

## Magazine Readership *(Source: Issuu)*

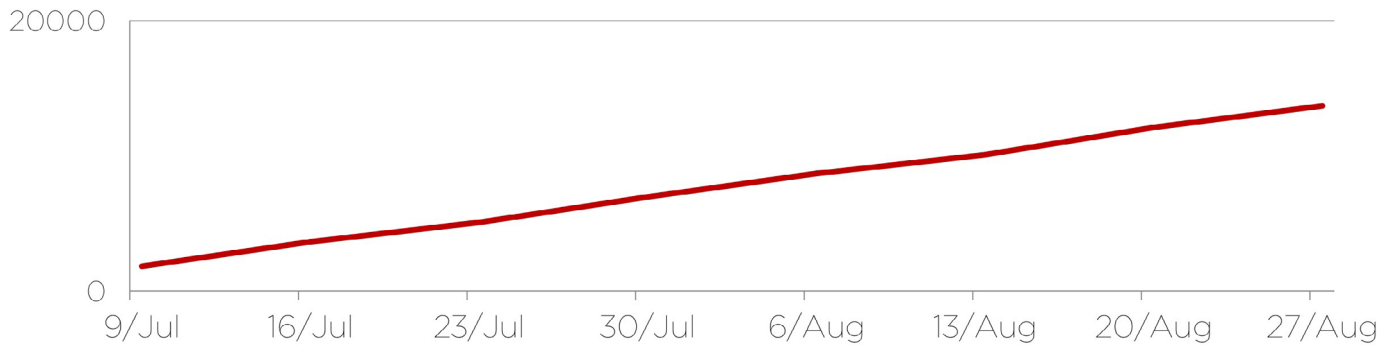
**4,313,421 total impressions**

up from 4,198,178 this time last year

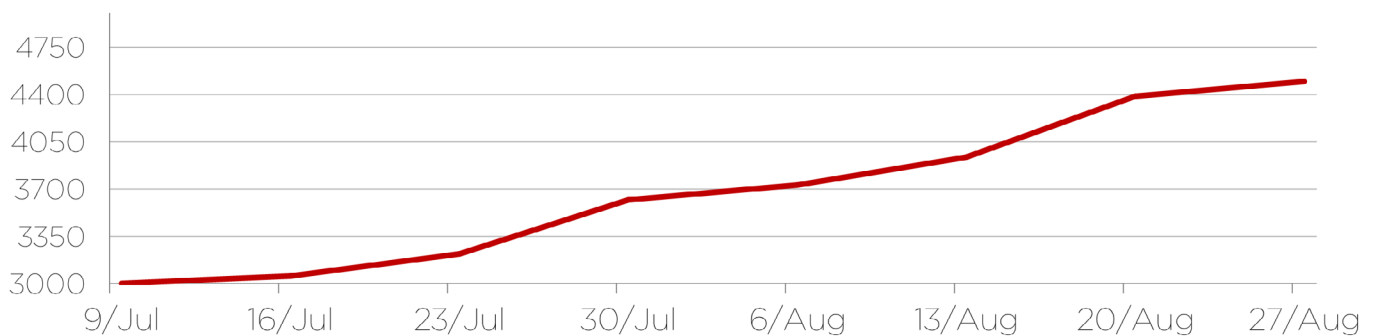
**84,961 total reads**

up from 79,332 this time last year

### Impressions over the period (Jul - Aug 2024)



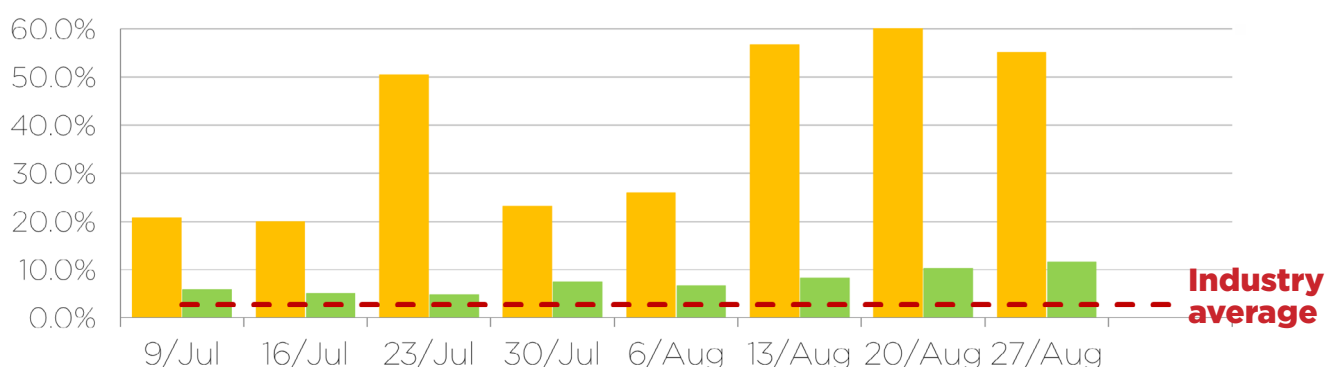
### Reads over the period (Jul - Aug 2024)



