

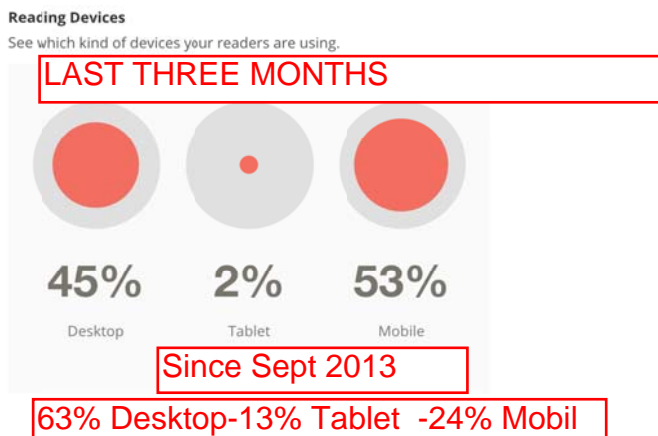
Basics

Stats - TOTAL Since Sep 2013

- **Impressions** are the number of times that your content was served or shown on the Issuu network, whether in someones feed (as a thumbnail), search results or on a website where you've embedded the content. **417,717 - 5years**
- **Reads** are counted when someone opens your content and either performs an action (by flipping the page, zooming, etc.) or stays for more than two seconds **2017 ave 500/month**
47,122
- **Read Time** will be counted once the content has been loaded for two seconds (when considered a "Read"). It will be presented as "hours:minutes:seconds" format.
- **Average Time Spent** is "Read Time" divided by "Reads." **33:04**
- **Followers** are Issuu users who follow you. They get updates once you publish something new. **82**
- **Likes** are Issuu users who have liked your content. **61**
- **Shares** are the number of times your content has been shared through the Share button. **40**
- **Times Stacked** are the number of times your content has been added to a Stack/Saved.
- **Link-outs** are the number of times link(s) has been clicked on within your content.

From Who to Where

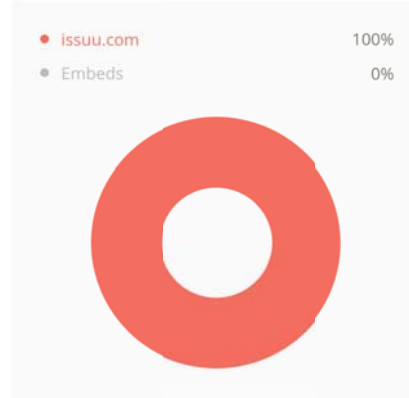
- **Reading Devices** will show what amount of your readers are viewing your content through desktop, tablet or mobile.



- **Source** will show if your readers are viewing the content directly on Issuu or through an embed. If they're viewing it from the Shareable Full-Screen Reader it will be counted as coming from an embed.

Source

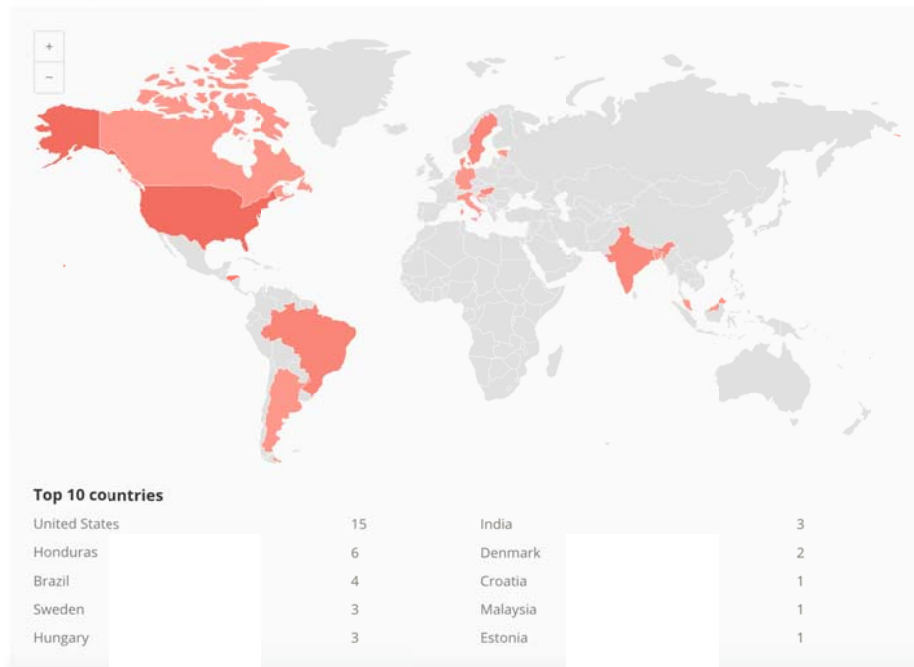
See where your reads are occurring.



20% TOTAL 5 years
80%

- **Readers Around the World** will show the amount of "Reads" broken down by country. Below the map you can see the Top 10 countries.

Readers Around the World



Total US 38,474 UK 1428 Canada 1153
Australia 672 Greece 575 Brazil 536
Italy 381 France 322 Mexico 252 Germany 220