

Total Active Audience

117, 939

| Newsletters | Subscribers |
|-------------------|-------------|
| CLO Daily Digest | 65,591 |
| CLO Weekly Digest | 3,096 |

| Magazine | Total Distribution | Print | Digital | Both |
|------------------------|--------------------|--------|---------|-------|
| Chief Learning Officer | 30,307 | 10,044 | 11,905 | 8,358 |

| Website Interaction | Monthly Average |
|---------------------|-----------------|
| Sessions | 127,738 |
| Unique Visitors | 91,794 |
| Page Views | 231,574 |
| Homepage Views | 13,357 |

| Job Title | % of Audience | Active Audience |
|---------------------------|---------------|-----------------|
| President, Owner, C-Suite | 14% | 11,851 |
| EVP, VP | 7% | 6,101 |
| Director | 17% | 14,231 |
| Manager | 29% | 24,512 |
| Associate/Staff | 21% | 17,402 |
| Other | 11% | 9,201 |

| Community Engagement | Total |
|------------------------|--------|
| Facebook Followers | 6,818 |
| Twitter Followers | 25,000 |
| LinkedIn Group Members | 43,340 |

| Company Size | % of Audience | Active Audience |
|--------------------------|---------------|-----------------|
| 25,000 or more employees | 18% | 14,038 |
| 10,000-24,999 employees | 9% | 6,943 |
| 5,000-9,999 employees | 8% | 6,023 |
| 2,500-4,999 employees | 8% | 6,218 |
| 1,000-2,499 employees | 10% | 7,614 |
| 500-999 employees | 8% | 6,039 |
| 100-499 employees | 14% | 11,187 |
| Fewer than 100 employees | 27% | 21,059 |

| Business Types | % of Audience | Active Audience |
|---|---------------|-----------------|
| Agriculture/Forestry/Fishing | 1% | 260 |
| Construction/Architecture/Engineering | 2% | 970 |
| Utilities | 2% | 814 |
| Manufacturing | 7% | 3,076 |
| Transportation | 2% | 829 |
| Wholesale/Retail Trade | 2% | 799 |
| Financial/Real Estate/Insurance/Benefit Brokers | 7% | 2,787 |
| Entertainment/Publishing | 1% | 503 |
| Software/Technology | 6% | 2,482 |
| Hospitality/Restaurants | 1% | 484 |
| Education | 17% | 6,897 |
| Government | 8% | 3,480 |
| Health Care/Pharmaceuticals | 12% | 4,907 |
| Business Services/Consulting | 12% | 4,937 |
| Other | 20% | 8,203 |