



2016 AUDIENCE METRICS

as of December 2015

Platform	Description	This Quarter	Last Quarter	Last Year
Magazine	Subscribers	3,774	3,593	2,502
Magazine	Single Copy Buyers	2,932	2,905	3,626
Magazine	Total	6,706	6,498	6,128
Website	Unique Visitors	15,561	15,234	31,676
Social Media	Facebook Likes	15,389	14,697	12,636
Enewsletter	Weekly Subscribers	16,222	16,070	13,789
All Platforms	Combined Reach*	53,878	52,499	64,229

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

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