

## CUNA News Emails

### Web Exclusives

More than **74,000**

**delivered weekly**

// Average open rate: **18.8%**

// Average click rate: **3.7%**

### The Daily

More than **126,000 messages**

**delivered weekly**

// Average open rate: **19.2%**

// Average click rate: **4.6%**



### Industry Update

More than **12,000 messages** delivered monthly

// Average open rate: **20.22%**

// Average click rate: **3.5%**

### Subscriber Exclusives

More than **48,800 messages** delivered monthly

// Average open rate: **19.5%**

// Average click rate: **4.4%**

#### Industry Benchmarks for Email

Open Rate: **21.56%**

Click Rate: **2.72%**

*\*MailChimp, October 2019, Business & Finance*



### CUNA News Podcast

Subscribers: **970**

Weekly average  
downloads: **4,170**

### CUNA News Website Ads

Ad engagement per month:

// Averages **638,900 impressions**

// Averages **313 clicks**

### Sponsored Content

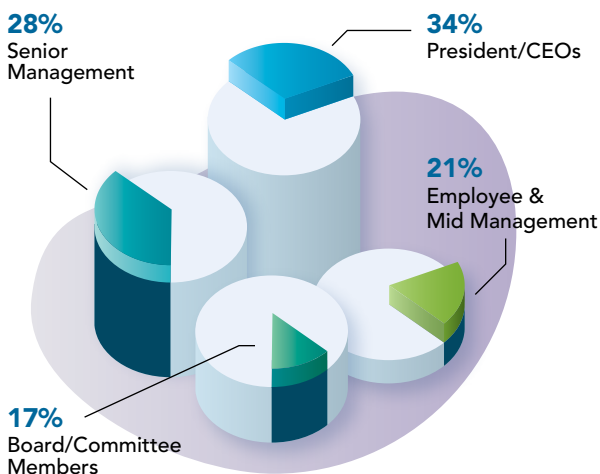
Average impressions from

home page per month: **32,500**

### Credit Union Magazine

Total # of subscribers: **16,382**

Average asset size: **\$964 Million**

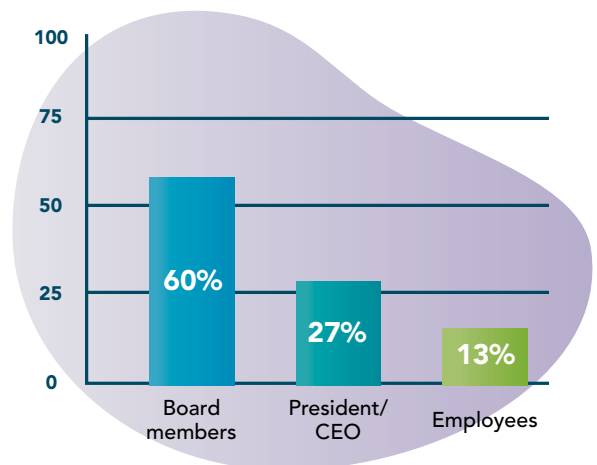


*\*of those who reported job function*

### Credit Union Directors Newsletter

Total # of subscribers: **1,751**

Average asset size: **\$694 Million**



*\*of those who reported job function*