

Customer statistical information pack



Total Reach*

891,422

Total Engagement**

430,969



* 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)



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

117,938

Clients Pageviews

14,096

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



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

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

DIGITAL CONTENT

Banners on Tech and Gov spaces

From Oct 19 to present

Reach*
140,135

Engagement**
844

* Reach is the audience for the pages where you banner appeared.

** Engagement is the number of clicks your banner has received

Stakeholder

Engagement**
304

** Engagement is the number of views your stakeholder page has received

Special report

Engagement**
645

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