



# MEDIA GUIDE

## 2021-2022

## WELCOME TO CHARLESTON HUB

Welcome to the brand new **Charleston Hub**—incorporating **The Charleston Library Conference, Against the Grain**, and many associated offerings.

It all started with the **Charleston Conference**, an informal annual gathering of librarians, publishers, electronic resource managers, consultants, and vendors of library materials in Charleston, SC, in November, to discuss issues of importance to them all. **Against the Grain** was born in 1989 as a way for conference attendees to keep in touch more often than once a year. The **Charleston Library Conference** is designed to be a collegial gathering of individuals from different areas who discuss the same issues in a non-threatening, friendly, and highly informal environment. Presidents of companies discuss and debate with library directors, acquisitions librarians, reference librarians, serials librarians, web development librarians, systems and electronic resources librarians, collection development librarians, and many, many others. Begun in 1980, the **Charleston Conference** has grown from 20 participants in 1980 to thousands in 2018. In 2020 the **Charleston Library Conference** was invited to present programs during the 2020 Frankfurt Book Fair and plans are to continue the arrangement.

Our resources include the print publication **Against the Grain** which began in 1989 and has expanded its online offerings to include:

- The ATG NewsChannel (ATG's website)
- The ATG Career Center
- ATG Standalone eBlasts
- ATG Briefings
- Charleston Conference Proceedings
- The ATG Jobbank
- ATG Broadcast eNewsletters
- ATG Podcasts and Webinars
- Charleston Voices

# KEY WEBSITE STATS

For ATG and Charleston Library Conference Websites

The **Charleston Hub** was created in 2020 to bring together the various websites associated with the **Charleston Library Conference** and all **Against the Grain** resources into one site allowing a unified search screen making it easier to lookup information and one point of registration for both the site and the conference **Charleston Hub** brings together librarians, vendors, publishers and associated members of the information chain to discuss areas of common interest and concern.

The **CharlestonHub** website will unify content, search, and registration from the **Against the Grain** Website and the **Charleston Library Conference** Website for one-stop access to industry news, thought leadership, and conference details and proceedings. The new **Charleston Hub** will allow visitors to more easily discover complementary content from each site to deepen engagement, while also consolidating traffic for greater advertising exposure. Site visitors will continue to enjoy a sought-after and robust content library including daily industry updates, full-text **Against the Grain** print issues, job openings, conference announcements, as well as highly popular webcasts and the “If Rumors Were Horses” column by Katina Strauch, Editor.

## These stats cover a 12-month period: August 2019 - August 2020

Site Users*	More than 122,000
New vs. Returning Users (ATG)	89% / 11%
New vs. Returning Users (Charleston)	86% / 14%
Pageviews	More than 188,000
Unique Pageviews	Approx. 99,800 (53%)

\*Does not account for duplicate users.

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