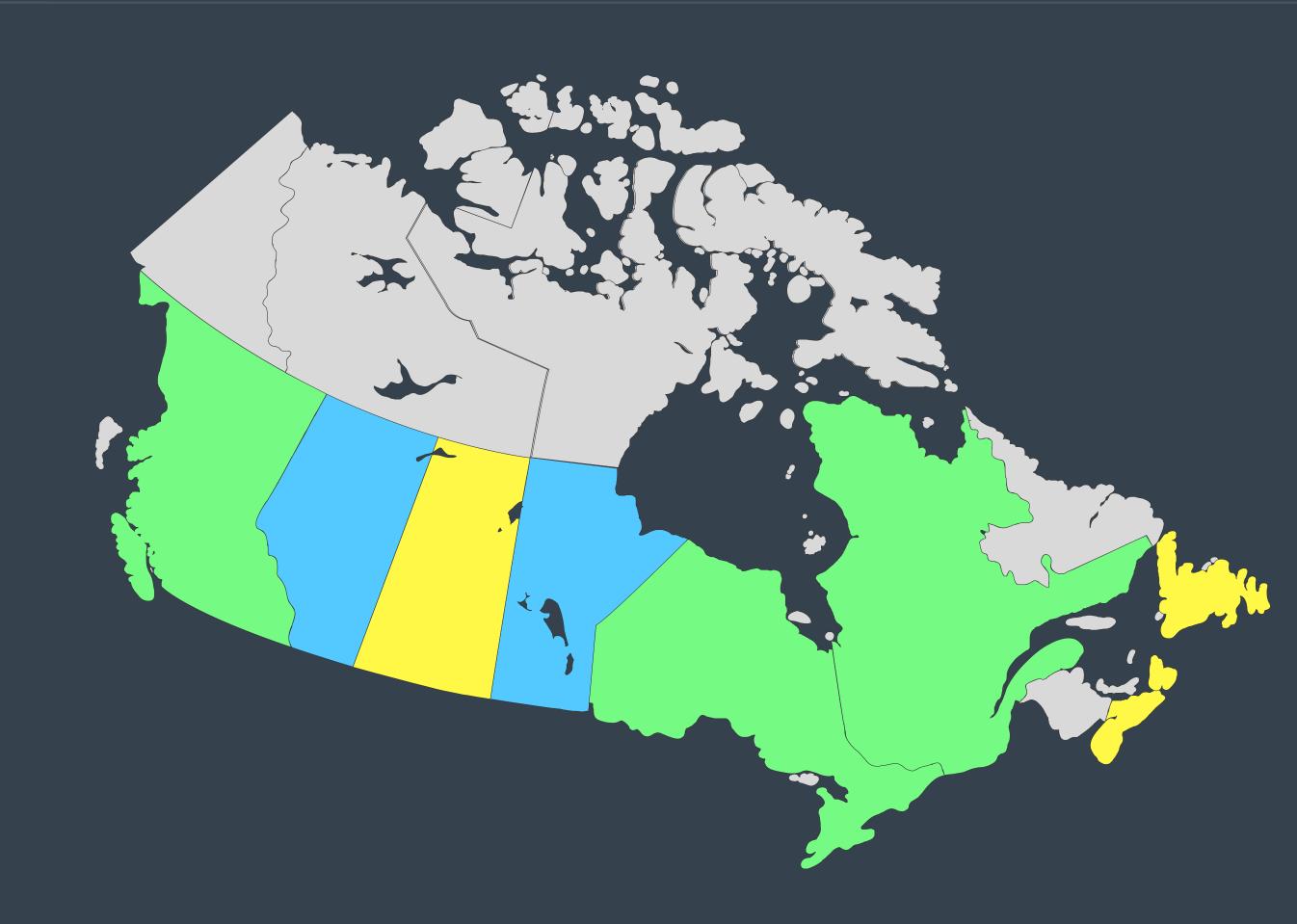
CANADA

2019/2020 Traffic

Heaviest Traffic Areas
Ontario, Quebec, & British Columbia.

Minor Traffic Areas
Alberta, & Manitoba.

Low Traffic Areas
New FoundLand, Saskatchewan, & Nova Scotia.

