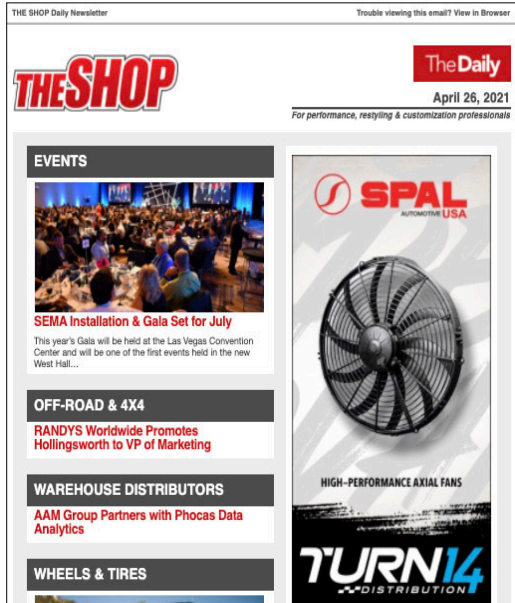


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ABOUT

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.

CONTACT US

Publisher
Stacy Marshall
smarshall@nbm.com

Media Consultant
Wendy Miles
wmiles@nbm.com

Sales Support
Erin Gaddie
egaddie@nbm.com

Executive Editor
Jef White
jwhite@nbm.com

Digital Content Editor
A.J. Hecht
ahecht@nbm.com

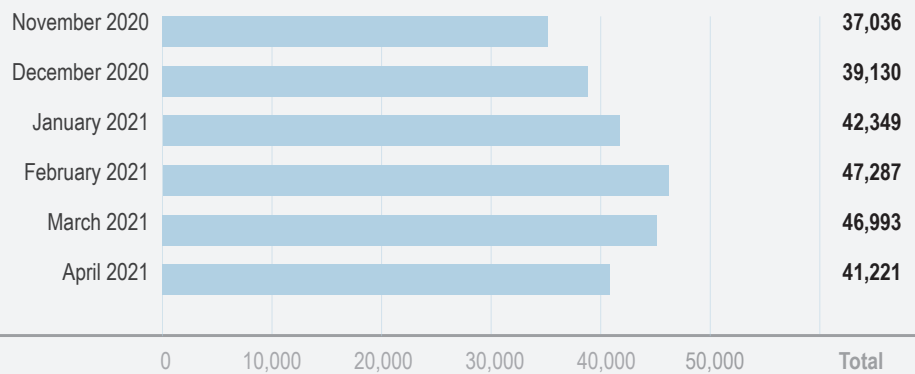
Digital Highlights – Inbound

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

41,221
WEBSITE
VIEWS

42,336 average page views for the last six months.

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

22,294
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	23,237	3,699	15.92%
December (2020)	23,093	3,680	15.94%
January (2021)	22,828	3,781	16.57%
February (2021)	22,650	3,852	17.00%
March (2021)	22,446	3,719	16.57%
April (2021)	22,294	3,613	16.21%

PRODUCTS & DEALS

25,853
AVERAGE
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
November (2020)	26,760	3,555	13.28%
December (2020)	26,568	3,543	13.34%
January (2021)	26,396	3,634	13.77%
February (2021)	26,118	3,570	13.67%
March (2021)	25,982	3,467	13.34%
April (2021)	25,853	3,377	13.06%

Representative Digital Audience Demographics

Areas of Business Activities



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

DATE: **MAY 2021**

I certify that this information is correct and complete.

Stacy B. Marshall

Stacy Marshall
PUBLISHER

Lori Farstad

Lori Farstad
VICE PRESIDENT, AUDIENCE & EVENTS

THE SHOP Magazine
theshopmag.com

National Business Media, Inc.
P.O. Box 1416
Broomfield, CO 80038
nbm.com
800-669-0424

