



2017 NETWORK AUDIENCE METRICS

Up-to-date as of:

October 31, 2017

Platform	Description	Acoustic Guitar	Classical Guitar	Drum	Strings	Ukulele	Combined
Magazine	Subscribers	26,867	3,285	8,422	6,446	5,292	50,312
Magazine	Single Copy Buyers	5,595	750	1,970	201	2,741	11,257
Magazine	Total	32,462	4,035	10,392	6,647	8,033	61,569
Website	Unique Visitors	163,506	20,941	93,583	66,623	33,797	378,450
Social Media	Facebook Likes	503,709	23,722	273,531	95,947	23,913	920,822
Enewsletter	Subscribers	88,523	11,043	36,255	30,189	20,449	186,459
All Platforms	Combined Reach*	788,200	59,741	413,762	199,406	86,192	1,547,300

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

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