## InfraNews Electronic Direct Mail *(Source: Mailchimp)*

- **5,663 subscribers** with only a **0.1% unsubscribe rate**
- **17,634 emails opened** with **15,482 engagements**
- **11.6% peak click rate** versus industry average of 2.6%

### EDM Weekly Open Rates & Click Rates



## Website Statistics *(Source: Google Analytics)*

**27,813 page views**

over the period (Jul - Aug 2024)

**3,600 visitors** to  
[safetynews.co.nz](https://safetynews.co.nz)

up from 3,100 over the same period the  
previous year (Jul - Aug 2023)

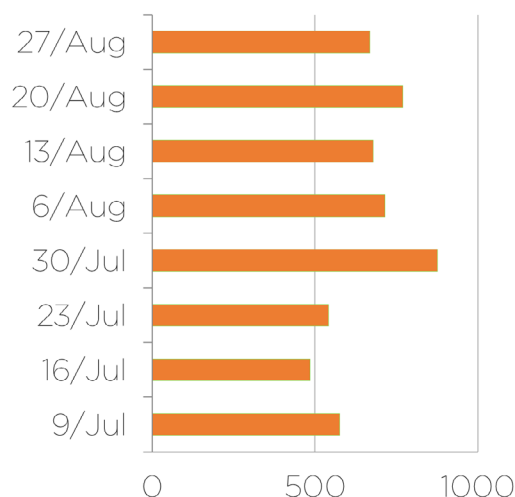
**15,000 page views** on  
[infrastructurenews.co.nz](https://infrastructurenews.co.nz)

up from 5,900 over the same period the  
previous year (Jul - Aug 2023)

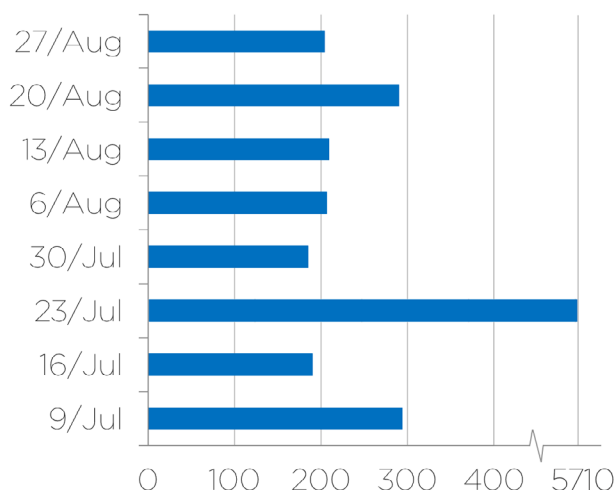
**7,600 page views** on  
[propertyandbuild.com](https://propertyandbuild.com)

up from 4,500 over the same period the  
previous year (Jul - Aug 2023)

