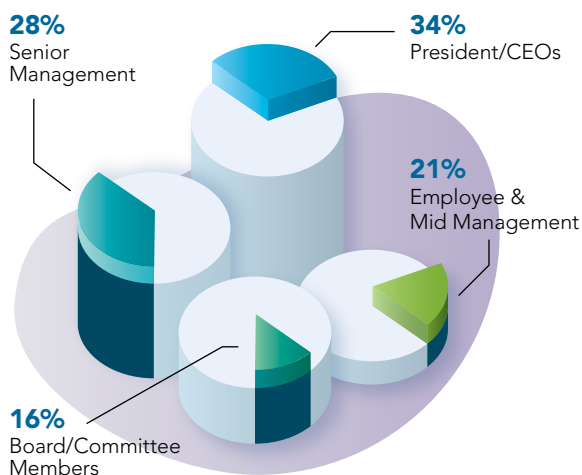


Credit Union Magazine

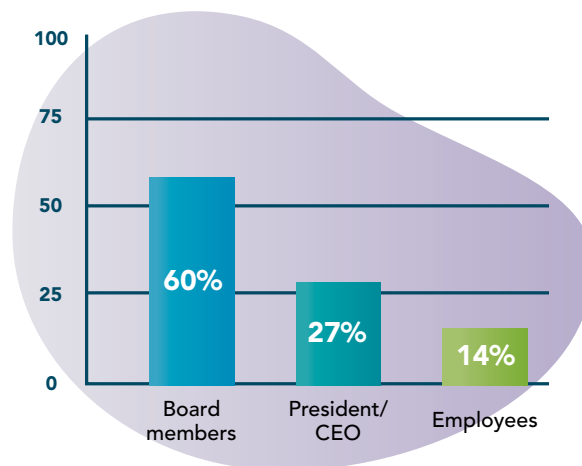
Total # of subscribers: **17,219**
Average asset size: **\$964 Million**



**of those who reported job function*

Credit Union Directors Newsletter

Total # of subscribers: **1,925**
Average asset size: **\$694 Million**



**of those who reported job function*

CUNA News Emails

Web Exclusive

More than 175,000 contacts reached
// Average open rate: **16.8%**
// Average click rate: **.05%**

The Daily

More than 5,00,000 contacts reached
// Average open rate: **17.25%**
// Average click rate: **.06%**



Industry Benchmarks for Email

Open Rate: **20.24%**
Click Rate: **2.59%**

Industry Update

More than 16,000 contacts reached
// Average open rate: **19.21%**
// Average click rate: **.92%**

Subscriber Alert

More than 15,000 contacts reached
// Average open rate: **21.99%**
// Average click rate: **.07%**



Podcast

Subscribers: **593**
Downloads: **70,904**

CUNA News Ads

Impressions: **4,284,548**
Clicks: **3,517**

Sponsored Content

Average views from home page: **208**