



2018 NETWORK AUDIENCE METRICS

Up-to-date as of:

March 31, 2018

Platform	Description	Acoustic Guitar	Classical Guitar	Drum	Strings	Ukulele	Combined
Magazine	Subscribers	24,902	1,745	7,786	6,197	5,581	46,211
Magazine	Single Copy Buyers	4,725	1,317	1,832	196	2,522	10,591
Magazine	Total	29,627	3,062	9,618	6,393	8,102	56,802
Website	Unique Visitors	179,713	21,601	99,116	62,382	35,550	398,362
Social Media	Facebook Likes	500,925	26,168	271,972	100,541	26,839	926,445
Social Media	Instagram Followers	36,408	6,792	23,971	44,838	10,968	122,977
E-newsletter	Subscribers	85,078	11,546	36,496	31,473	22,209	186,803
All Platforms	Combined Reach*	831,751	69,169	441,173	245,628	103,669	1,691,389

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

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