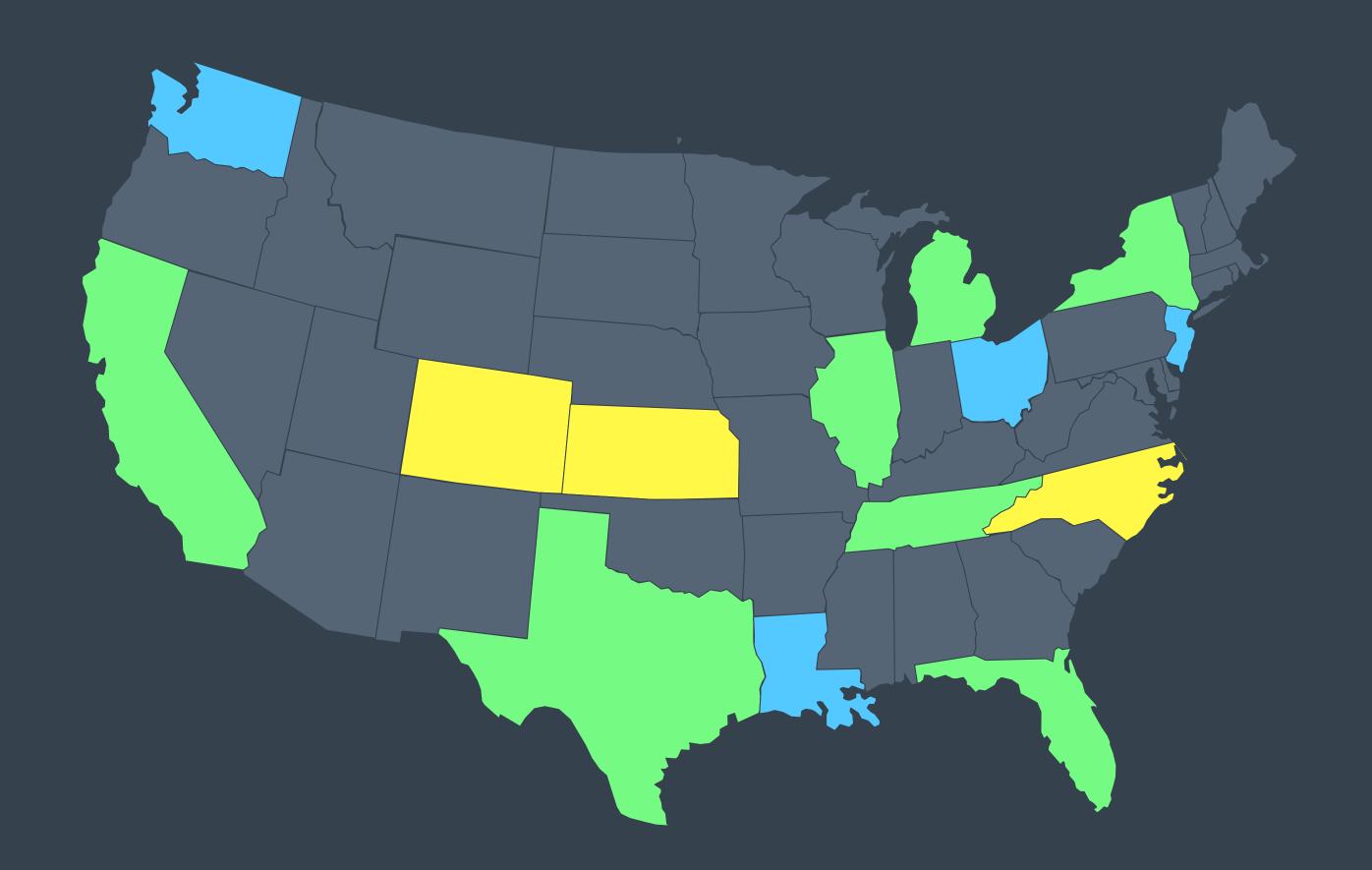Grow With Us

UNITED STATES

2019/2020 Traffic

Heaviest Traffic Areas
California, New York, Florida, Tennessee, Michigan, Illinois, & Texas.

