Cover: Convention preview

This issue was published online on August 15, 2018. We also publish individual articles on ncrealtors.org and promote on social media throughout the quarter.

Reads:168
Counted each time a user opened a publication for more than 2 seconds.

Impressions: 496
Counted each time a publication was displayed to a user in an embed or on issuu.

Average Time Spent: 0:05:44
The average time readers spent reading this publication.

Read Time: 16:04:11
The total time readers spent reading this publication.

Publication Shares: 2
The number of times a user shared this publication from issuu.

Link-Outs:10
Number of clicks on a publisher made link (including ads and article links)

Page Performance: Our Legal Article/Q&A had the best stats – 103 reads vs. avg. of 50 reads per other pages.

The publication performance spiked Aug 20-26 (when we posted the Legal article on Facebook/website) and then again on Oct.29-Nov.4 (I can't find an explanation for that one).

For comparison, here are stats from , in the same 3-month period following published date:
Cover: When Hackers Strike

Reads:433
Counted each time a user opened a publication for more than 2 seconds.

Impressions: 1,348
Counted each time a publication was displayed to a user in an embed or on issuu.

Average Time Spent: 0:04:14
The average time readers spent reading this publication.

Read Time: 1.6 days
The total time readers spent reading this publication.

Publication Shares: 19
The number of times a user shared this publication from issuu.

Link-Outs:2
Number of clicks on a publisher made link (including ads and article links)

Page Performance: "When Hackers Strike" got 227 reads, and "Office Space" got 293 reads. The "Office Space" article featured contributors from an architecture and design firm, who shared the article on their own website/social channels. I think that is the reason for this magazine's performance increase.