



Buffalo-NiagaraGardening.com

the online magazine for gardeners in WNY

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Number of subscribers: 10,600

Open rate for emailed version of magazine: 33 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.)

Click-through rate for emailed version of magazine: 36 percent

(The click-through rate is the percentage of subscribers who clicked from the emailed version to our website. The national click-through rate is 23 percent.)

2021	January	February	March	April	May	June	July	August	September	October
Sessions	30,202	25,707	45,649	59,489	65,109	50,182	48,227	37,454	41,734	50,203
Users	23,905	22,228	39,686	51,775	57,680	44,379	42,376	33,071	36,706	45,287
Number of pageviews*	38,010	33,160	60,235	75,019	79,077	61,140	58,195	44,783	50,243	57,244

* (One view of a banner ad may get one-third the number of pageviews.)