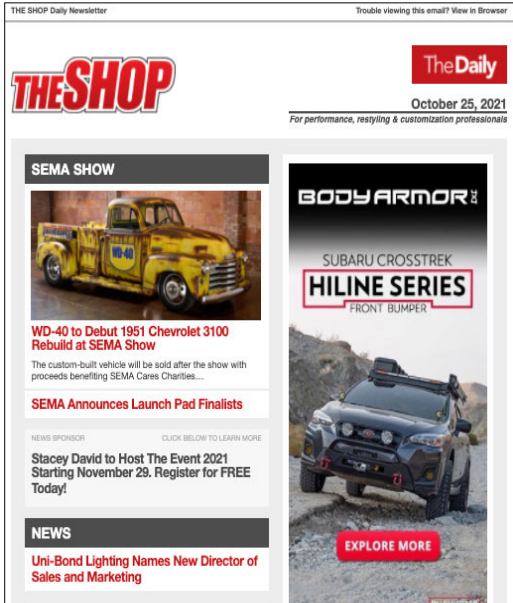


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**ABOUT**

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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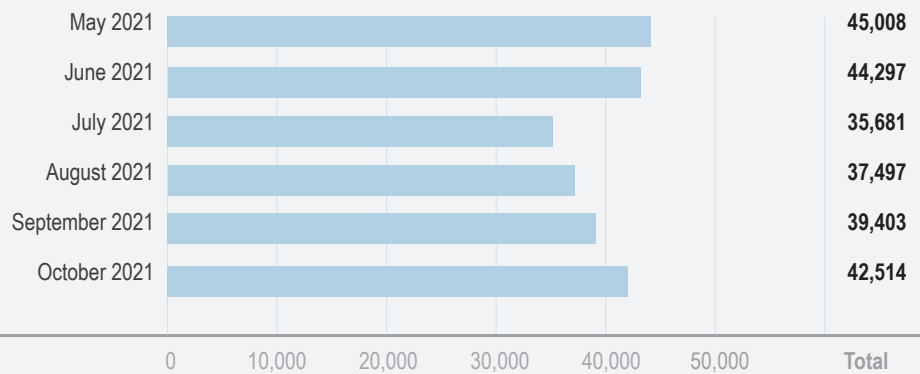
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## Digital Highlights – Inbound

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

**40,733** average page views for the last six months.

### website views - 6 months at a glance



**42,514**  
WEBSITE  
VIEWS

# 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

**20,760**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2021)	21,915	3,691	16.84%
June (2021)	21,700	3,696	17.03%
July (2021)	21,345	3,551	16.64%
August (2021)	21,140	3,472	16.43%
September (2021)	20,926	3,496	16.71%
October (2021)	20,760	3,943	18.99%

### PRODUCTS & DEALS

**20,735**  
AVERAGE  
DELIVERY

	Total Delivered (Average)	Total Opens (Average)	Open Rate (Average)
May (2021)	25,873	3,627	14.02%
June (2021)	25,676	3,297	12.84%
July (2021)	21,391	3,337	15.60%
August (2021)	21,199	3,384	15.96%
September (2021)	20,962	3,282	15.66%
October (2021)	20,735	3,733	18.00%

## Representative Digital Audience Demographics

Areas of Business Activities



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

DATE: **NOVEMBER 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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