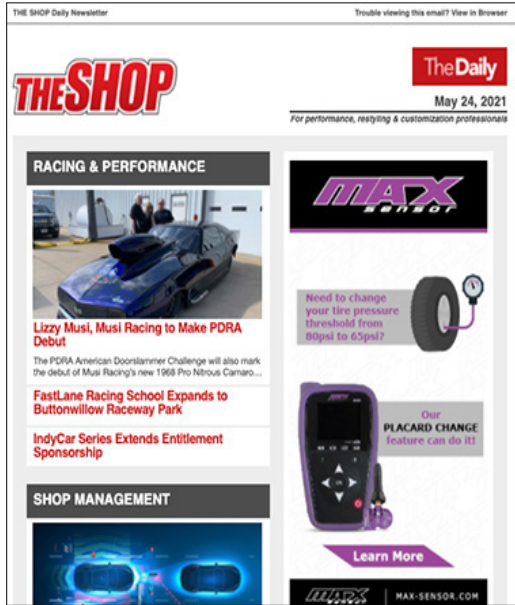


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## ABOUT

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.

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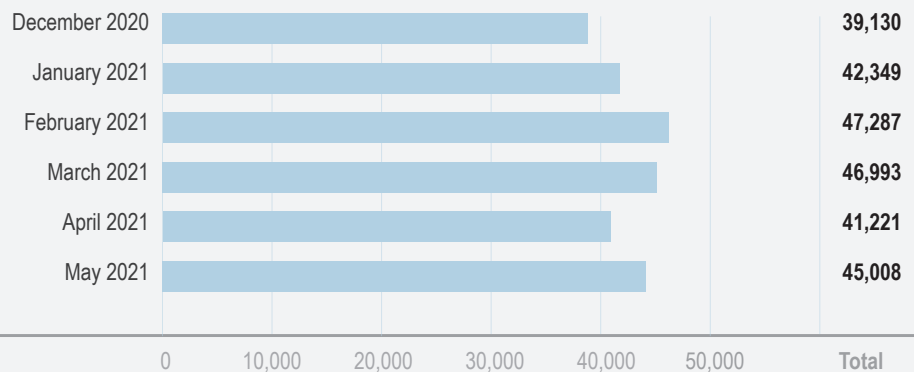
## Digital Highlights – Inbound

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

**45,008**  
WEBSITE  
VIEWS

**43,665** 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

**21,915**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
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%
May (2021)	21,915	3,691	16.84%

### PRODUCTS & DEALS

**25,873**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
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%
May (2021)	25,873	3,627	14.02%

## Representative Digital Audience Demographics

Areas of Business Activities



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

DATE: JUNE 2021

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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