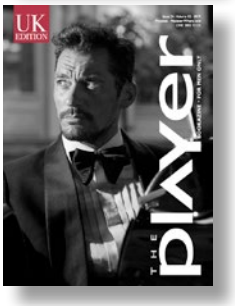
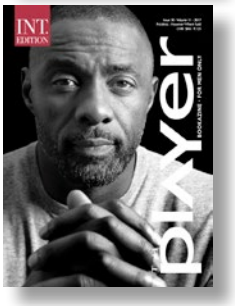
Target Reach & Circulation

The Player has a significant global reach that extends across its bookazine, website, social media, and other ventures.

- Overall Reach: The Player has an audience of over 1.6 million people globally through its Bookazine, online magazine, website, social media, and other ventures.
- Social Media: The Player has a substantial social media footprint with over 50,000 followers across its platforms.
- Print Subscribers 15,000 International print subscribers with 9,560 based in the UK
- Digital Subscriptions The Player has 178,000 organic digital subscriptions







Demographic Profile

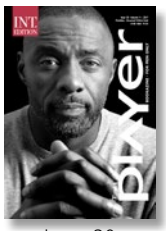
The typical Player reader is generally:

- Age: Middle-upper class, often aged 30-40 and older, with a significant portion (41%) falling into the 35-64 age bracket. 95% male audience 5% Female
- Socioeconomic Status: Predominantly from higher socioeconomic groups (ABC1 social classes), with a high percentage (62-86%) in professional, managerial, or company owner roles. They often have higher personal and household incomes.
- Education/Interests: Readers are generally well-educated and interested in travel, national and world news, politics, sports, food, business, health, science, and entertainment. They are likely to be professionals, managers, or company owners.

Engagement Rate

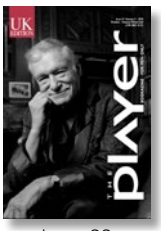
Specific, universally applicable "engagement rates" in the style of social media metrics are not publicly disclosed for the entire brand, as engagement is measured in various ways across different platforms. However, audience engagement is a key priority, with strategies focused on converting engaged users into long-term subscribers.

- Key Metrics & Trends:
- Online Video Engagement: Click-through rates from YouTube videos increased by 49% year-over-year in 2024, indicating strong brand engagement.
- Social Media Engagement: Instagram/Facebook/YouTube referrals to the website more than doubled year-over-year in 2024, including a 30% increase in YouTube referrals, demonstrating effective social media engagement.
- Subscriber Engagement: The business strategy highlights that deep engagement typically leads to higher conversion and retention rates for subscribers.


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Issue 34

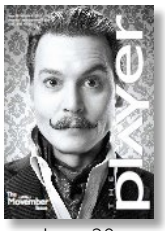

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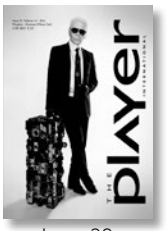

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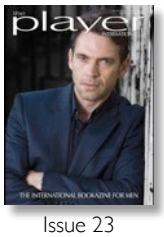

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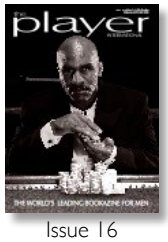

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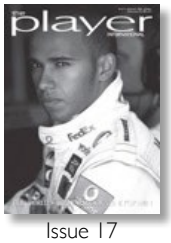

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