



# Barnstormers **FANS** BY THE NUMBERS



## *Our Fans*

The Lancaster Barnstormers have a broad reach among Central Pennsylvania including Lancaster, Berks, York and Lebanon Counties. In addition, special events at the ballpark including concerts, the Christmas Spirit Drive Through Light Show, the Lancaster County RV Show and more draw visitors from up and down the east coast in addition to Central Pennsylvania.

### **Social Organic:**

**Facebook** 41K followers  
**Instagram** 12.5K followers  
**Twitter/X** 7.6K followers

### **Social Paid:**

**Impressions** 11,445,000+  
**Reach** 1,065,000+  
**Clicks** 95K+

Monthly Reach:

**300k (during the season)**

Social Demo:

**54% Female • 46% Male**

**60% are ages 35-64 • 20% are 65+**

### **Billboards:**

**18,000** Daily Spots per day  
from all boards.

**820,500** Weekly Impressions

### **Media/ Press**

**Featured in Local News Outlets:** Fox 43, WGAL, ABC  
27, Good Day PA, IHeart Radio & Blue Ridge

**Featured in National News Outlets:** ESPN, Jomboy  
Sports, Barstool Sports & Ballpark Digest

**Cumulus (Lancaster Area):**

**WARM** schedule is reaching 41,600 Adults  
25+ around 3.5 times each

**WIOV** schedule is reaching 46,400 Adults  
25+ around 5.7 times each

**LNP & LancasterOnline:** 95,000 Daily LNP Print  
Readers. 2.8 Million Digital Monthly visits.

*\* This is data for all LNP not Barnstormers Specifically*

### **Baseball Digest's America's Best Ballpark voting impressions:**

Readership of the website runs between 200,000  
visitors and 340,000 visitors a month, which is about  
the length of voting.

### **Website Views:**

**149K** Website users a year

**234k** Sessions

**10k+** Website views via social  
a month during the season

### **Email list:**

**46K** Newsletter Subscribers

### **Attendance:**

**242,961 in 2023**

**221,095 in 2022**

**Over 5 million fans have gone through  
Clipper Magazine Stadium since  
it opened.**

### **Number of Days Stadium is in use**

The stadium was in use **327 days in 2023.**

### **Regional Partners:**

Pepsi, Fulton Bank, High Companies,  
Capital Blue Cross, WellSpan Health,  
LGH Penn Medicine, Goodwill,  
Penn State Health & More

