



NETWORK AUDIENCE METRICS

Up-to-date as of:

January 31, 2018

Platform	Description	Acoustic Guitar	Classical Guitar	Drum	Strings	Ukulele	Combined
Magazine	Subscribers	26,685	3,342	8,356	6,199	5,401	49,983
Magazine	Single Copy Buyers	5,433	1,285	1,978	194	2,756	11,646
Magazine	Total	32,118	4,626	10,335	6,394	8,156	61,629
Website	Unique Visitors	166,130	20,825	97,160	69,454	34,622	388,192
Social Media	Facebook Likes	503,282	24,309	273,330	97,782	24,884	923,586
Social Media	Instagram Followers	35,880	6,227	23,106	43,508	10,032	118,753
Enewsletter	Subscribers	87,693	11,121	36,446	30,460	20,661	186,380
All Platforms	Combined Reach*	825,102	67,109	440,376	247,598	98,355	1,678,540

*Total of Magazine Buyers, Web Unique Visitors, Social Media, and Enewsletter Subscribers.

For more information, please contact your sales rep.

Not sure who that is? Send an e-mail to sales@stringletter.com and we'll make sure to connect you with the right member of our team.



For musicians and music lovers.

Stringletter.com