

605 at a Glance

MONTHLY 605 MAGAZINE

Data collected via distribution statistics, web article views (via Issuu and web articles), and social shares » **15,000 hard copies**
 » **60,000 impressions**

605 BEST MAGAZINE ISSUE

Data collected via distribution statistics, web article views (via Issuu and web articles), and social shares. » **25,000 hard copies**
 » **90,000 impressions**

605 WEDDINGS ISSUE

Data collected via distribution statistics, web article views (via Issuu and web articles), and social shares. » **5,000 hard copies**
 » **12,000 impressions**

THE 605 SHOW PODCAST

Data collected via streaming services like Spotify, through podcast video, and social media shares. » **9,000 average monthly listens and views.**

E-NEWSLETTER

Data collected since the newsletter launched in 2020. » **Reach over 2,500 subscribers**
 » **99.1% deliverability rate**
 » **42.4% open rate**
 » **142,017 email volume (total numbers of emails sent out to individual subscribers during lifetime of account.)**

605 SUMMER CLASSIC

Data collected through past events since 2015. » **Average of 500+ attendees.**
 » **Average of 18-22 SD brewer participants in the tasting.**
 » **1 brewery is declared the winner of the People's Choice Award.**



“I LOVE EVERYTHING 605 IS DOING TO HIGHLIGHT SO MANY AMAZING PEOPLE AND PLACES IN OUR STATE! GREAT ARTICLES, GREAT PICS. IT’S AN EXCELLENT MAGAZINE.” - READER

