

# CLASSICAL GUITAR

## 2016 AUDIENCE METRICS

as of December 2015

Platform	Description	This Quarter	Last Quarter	Last Year
Magazine	Subscribers	2,648	2,302	1,613
Magazine	Single Copy Buyers	1,377	1,390	1,158
<b>Magazine</b>	<b>Total</b>	<b>4,025</b>	<b>3,692</b>	<b>2,771</b>
<b>Website</b>	<b>Unique Visitors</b>	<b>11,920</b>	<b>12,560</b>	<b>5,122</b>
<b>Social Media</b>	<b>Facebook Likes</b>	<b>15,118</b>	<b>13,061</b>	<b>9,366</b>
Enewsletter	Weekly Subscribers	4,554	4,176	2,519
<b>All Platforms</b>	<b>Combined Reach*</b>	<b>35,617</b>	<b>33,489</b>	<b>19,778</b>

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

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