



EMAIL DEMOGRAPHICS

DAILY NEWSLETTER

Subscribers: 54,212

Open rate: 28%
 Click rate: 1.2%
 Clicks per unique opens: 4.4%
 51.5% Women, 39.1% Men,
 <1% Another identity, 9.4% Unknown

Age:

18-34	21.2%
35-54	50.8%
55+	18.6%
Unknown	9.4%

EVENTS NEWSLETTER

Subscribers: 102,527

Open rate: 34%
 Click rate: 1%
 Clicks per unique opens: 1.7%
 51.1% Women, 39.2% Men,
 <1% Another identity, 6.5% Unknown

Age:

18-34	27.8%
35-54	50.2%
55+	15.3%
Unknown	6.7%

CHRONFIDENTIAL

Subscribers: 15,993

Open rate: 22%
 Click rate: 1%
 Clicks per unique opens: 1.8%
 43.6% Women, 43.1% Men,
 <1% Another identity, 13.3% Unknown

Age:

18-34	6%
35-54	53.3%
55+	27.2%
Unknown	13.5%



COMMUNITY

Subscribers: 7,903

Open rate: 18%
 Click rate: 0.5%
 Clicks per unique opens: 3.1%
 51.4% Women, 32.7% Men,
 <1% Another identity, 15.7% Unknown

Age:

18-34	14.8%
35-54	53.2%
55+	16.2%
Unknown	15.8%

VERDE REPORT

Subscribers: 8,067

Open rate: 22%
 Click rate: 1.5%
 Clicks per unique opens: 6.2%
 51.3% Women, 33.9% Men,
 <1% Another identity, 15.7% Unknown

Age:

18-34	13.4%
35-54	55.1%
55+	15.8%
Unknown	15.7%

LUV DOC

Subscribers: 6,715

Open rate: 9.3%
 Click rate: .5%
 Clicks per unique opens: 5.6%
 50.2% Women, 37.5% Men,
 <1% Another identity, 12.1% Unknown

Age:

18-34	12.8%
35-54	56.6%
55+	18.3%
Unknown	12.3%

AUSTIN CHRONIC

Subscribers: 4,596

Open rate: 39%
 Click rate: 5%
 Clicks per unique opens: 9.4%
 36.2% Women, 36.2% Men,
 27.6% Unknown

Age:

18-34	15.1%
35-54	34.9%
55+	22.4%
Unknown	27.6%

TOTAL EMAIL REACH: OVER 125,000 SUBSCRIBERS