

Tri-County Insider Stats

An insider look at our daily newsletter reach



tricityinsider.com

The Biggest Local & National News

Delivered Weekdays at Noon

Deliverability Rate

» **98%**

A commendable email deliverability rate is typically above 90%, with anything exceeding 95% considered outstanding.*

Click Rate

» **9%**

Tri-County Insider average click rate for 2025 is 9%. National average for click rate is 2-3*% for media/entertainment.**

Open Rate

» **36%**

Tri-County Insider average open rate for 2025 is 36%. National average open rate is 24% for media/entertainment.**

Contact us to learn more:

Priority Media

<https://prioritymedia.net/contact>

RESOURCES

*<https://www.mailgenius.com/how-to-calculate-email-deliverability-rate>

**<https://www.campaignmonitor.com/resources/knowledge-base/what-are-good-email-metrics>