

FACEBOOK ACTIVITY: Travel Agent Magazine

VISITOR ACTIVITY	
New Likes	1,765
Lifetime Likes	3,751

Information for Facebook activity was obtained by a review of publisher's Facebook Insights for the period April 1, 2011 – March 31, 2012. The review was done independently. In Verified's opinion, the Facebook activity is fairly stated in this report.

Definitions:

New Likes –The number of new Likes a Facebook Page receives, during a specified date range.

Lifetime Likes –The total number of Likes a Facebook Page received, as of the end of a specified date range.

TWITTER ACTIVITY: TravelAgentMag

ACTIVITY	
Tweets	10,069
Followers	11,042

Information for Twitter activity was obtained by a review of publisher's Twitter handle (TravelAgentMag) as of March 31, 2012. The review was done independently. In Verified's opinion, the Twitter activity is fairly stated in this report.

Definitions:

Tweets – A message posted via Twitter containing 140 characters or fewer.

Follower – A follower is another Twitter user who has opted in to receive Tweets from the publisher's Twitter account.

MOBILE ACTIVITY - ISSUES DOWNLOADED: TRAVEL AGENT MAGAZINE

Viewer	Total Page Views	Total Issues Downloaded
iPad App	113,640	1,823
iPhone App	27,310	498
Android App	7,475	93
TOTAL	148,425	2,414

Information for Mobile Activity was obtained by a review of publisher's Blue Toad Insights for the period April 1, 2011 – March 31, 2012. The review was done independently. In Verified's opinion, the Mobile Activity is fairly stated in this report.

Definitions:

Page View - Occurs when a user is presented with the view of a given page.

Issue Downloaded - An issue that was downloaded to a mobile device.

MOBILE ACTIVITY - VIEWER VERSION: TRAVEL AGENT MAGAZINE

Viewer	Total Page Views	Total Pages Downloaded
iPad App	113,640	118,678
iPhone App	27,310	35,006
Andriod App	7,475	6,138
TOTAL	148,425	159,822

Information for Mobile Activity was obtained by a review of publisher's Blue Toad Insights for the period April 1, 2011 – March 31, 2012. The review was done independently. In Verified's opinion, the Mobile Activity is fairly stated in this report.

Definitions:

Page View - Occurs when a user is presented with the view of a given page.

Issue Downloaded - An issue that was downloaded to a mobile device.