



**Cross-Channel Audience Report**  
6 months ended December 31, 2025, Subject to Audit

Frequency: 12 times/year

Field Served:

Published by AAM Publishing

**MEDIA SUMMARY**

	Average	July	August	September	October	November	December
Desktop, Mobile, App	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Digital Edition (E Magazine)	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Digital Access Platform (apple news + others)	7,000	7,000	7,000	7,000	7,000	7,000	7,000
Print	300,000	300,000	300,000	300,000	300,000	300,000	300,000
<b>Unique Audience</b>	<b>2,100,000</b>						

**PAID**

	Average	July	August	September	October	November	December
Desktop, Mobile, App	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000
Digital Edition (E Magazine)	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Digital Access Platform (apple news + others)	6,000	6,000	6,000	6,000	6,000	6,000	6,000
Print	140,000	140,000	140,000	140,000	140,000	140,000	140,000
<b>Unique Audience</b>	<b>1,850,000</b>						

**VERIFIED / QUALIFIED**

	Average	July	August	September	October	November	December
Desktop, Mobile, App	250,000	250,000	250,000	250,000	250,000	250,000	250,000
Digital Edition (E Magazine)	20,000	20,000	20,000	20,000	20,000	20,000	20,000
Digital Access Platform (apple news + others)	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Print	160,000	160,000	160,000	160,000	160,000	160,000	160,000
<b>Unique Audience</b>	<b>250,000</b>						

**GLOSSARY**

**Desktop, Mobile, App:** Paid subscriptions and verified registered users who consume the content via websites, mobile web, or mobile apps.

**Digital Edition (E Magazine):** Paid subscriptions and verified registered users who consume the content via the digital edition (e magazine). The digital edition has the same editorial content and ROP (run of press) advertising.

**Digital Access Platforms:** Paid subscriptions and verified/qualified registered users who consume the content via third-party digital content platforms such as apple news+, Readly, and others. Only subscribers who have accessed the media owner's content are reported.

**Print:** Paid subscriptions, single copy sales, and verified recipients of the print magazine.

**E newsletters:** Paid subscriptions and verified registered recipients of email newsletter(s).

**Events:** Paid attendees and verified registered attendees to an in-person, online, or hybrid event.

**Webinar:** Paid attendees and verified registered attendees to a webinar.

**Unique Audience:** Unduplicated paid subscribers, verified/qualified recipients, and single copy sales recipients.