

## ADVERTISING - AEA WEBSITE AND E-MAIL STATISTICS

### Supplier pages

*Page views 1<sup>st</sup> August 2016 to 11<sup>th</sup> November 2016*

Halarose	106
Smartmatic	82
Print UK	83
Idox	28 (this was only set up on the 28 <sup>th</sup> October 2016)

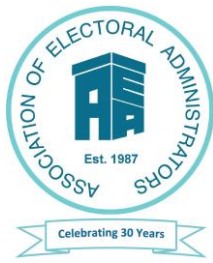
### E-mails

*Types: Weekly newsletter notification, ARENA publication notification, Job advertisement notifications and reminders, miscellaneous communications/guidance*

The subscribers' list consists of all AEA members and is usually (though not always) between 1,700 and 1,800 individuals. This fluctuates because of members cancelling their membership, new members joining, people unsubscribing in error and e-mail bounce-backs causing automatic suspension from the subscriber list.

#### *Individual e-mail 'campaigns'*

October 2016 ARENA	1,729 subscribers 589 opens 415 clicks
September 2016 ARENA	1,726 subscribers 525 opens 387 clicks
August 2016 ARENA	1,736 subscribers 515 opens 366 clicks
July 2016 ARENA	1,748 subscribers 617 opens 457 clicks
June 2016 ARENA	1,761 subscribers 463 opens 309 clicks
Pakflatt advert feature April 2016	1,761 subscribers 397 opens 186 clicks
Pakflatt advert feature May 2016	1,758 subscribers 366 opens 97 clicks
Halarose advert feature September 2016	1,722 subscribers 601 opens 138 clicks
Weekly newsletter 9 <sup>th</sup> November 2016	1,634 subscribers 606 opens 462 clicks
Weekly newsletter 2 <sup>nd</sup> November 2016	1,635 subscribers 574 opens 429 clicks
Weekly newsletter 26 <sup>th</sup> October 2016	1,635 subscribers 619 opens 466 clicks



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### **ARENA Magazine**

This used to be a paper publication but is now only published on the AEA website (since June 2016), with e-mail notifications sent to all members on publication (see above)

#### *Website ARENA page views to mid-November*

June 2016	514
July 2016	753
August 2016	640
September 2016	563
October 2016	524