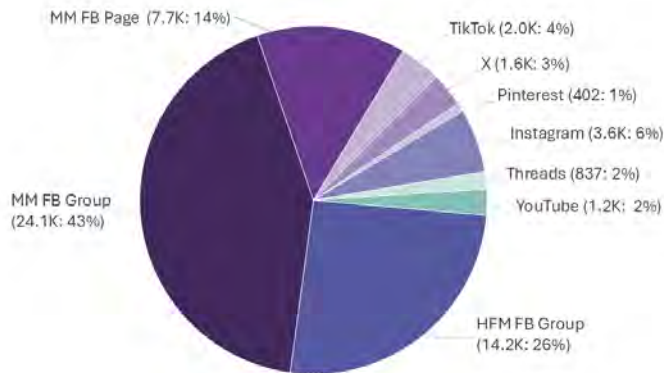


## ONLINE PATIENT COMMUNITY



**55,673**  
Social Media Followers  
*(total across all channels)*



**3.45M**  
Total Social Media Reach\*

### Breakdown of Total Social Media Reach:

- Impressions: 1,262,194
- Reach: 3,415,700
- Engagements: 251,971
- Engagement Rate: 7.38%
- Video Views: 624,676
- Followers: 55,673

*\*past 12 months*

\* MM Facebook Group: Public access support community for all things migraine  
\* HFM Facebook Group: Private migraine community focused on new treatment options

## WEBSITE



**42,660** Average  
Visitors/Month

## OPT-IN EMAIL SUBSCRIBERS



**6,000** Subscribers  
**37%** Open Rate

## FACEBOOK COMMUNITY DEMOGRAPHICS

### Age

18-24: 4%  
25-34: 12%  
35-44: 24%  
45-54: 30%  
55-64+: 19%  
65+: 11%

### Gender

Female: 91%  
Male: 8.7%  
Other: 0.3%

### Country

US: 75.3%  
UK: 8.2%  
Canada: 3.9%  
Australia: 2.8%  
Other: 9.8%

### Migraine Frequency

Chronic Migraine: 52%  
High Frequency  
Episodic: 24%  
Low Frequency  
Episodic: 24%

### Insurance Type

Medicaid/  
Medicare: 43%  
VA: 4%  
Commercial: 63%  
None: 1%