



# Buffalo-NiagaraGardening.com

the online magazine for gardeners in WNY

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Number of subscribers: 9,800

Open rate for emailed version of magazine: 30-35 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.)

2020	January	February	March	April	May	June	July	August	September	October
<b>Sessions</b>	14,160	21,523	31,760	57,627	76,568	64,706	55,213	44,999	50,567	45,483
<b>Users</b>	12,573	18,032	27,074	49,562	68,457	57,959	48,739	38,827	43,874	39,660
<b>Number of pageviews*</b>	19,103	29,285	42,011	73,651	93,992	79,803	68,480	55,813	66,150	56,252

2019	January	February	March	April	May	June	July	August	September	October	November	December
<b>Sessions</b>	9,041	16,139	23,201	27,711	38,723	31,068	26,948	22,144	24,637	18,732	13,950	10,938
<b>Users</b>	7,643	13,291	19,327	23,906	32,680	27,362	22,661	18,891	21,083	15,168	11,441	9,595
<b>Number of pageviews*</b>	13,339	23,226	33,900	38,259	51,660	39,633	36,140	28,919	33,611	25,553	19,012	14,774

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