

## EPTA Report ~ *NW Passages* E-Zine

*NW Passages* is a free monthly email magazine started by Stephen & Beth West in July 2014. The publication's themes are Nature, Heritage, Recreation and Economic Revitalization. Coverage area includes eight counties in NW PA, plus the counties of Armstrong & Allegheny along the Erie to Pittsburgh Trail.

Funding for *NW Passages* comes solely from Partnerships & Sponsorships.

Statistics as of July 2015:

Number of Subscribers: 2,620

Comparison to Subscribership in July 2014: Increase of 2,260

The June 2015 edition was opened by 1,580 subscribers, who accounted for 2,325 total opens. The magazine is forwarded and opened by many additional readers, though this information isn't available.

Facebook promotion greatly expands the readership of *NW Passages*, making it possible to post some of the e-zine's stories & pages and also increase subscribership. Our main facebook page -- West PA Magazine -- also promotes the e-zine heavily to its 4,600 fans.

Facebook Statistics ~ *NW Passages*:

	Last Week	Previous Week	Trend
Total Page Likes	1,253	1,240	1.0%
Weekly Total Reach	4,667	3,713	25.7%
Page Visits	122	111	9.9%
People Engaged	405	231	75.3%