

# Access Press Metrics

## Website monthly users

The number of unique users that come to the website each month.

3,000

## Facebook Followers

These are the fans who follow us on the Access Press Facebook Fan Page.

1,200

## Email Subscribers

Individuals who subscriber our email list and newsletters.

656

## Monthly Ad impressions

The number of impressions all ads have received over the period of one month.

8,000

## Email Open Rate

An exceptionally high open for the nonprofit industry. Our subscribers are consistently reading our newsletters.

58%



November 2023