# Customer statistical information pack



Total Reach\*

891,422

Total Engagement\*\*

430,969



<sup>\*</sup> Total Reach – combined reach of all products where your content appeared. \*\* Total Engagement across all products where your content has appeared (digital editions, website and email newsletters)

### Issue 23 July 2019



Total Edition Reach\*

210,391

Total Edition Engagement\*\*

146,587



The promises and challenges of biomodifying technologies for the UK

Email Opens **28,649** 

Edition Engagement

Clients Pageviews 14,096

## Issue 27 July 2020

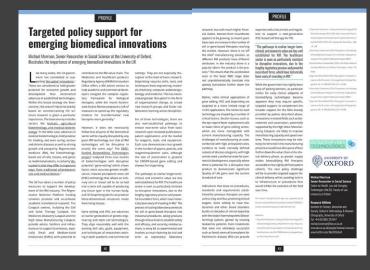


Total Edition Reach\*

282,187

Total Edition Engagement\*\*

144,282



Targeted policy support for emerging biomedical innovations

Email Opens **30,499** 

Edition Engagement 113,783

Clients Pageviews 13,424

#### **DIGITAL CONTENT**

#### **Banners on Tech and Gov spaces**

From Oct 19 to present

Reach\*

140,135

Engagement\*\*

844

Stakeholder

Engagement\*\*

304

**Special report** 

Engagement\*\*

645

\*\* Engagement is the number of views your special report page has received

<sup>\*</sup> Reach is the audience for the pages where you banner appeared.

<sup>\*\*</sup> Engagement is the number of clicks your banner has received

<sup>\*\*</sup> Engagement is the number of views your stakeholder page has received

<sup>\*</sup> Total Reach is the distribution for this edition of the publication. \*\* Total Engagement of the publication content (email opens, PageSuite and HTML pageviews)