



## 2017 NETWORK AUDIENCE METRICS

Up-to-date as of:

June 30, 2017

Platform	Description	Acoustic Guitar	Classical Guitar	Drum	Strings	Ukulele	Combined
Magazine	Subscribers	27,177	3,198	8,426	6,459	5,140	50,399
Magazine	Single Copy Buyers	5,826	1,114	1,961	202	2,736	11,838
<b>Magazine</b>	<b>Total</b>	<b>33,003</b>	<b>4,312</b>	<b>10,386</b>	<b>6,660</b>	<b>7,875</b>	<b>62,236</b>
Website	Unique Visitors	157,564	21,374	93,467	68,150	33,674	374,229
Social Media	Facebook Likes	503,522	23,365	273,499	95,520	23,614	919,520
Social Media	Instagram Followers	30,800	3,810	20,306	36,161	7,153	98,230
E-newsletter	Subscribers	89,221	10,970	36,097	29,946	20,112	186,345
<b>All Platforms</b>	<b>Combined Reach*</b>	<b>814,110</b>	<b>63,831</b>	<b>433,755</b>	<b>236,437</b>	<b>92,428</b>	<b>1,640,561</b>

\* Total of Magazine Buyers, Web Unique Visitors, Facebook Likes, Instagram Followers, and E-newsletter Subscribers.

For more information, please contact your sales rep.

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