



# Buffalo-NiagaraGardening.com

the online magazine for gardeners in WNY

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Number of subscribers: 8,600

Average open rate for emailed version of magazine: 35 percent

(The open rate is the percentage of subscribers who open the emailed version of the magazine. The national open rate for an email like this is 20 percent.)

	January 2018	February 2018	March 2018	April 2018	May 2018	June 2018	July 2018	August 2018	September 2018	October 2018
<b>Sessions</b>	6,581	13,358	16,019	20,738	30,158	20,711	20,403	17,490	15,564	15,110
<b>Users</b>	5,514	10,593	13,237	17,274	24,950	17,731	15,919	14,071	12,769	11,884
<b>Number of pageviews*</b>	12,123	19,816	24,450	30,450	41,441	27,760	31,001	24,771	21,074	20,177

\* (One view of a banner ad would get one-quarter the number of pageviews.)