

Total Active Audience
114,857

Newsletters	Subscribers
WF Week	30,110
WF Benefits	17,395
WF Technology	28,318
HR News Brief	38,338

Magazine	Total Distribution	Print	Digital	Both
Workforce	42,133	15,907	19,848	6,378

Website Interaction	Monthly Average
Sessions	223,562
Unique Visitors	187,916
Page Views	360,973
Homepage Views	36,131

Job Title	% of Audience	Active Audience
President, Owner, C-Suite	16%	17,850
EVP, VP	12%	13,534
Director	14%	15,592
Manager	24%	27,196
Associate / Staff	14%	15,619
Other	11%	12,550

Community Engagement	Total
Facebook Followers	5,806
Twitter Followers	22,800
LinkedIn Group Members	18,037

Company Size	% of Audience	Active Audience
25,000 or more employees	12%	13,521
10,000-24,999 employees	8%	9,124
5,000-9,999 employees	8%	9,231
2,500-4,999 employees	7%	8,529
1,000-2,499 employees	8%	9,546
500-999 employees	8%	9,301
100-499 employees	13%	14,796
Fewer than 100 employees	31%	35,265

Business Types	% of Audience	Active Audience
Agriculture/Forestry/Fishing	2%	1,857
Construction/Architecture/Engineering	2%	2,123
Utilities	1%	1,242
Manufacturing	8%	9,061
Transportation	3%	3,528
Wholesale/Retail Trade	6%	7,107
Financial/Real Estate/Insurance/Benefit Brokers	13%	15,159
Entertainment/Publishing	1%	1,565
Software/Technology	5%	5,714
Hospitality/Restaurants	1%	1,387
Education	13%	14,396
Government	9%	10,700
Health Care/Pharmaceuticals	8%	9,228
Business Services/Consulting	7%	8,336
Other	9%	10,882