

Happy Valley Industry is the voice for innovation, research and industry in the Happy Valley region of Central Pennsylvania.

Google Analytics & Constant Contact July-August 2024

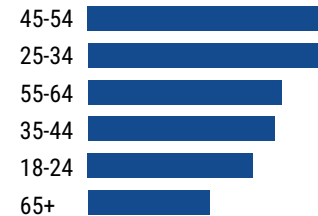
OUR AUDIENCE— Who reads HappyValley Industry.com and Catalyst?

- ★ Business owners, CEO's, Penn State Alumni, Penn State students, Penn State Professors.
- ★ People interested in business and the entrepreneurial ECO-System.
- ★ JOB BOARD is one of the most clicked-through links in the eletters.
- ★ Interested people who want to move here.

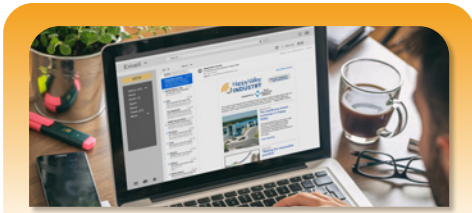
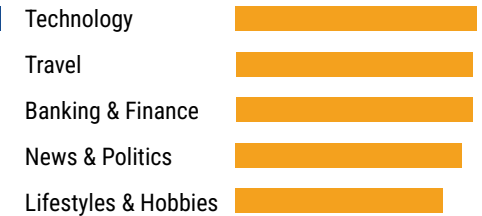
Users by Gender



Users by Age



Users by Interests



HappyValley Industry e-letter

52 eletters a year—released 6 am every Wednesday. Currently 4,500 subscribers at a 62% open rate.



HappyValley Industry website

39,000 users have visited the website over the last 6 months.



HappyValley Industry Catalyst magazine

10,000 printed Catalyst magazines distributed—48 page publication.



HappyValley Industry Social media posts

weekly posts on social media.

HappyValley INDUSTRY

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