

**Total Active Audience**

159,231

Newsletters	Subscribers
WF Week	42,613
WF Benefits	23,463
WF Technology	33,558

Magazine	Total Distribution	Print	Digital	Both
Workforce	40,593	15,713	18,193	6,687

Website Interaction	Monthly Average
Sessions	258,246
Unique Visitors	211,978
Page Views	435,163
Homepage Views	43,473

Job Title	% of Audience	Active Audience
President, Owner, C-Suite	12.77%	19,702
EVP, VP	6.94%	10,705
Director	15.14%	23,352
Manager	30.72%	47,380
Associate / Staff	30.55%	47,123
Other	3.89%	5,993

Community Engagement	Total
Facebook Followers	6,628
Twitter Followers	22,800
LinkedIn Group Members	18,219

Company Size	% of Audience	Active Audience
25,000 or more employees	13.97%	21,981
10,000-24,999 employees	7.27%	11,441
5,000-9,999 employees	7.35%	11,562
2,500-4,999 employees	7.68%	12,085
1,000-2,499 employees	8.76%	13,784
500-999 employees	8.60%	13,542
100-499 employees	19.60%	30,842
Fewer than 100 employees	26.78%	42,154

Business Types	% of Audience	Active Audience
Agriculture/Forestry/Fishing	1.83%	2,378
Construction/Architecture/Engineering	2.97%	3,869
Utilities	1.93%	2,513
Manufacturing	10.57%	13,769
Transportation	2.51%	3,268
Wholesale/Retail Trade	1.95%	2,539
Financial/Real Estate/Insurance/Benefit Brokers	9.21%	12,000
Entertainment/Publishing	3.30%	4,306
Software/Technology	7.22%	9,405
Hospitality/Restaurants	3.12%	4,066
Education	12.09%	15,758
Government	8.56%	11,151
Health Care/Pharmaceuticals	11.54%	15,035
Business Services/Consulting	5.89%	7,668
Other	17.32%	22,567