

Total Audience 210,444	Total Engaged Audience 69,944
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Newsletters	Subscribers
CLO Daily Digest	58,094
CLO Weekly Digest	4,174

Magazine	Total Distribution	Print	Digital	Both
Chief Learning Officer	26,892	10,551	16,176	165

Website Interaction	Monthly Average
Sessions	296,231
Unique Visitors	271,038
Page Views	368,630
Homepage Views	12,183

Job Title	% of Audience	Active Audience
President, Owner, C-Suite	17%	19,347
EVP, VP	9%	10,059
Director	23%	26,142
Manager	25%	27,716
Associate/Staff	18%	20,435
Other	7%	7,878

Community Engagement	Total
Facebook Followers	6,992
Twitter Followers	25,600
LinkedIn Group Members	44,142

Company Size	% of Audience	Active Audience
25,000 or more employees	18%	14,400
10,000-24,999 employees	9%	7,189
5,000-9,999 employees	8%	6,123
2,500-4,999 employees	8%	6,271
1,000-2,499 employees	10%	7,783
500-999 employees	8%	6,152
100-499 employees	14%	11,423
Fewer than 100 employees	27%	21,753

Business Types	% of Audience	Active Audience
Agriculture/Forestry/Fishing	1%	252
Construction/Architecture/Engineering	2%	921
Utilities	2%	786
Manufacturing	7%	2,942
Transportation	2%	782
Wholesale/Retail Trade	2%	703
Financial/Real Estate/Insurance/Benefit Brokers	6%	2,509
Entertainment/Publishing	1%	471
Software/Technology	6%	2,320
Hospitality/Restaurants	1%	439
Education	17%	6,604
Government	8%	3,206
Health Care/Pharmaceuticals	12%	4,740
Business Services/Consulting	11%	4,535
Other	22%	8,593