



2016 AUDIENCE METRICS

as of December 2015

Platform	Description	This Quarter	Last Quarter	Last Year
Magazine	Subscribers	6,263	6,411	6,519
Magazine	Single Copy Buyers	250	293	329
Magazine	Total	6,513	6,704	6,848
Website	Unique Visitors	62,706	62,518	48,172
Social Media	Facebook Likes	76,655	73,481	63,351
Enewsletter	Weekly Subscribers	16,275	11,406	9,108
All Platforms	Combined Reach*	162,149	154,109	127,479

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

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