

For performance, restyling & customization professionals



ABOUT

This audience report details the digital activities for *THE SHOP*. This report is produced monthly to provide certified data that is current, accurate, and consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher requests specific demographic detail from each individual recipient, and representative demographics reported herein are based on an aggregate of magazine subscribers, eNewsletter subscribers and those active in the industry.

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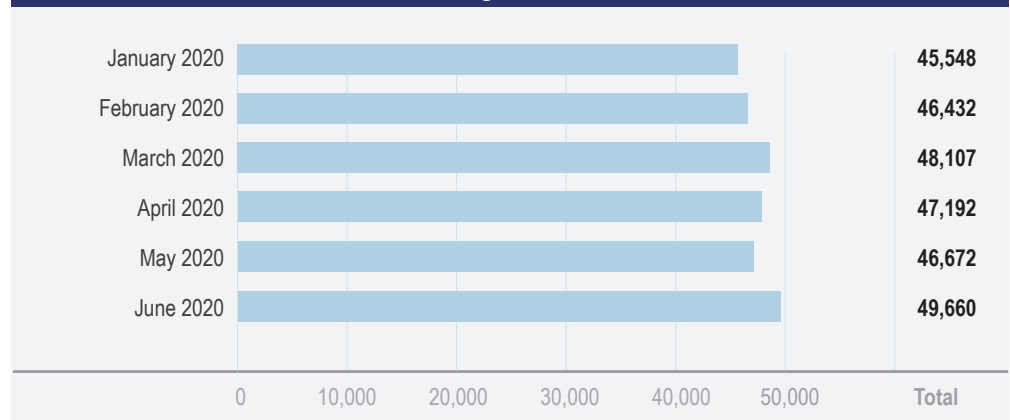
Digital Highlights – Inbound

*Inbound Programs capitalize on "inbound" traffic to theshopmag.com.

47,269 average page views for the last six months.

49,660
WEBSITE
VIEWS

website views - 6 months at a glance



Digital Highlights – Outbound

*Outbound Programs delivered via eblasts to THE SHOP's extensive and market-active email list.

Digital Guarantee Logic

Digital advertising rates are based on guaranteed delivery to 20,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising guarantee.
*Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.

NEWSLETTER

24,237
AVERAGE
DELIVERY

| | Total Delivered (Average) | Total Opens (Average) | Open Rate (Average) |
|-----------------|---------------------------|-----------------------|---------------------|
| January (2020) | 25,215 | 3,943 | 15.64% |
| February (2020) | 24,928 | 4,147 | 16.64% |
| March (2020) | 24,799 | 4,304 | 17.35% |
| April (2020) | 24,771 | 4,352 | 17.57% |
| May (2020) | 24,478 | 4,020 | 16.42% |
| June (2020) | 24,237 | 4,080 | 16.83% |

PRODUCTS & DEALS

27,557
AVERAGE
DELIVERY

| | Total Delivered (Average) | Total Opens (Average) | Open Rate (Average) |
|-----------------|---------------------------|-----------------------|---------------------|
| January (2020) | 28,025 | 3,505 | 12.51% |
| February (2020) | 28,033 | 3,829 | 13.66% |
| March (2020) | 27,726 | 3,892 | 14.04% |
| April (2020) | 27,851 | 3,896 | 13.99% |
| May (2020) | 27,744 | 3,711 | 13.38% |
| June (2020) | 27,557 | 3,814 | 13.84% |

Representative Digital Audience Demographics

Areas of Business Activities



*Total equals more than 100% because readers check all of the categories that apply.

DATE: JULY 2020

I certify that this information is correct and complete.

Stacy B. Marshall

Stacy Marshall
PUBLISHER

Lori Farstad

Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

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