

MEDIA GIRLS

ON TOUR FACT SHEET

1,400
TOTAL
GUESTS

AVG
INCOME
55K
TO **65K**

CHARLOTTE, NC
DETROIT, MI
CHICAGO, IL
NEW YORK, NY
NEW YORK, NY
DALLAS, TX
LOS ANGELES, CA
CALIFORNIA
ATLANTA, GA

AFRICAN AMERICANS
65% OF OUR ATTENDEES

OTHER
6%

WHITE
19%

HISPANIC
10%

1MIL+
SOCIAL MEDIA
IMPRESSIONS

DEMOGRAPHICS

WE'RE TOURING
7-CITIES

WOMEN
76%

MEN
24%



AVERAGE
AGE 22 TO
40 YEARS
OLD

85%
social media
USERS

30%
OBTAINED
BACHELORS
DEGREES

65%
ENTRE
PRENEURS

200
VIP GUESTS
& MEDIA
INFLUENCERS
PER STOP