

Total Active Audience

93,306

Newsletters	Subscribers
CLO Today	25,819
HR News Brief	38,338

Magazine	Total Distribution	Print	Digital	Both
Chief Learning Officer	31,519	10,463	15,736	5,320

Website Interaction	Monthly Average
Sessions	102,543
Unique Visitors	68,233
Page Views	202,543
Homepage Views	12,626

Job Title	% of Audience	Active Audience
President, Owner, C-Suite	14%	12,866
EVP, VP	8%	7,448
Director	13%	12,414
Manager	28%	25,749
Associate/Staff	16%	15,213
Other	10%	8,867

Community Engagement	Total
Facebook Followers	6,093
Twitter Followers	24,200
LinkedIn Group Members	42,685

Company Size	% of Audience	Active Audience
25,000 or more employees	14%	12,915
10,000-24,999 employees	7%	6,553
5,000-9,999 employees	6%	5,715
2,500-4,999 employees	6%	5,431
1,000-2,499 employees	8%	7,561
500-999 employees	7%	6,518
100-499 employees	11%	9,845
Fewer than 100 employees	20%	18,515

Business Types	% of Audience	Active Audience
Agriculture/Forestry/Fishing	1%	424
Construction/Architecture/Engineering	2%	1,808
Utilities	1%	1,241
Manufacturing	7%	6,580
Transportation	1%	1,333
Wholesale/Retail Trade	3%	2,456
Financial/Real Estate/Insurance/Benefit Brokers	10%	9,020
Entertainment/Publishing	1%	1,080
Software/Technology	7%	6,663
Hospitality/Restaurants	1%	1,357
Education	13%	12,240
Government	6%	5,566
Health Care/Pharmaceuticals	11%	9,874
Business Services/Consulting	16%	15,385
Other	14%	13,197