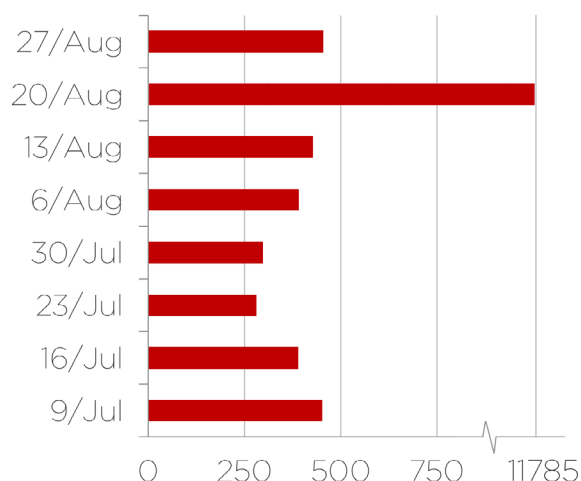
### Safety News Weekly Page Views



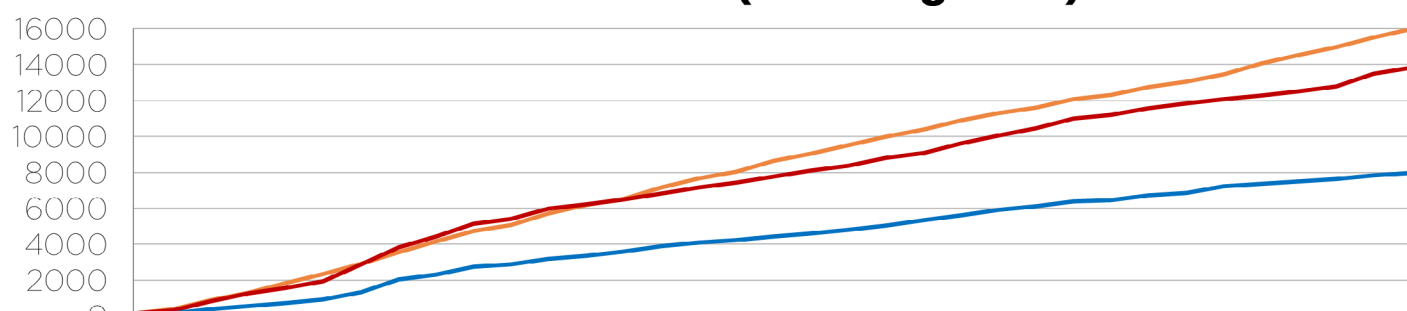
### Property&Build Weekly Page Views



### Infrastructure Weekly Page Views

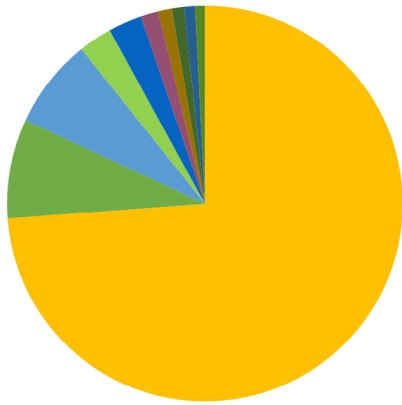


## Website Visitors (Jan - Aug 2024)



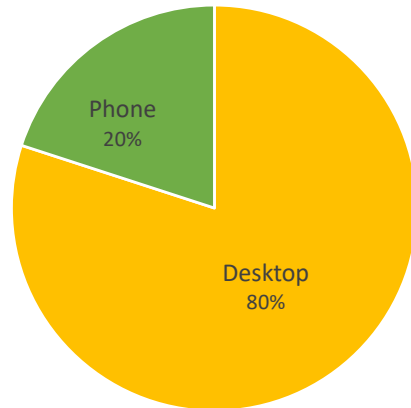
## Magazine Readership *(Source: Issuu)*

### Top 10 Countries by Readership



■ New Zealand  
■ United States of America ■ Australia  
■ United Kingdom ■ India ■ Mexico  
■ Colombia ■ Brazil ■ Canada  
■ Singapore

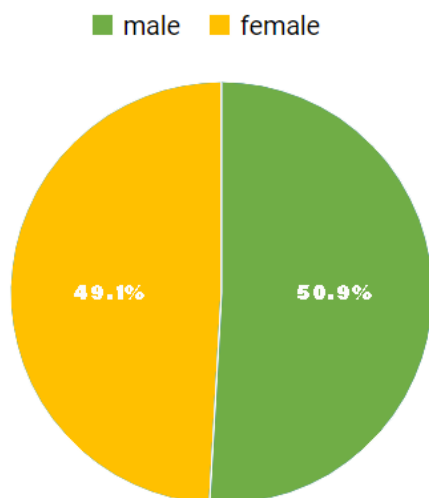
### Reading Device



80% of Readers are using a Desktop to access our Magazines

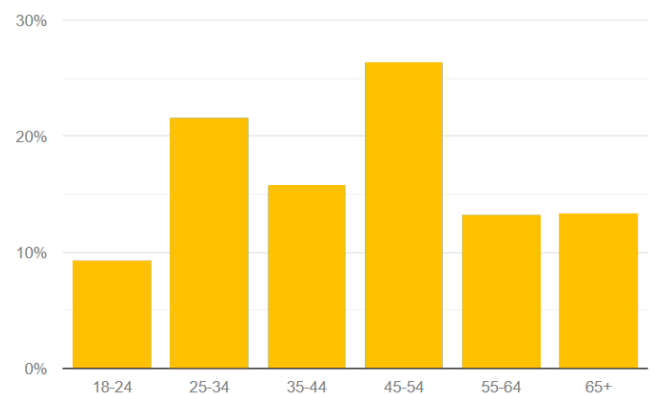
## Website Statistics *(Source: Google Analytics)*

### Gender Safety News



49.1% of visitors to [safetynews.co.nz](https://safetynews.co.nz) are Female

### Age Infrastructure News



The most common age group of visitors to [infrastructurenews.co.nz](https://infrastructurenews.co.nz) is 45-54