



2016 AUDIENCE METRICS

as of December 2015

Platform	Description	This Quarter	Last Quarter	Last Year
Magazine	Subscribers	30,285	32,320	33,226
Magazine	Single Copy Buyers	8,817	9,136	10,800
Magazine	Total	39,102	41,457	44,026
Website	Unique Visitors	206,344	175,169	192,001
Social Media	Facebook Likes	455,663	431,030	385,128
Enewsletter	Daily Subscribers	35,619	35,023	30,581
Enewsletter	Weekly Subscribers	49,637	49,270	45,270
All Platforms	Combined Reach*	786,365	731,949	697,006

*Total of Magazine Buyers, Web Unique Visitors, Facebook Likes and Enewsletter Subscribers.

David Lusterman, Publisher. David.Lusterman@stringletter.com (510) 215-0011

Cindi Olwell, Sales Director. Cindi.Olwell@stringletter.com (510) 215-0025

Ref Sanchez, Sales Manager, South. Ref.Sanchez@stringletter.com (510) 215-0037

Greg Sutton, Sales Manager, North, Canada & International. Greg.Sutton@stringletter.com (510) 215-0028



Building, engaging, and serving musical communities.

Stringletter.com