



## 2025 SEASON RECAP



### ATTENDANCE & REVENUE

**6,841**

**TOTAL ATTENDANCE - 526 WEEK**

*Two rain dates and two extreme heat dates*

**\$27,850**

**ACTUAL VENDOR REVENUE**

**\$13,900**

**SPONSORSHIP SECURED**

### WEBSITE

**33,666**

**PAGEVIEWS**  
Times a specific page is loaded or refreshed.

**25,774**

**USERS**  
Total unique users who engaged with your site.

**23,688**

**NEW USERS**  
Users who interacted with your site for the first time.

#### RESULTS

**18%**   
Pageviews Increase from 2024

**17%**   
Users Increase from 2024

**21%**   
New User Increase from 2024

### PUBLIC RELATIONS

**47**   
**PLACEMENTS**

**47,509,101**   
**MEDIA IMPRESSIONS**

**\$437,669.18**   
**TOTAL AD VALUE EQUIVALENCY**

### SOCIAL MEDIA

**93**  
**TOTAL POSTS**

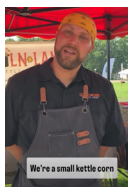
**81,079**  
**IMPRESSIONS**

**2,379**  
**ENGAGEMENTS**

#### VENDOR SPOTLIGHT VIDEOS

**8**  
**VENDOR SPOTLIGHTED**

**28,138**  
**VIDEO VIEWS**



### ADVERTISING

**1,089,348**

**IMPRESSIONS**

**22,290** 

**CLICKS**

**\$1.18**

**EST. COST PER ACQUISITION**

#### PRINT ADVERTISING

**Naperville Magazine (July)**  
45,000 Circulation

**Naperville Sun Front Page**  
August 3 & September 7  
10,689 Circulation

**Positively Naperville (June)**  
20,000 Circulation

#### DIGITAL ADVERTISING

**Facebook Ad Campaigns**  
796,314 Impressions  
19,139 Clicks  
257,643 Reach

**Google Search Campaign**  
14,356 Impressions  
400 Clicks

**Premiere Spot on KidList Farmers Market Guide**  
6,344 Article Views  
1,026 Referral Pageviews  
858 Referral Active Users

**Kid List Social Media Content & Shares (reel, carousel post, etc.)**  
71,528 Views

**Geofence Digital Campaign**  
42,051 Impressions  
52 Clicks

**Dedicated Email to Chicago Tribune Subscribers**  
17,541 Views/Opens  
2,699 Clicks

**Glancer Magazine 1/2 Pg. Ad & Advertorial**

**NCTV17.org Pages Block Ads & Email Ads**  
250 Referral Pageviews  
193 Referral Active Users

#### OTHER ADVERTISING

**Naperville Park District Fort Hill Fitness Center Screens**  
Ad Runs 95-100 times per day on 5 TVs

**2,000 Handbills & 150 Posters**

Distributed to businesses in Naperville, Aurora & Lisle

**Summer Program Guides**  
63,125 Mailed to residents

**Signage on Pre-Emption House & Aurora Ave.**