



Where everyone knows your secrets...

# THE SALON

## Audience Demographics & Engagement

Age ranges: 25- 65+

Age ranges with most viewership: 25-34 & 45-54



54%



45%



60% used  
to engage

## Preview Data : May 13-24, 2020

TOTAL VIEWERS on YouTube: 3568

Across social media channels: 310,500k accounts reached

Over 8K views of the KTLA segment with Sam Rubin

## Production Stats



1,1818 Follower,  
1,175 Page Likes

850K accounts reached

71 M impressions from tweets/ retweets

Feb. 2020 TWITTER CHATS:

1500 Tweets/ RTs/ 10M impressions



812K accounts reached

17K posts likes

STATS

## Executive Producers:

Kelsey Grammer and Tom Russo

Writer, Director & Producer:

Roxanne Messina Captor

[Press Releases- click here](#)

[News & extended data - click here](#)

Connect: [Contact@LouiseSattlerConsulting.com](mailto:Contact@LouiseSattlerConsulting.com)

Sales: [MessinaCaptorFilms.com](http://MessinaCaptorFilms.com)