Minor Traffic Areas
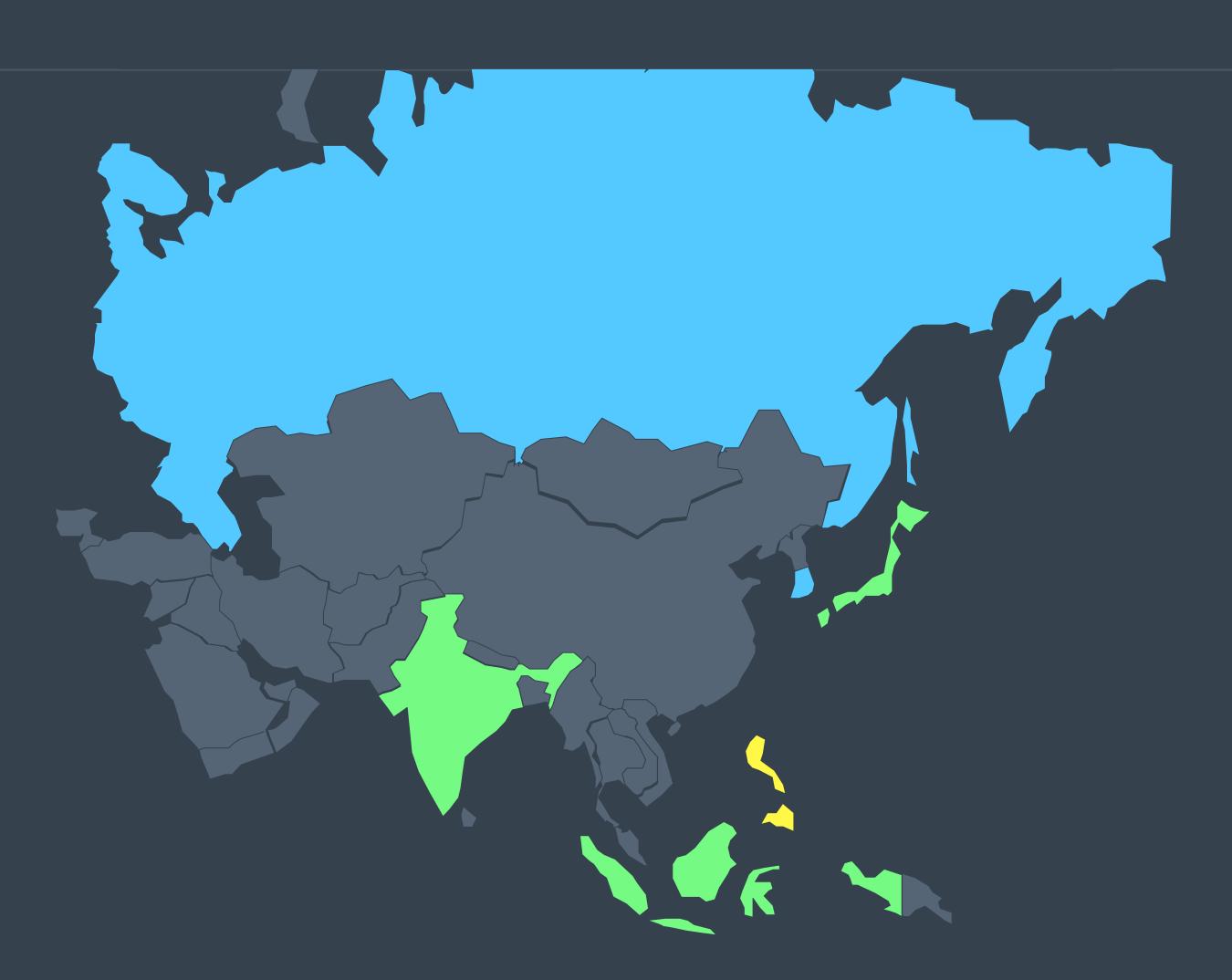Washington, Louisiana, Ohio, & New Jersey.

Low Traffic Areas
North Carolina, Kansas, & Colorado.

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AUSTRALIA

2019/2020 Traffic

Heaviest Traffic Areas
Queensland, New South Wales, & Victoria.

Minor Traffic Areas
South Australia & Western Australia.

Low Traffic Areas
Northern Territory.

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MEXICO

2019/2020 Traffic

Heaviest Traffic Areas
Mexico City, Estado de Mexico, Nuevo Leon, & Coahuila.

