

BRAND OVERVIEW



ISSUES PER YEAR : 8 | Established : 2002

		Audience	Reach
PRINT	Qualified Circulation	40,000	40,000
	Total Audience (Pass Along & Instructors)	127,000	127,000

DIGITAL	Website Page Views	70,000	70,000
	Monthly Unique Visitors	38,000	38,000

DIGITAL EDITION			
	Email Circulation	16,300	16,300

ENEWSLETTER 2/WEEK: TUESDAYS AND THURSDAYS			
	Student Email Circulation	16,000	128,000
	Instructor Email Circulation	3,800	30,400

TOTAL MONTHLY REACH 530,554

SOCIAL MEDIA

*As of July 2018

 **2,047+**
Facebook Likes

 **3,824+**
Twitter Followers

PUBLISHER'S AFFIDAVIT: I hereby make oath and say that all data set forth in this statement are true.

SWORN STATEMENT BY: Dean Martin, Group Publisher, and Pat Robinson, Associate Director of Circulation

Date Signed: 08-01-16

AUDIENCE SNAPSHOT

