CUNA News Email subscriptions:
- **Web Exclusives**: More than 308,000 messages delivered weekly, average open rate 16.1%, average click rate 3%
- **The Daily**: More than 130,000 messages delivered weekly, average open rate 18.5%, average click rate 4.8%
- **Subscriber Exclusives**: More than 48,000 messages delivered monthly, average open rate 21.2%, average click rate 4.2%

CUNA News Podcast subscriptions: 1,271, weekly average downloads: 1,264

CUNA News Website Ads:
- Each banner ad per month: Averages 66,660 impressions, Averages 46 clicks

Sponsored Content:
- Average impressions from home page per month: 36,875

Credit Union Magazine:
- Total # of subscribers: 17,275
- Average asset size: $964 Million
- **Job Functions**: 28% Senior Management, 34% President/CEOs, 21% Employee & Mid Management, 17% Board/Committee Members

Credit Union Directors Newsletter:
- Total # of subscribers: 1,912
- Average asset size: $694 Million
- **Job Functions**: 60% Board members, 27% President/CEO, 13% Employees

Industry Update:
- More than 16,000 messages delivered:
  - Average open rate: 20.22%
  - Average click rate: 9.7%

Industry Benchmarks for Email:
- Open Rate: 20.47%
- Click Rate: 2.59%

2019 YTD (as of 10/10/19)