Minor Traffic Areas
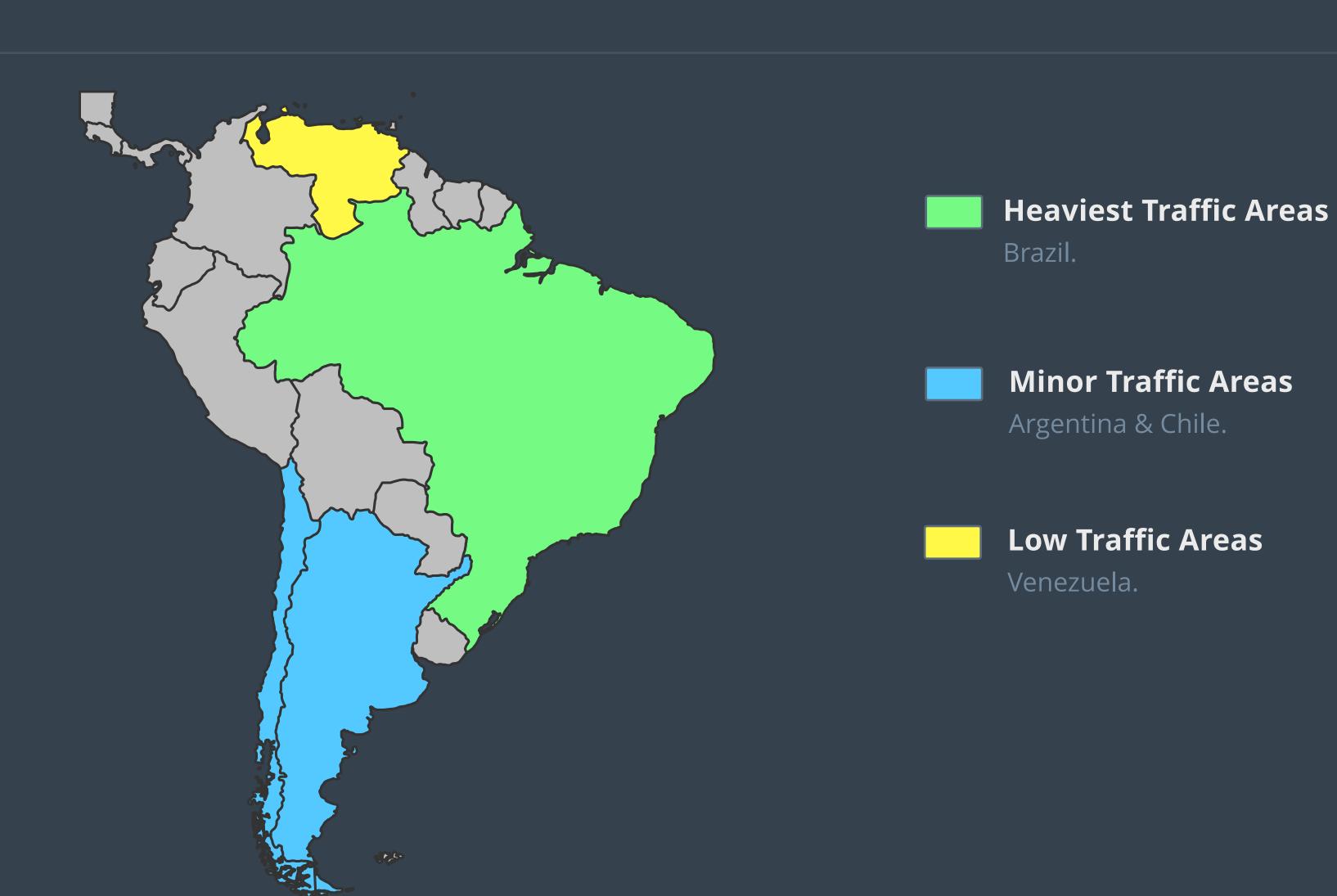Sonora, Baja California, Colima, & Chihuahua.

Low Traffic Areas
Sinaloa & Queretaro.

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SOUTH AMERICA

2019/2020 Traffic

Heaviest Traffic Areas
Brazil.

Minor Traffic Areas
Argentina & Chile.

Low Traffic Areas
Venezuela.

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Contact us anytime!

We are always happy to help.