



EM November 2009 Audience Engagement Report



Electronic Musician
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Purpose

The quarterly Audience Engagement Report provides an integrated view of the *Electronic Musician* community. The data provided within is obtained via internal and third party sources, including Omniture, Yesmail, and ESP Computer Services.

Audience Served

The *Electronic Musician* professional community is involved in markets of Music and Sound Production Professionals, Education, Retail/Manufacturing Rep/Distributors, Equipment Manufacturers, Media and other related businesses.

Electronic Musician users are Presidents, Owners, CEO, Producers, Chief Engineers, Audio/Sound and Recording Engineers, Directors, Managers, Music Teachers/Professors and others.

Electronic Musician Total Annual Exposures

Element	Audience	Frequency	Total
EM Print and Digital Editions	41,514	12	498,168
Musician Xtra	30,174	24	724,176
The Robair Report	28,434	24	682,416
EM Show News (NAMM, AES)	75,312	14	1,054,368
emusician.com Average Monthly Unique Visitors *	175,214	12	2,102,568
Total			5,061,696

Note: emusician.com Total Annual Page Views is 6,065,434 *

Source and further detail on pages 2-4

* Nov 2008 - Oct 2009

Electronic Musician Subscribers Updated October 2009

Business Involvement	Total	Percent of Responses
Music and Sound Production Professional	11,978	69%
Education (Music or audio educator, administrator, dept. head, etc.)	2,320	13%
Retail/Mfg Rep/Distributors	636	4%
Equipment Manufacturer	456	3%
Media (Ad agency or publishing)	357	2%
Other	1,715	10%
Total Responses to question	17,462	100%
No Response or Paid Readers	24,052	
Total Subscribers	41,514	
Percent		

Print edition is mailed via the US Postal Service. Digital editions are delivered using Yesmail.

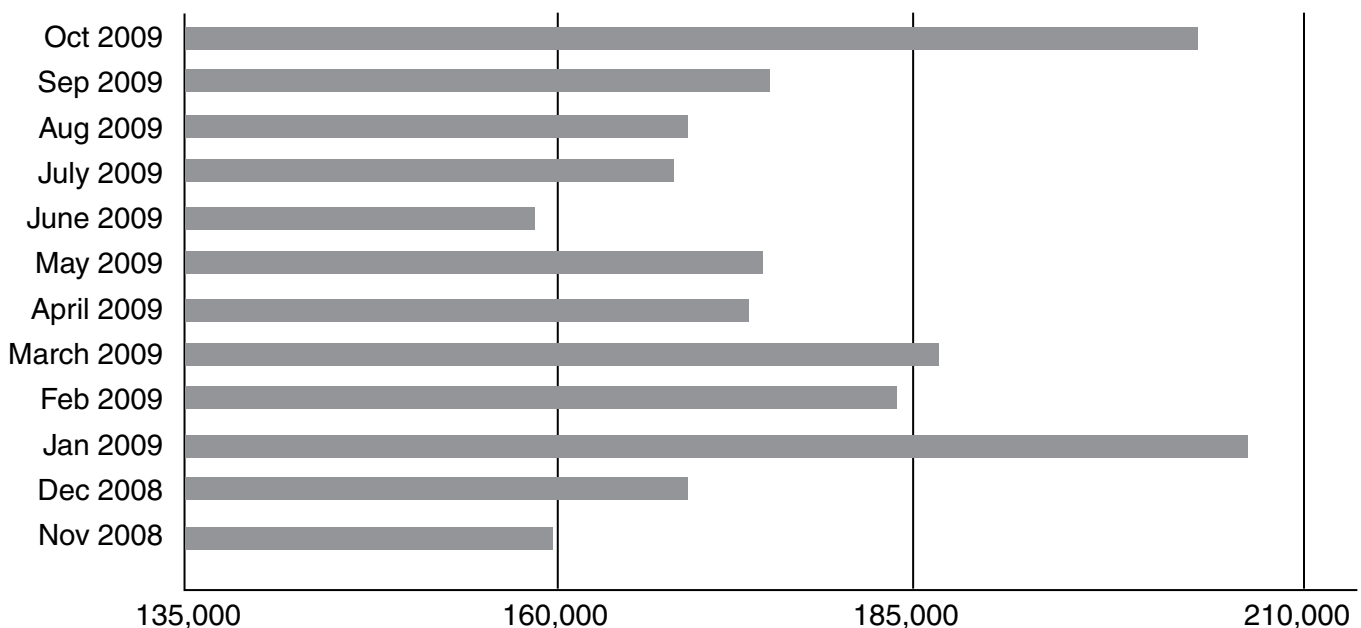
Source: ESP Computer Services

Emusician.com online Report

Date	Unique Visitors	Page Views
November 2008	159,846	365,948
December 2008	168,282	405,375
January 2009	197,288	507,200
February 2009	181,303	466,611
March 2009	187,469	569,120
April 2009	173,717	534,245
May 2009	175,210	603,170
June 2009	157,318	535,508
July 2009	166,103	521,492
August 2009	168,564	513,474
September 2009	176,422	524,945
October 2009	191,049	518,346

Source: Omniture

Monthly Uniques



EM E-newsletter Report

EM	Audience	Frequency
Emusician Xtra	30,174	1st, 3rd & 5th Thursdays
Robair Report	28,434	2nd & 4th Thursdays
EM Show News	75,312	7x in conjunction with NAMM and AES

Source: Yesmail

EM Online Demographics

Business Involvement	Percent of Responses
Studio recording/production	24.2%
Musician	23.9%
Composer	12.7%
Independent engineer/producer	9.8%
Other	7.4%
Audio post-production for film/video	2.9%
Sound reinforcement	2.2%
Sound/video contracting	2.0%
Broadcast production	1.7%
Audio production for film/video	1.7%
Recording school or program	1.7%
Corporate audio/video production	1.6%
Remote recording	1.0%
Mastering	1.0%
Equipment sales/rental	1.0%
Equipment design/acoustics	.9%
Game production/Interactive media	.8%
Web audio production	.8%
Facility design/acoustics	.4%
Tape/disc manufacturing or duplication	.3%
DVD Authoring	.1%

Source: emusician.com Online Demographics Study, October 2009

Level of Music Involvement	Percent of Responses
Part-time professional musician	29.3%
Full-time professional musician	22.0%
Recreational musician	17.9%
Music educator	8.5%
Not a musician but work with musicians (e.g., engineer, producer)	7.9%
Aspiring professional musician	7.4%
Other	4.9%
Music student	1.0%

Source: emusician.com Online Demographics Study, October 2009

OMNITURE™



About Omniture

Omniture, Inc., headquartered in Orem, Utah, is the pioneer of next-generation web analytics technology and is the most experienced provider of adaptable solutions to large, complex websites. Omniture develops and markets SiteCatalyst, which has been designed specifically for the needs of enterprise companies to monitor visitor and commerce activity, identify specific points of change, and drive business decisions that increase ROI. Cutting-edge technology has resulted in an impressive client list, which includes AOL Time Warner, Gannett, Microsoft, Maytag Corporation, Media News Group, VeriSign and Hewlett Packard. <http://www.omniture.com>



About Yesmail

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