

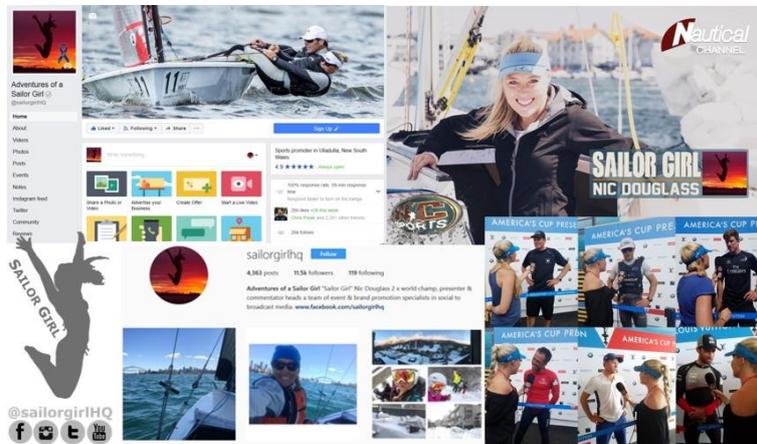


THE SAILOR GIRL IN STATISTICS

Creating numbers from a modern day media company is both easy and difficult. Given the amount of statistics that we have access to, it is easy to collect data. Putting it into a resource that we can understand, however, can be difficult.

So here is a breakdown of the Sailor Girl's statistics for you to see just how wide our reach is across a number of networks to a group of followers that are particularly engaged with the content that we produce.

The best thing is, that we have created the foundation where we can now present the brands of our friends, partners, events and sponsors to an exceptionally engaged and loyal audience across social media, sailing news websites and television.



SOCIAL MEDIA EXPLAINED IN BRIEF

So to start with here is a little explanation on what we are talking about in terms of key words in social media, and then we can explain in more detail about what we do.

WHAT IS AN IMPRESSION?

Our brand and affiliated partners have been viewed by our followers or subscribers within our content just on Facebook and Twitter over one million times per month in 2017.

Let's think about an impression as being "a view" of content.

WHAT IS AN ENGAGEMENT?

An engagement is when a follower or subscriber actively clicks, or responds or sends a message relating to an impression, or viewing of content that we have sent out via one of our networks.

WHAT IS A MESSAGE?

A message is a post, a comment, a direct message, or a Tweet that is sent out by us, or to us by a follower or subscriber.

Now that we are on the same page, let's have a look at the Sailor Girl networks...



SAILOR GIRL DIRECT NETWORKS

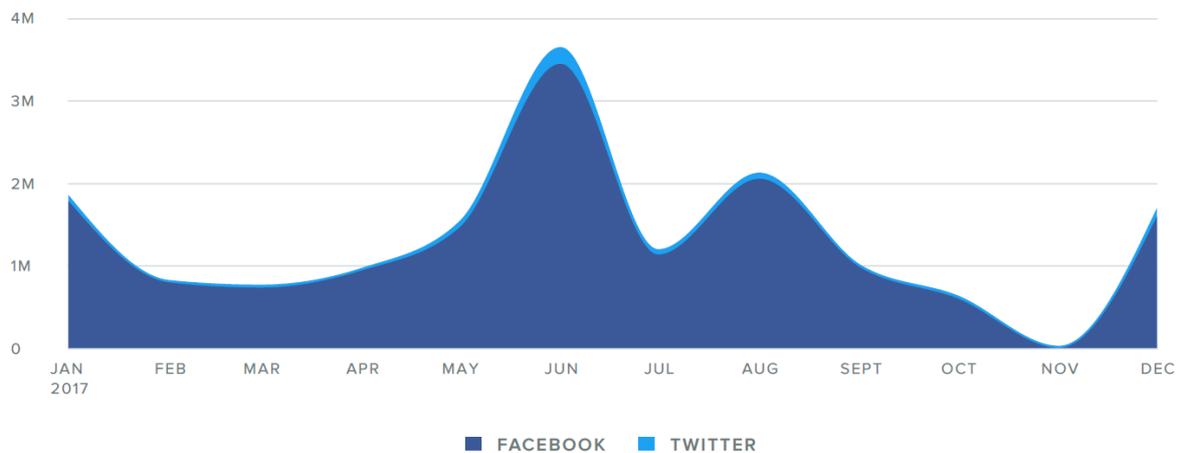
RAW SUBSCRIBERS

Network	Followers/subscribers/fans
Facebook	29400+
Instagram	11800+
YouTube	2200+
Twitter	2500+
Website unique visitors per month	35000+
Adventures Weekly subscribers	5000+
App and Podcast subscribers	2000+
TOTAL	~87,900

The numbers continue to grow, in 2017 we saw growth of close to 50% across our channels (more about growth later in this report).

IMPRESSIONS ON FACEBOOK AND TWITTER

IMPRESSIONS PER MONTH



<p>16,276,733 Impressions</p>	<p>307,078 Engagements</p>	<p>42,207 Link Clicks</p>
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Interactions on Facebook and Twitter in 2017

The Sailor Girl network has a large following of fans that want to interact daily with our content.

As you can see above, we had 16,276,733 impressions of our content so far in 2017, just across Facebook and Twitter.



IMPRESSIONS ON INSTAGRAM

Our Instagram impressions are also steadily increasing. At the moment it is more difficult to get Instagram to run through statistic programs in regard to impressions, but we know for 2017 for Instagram alone we received well over 25,000 impressions per week in non-peak times. In 2017 we capped 2,041,063 impressions.

In 2017 we exceeded 18 million views of our content and affiliated partners branding and key messages, purely on our own Sailor Girl channels.

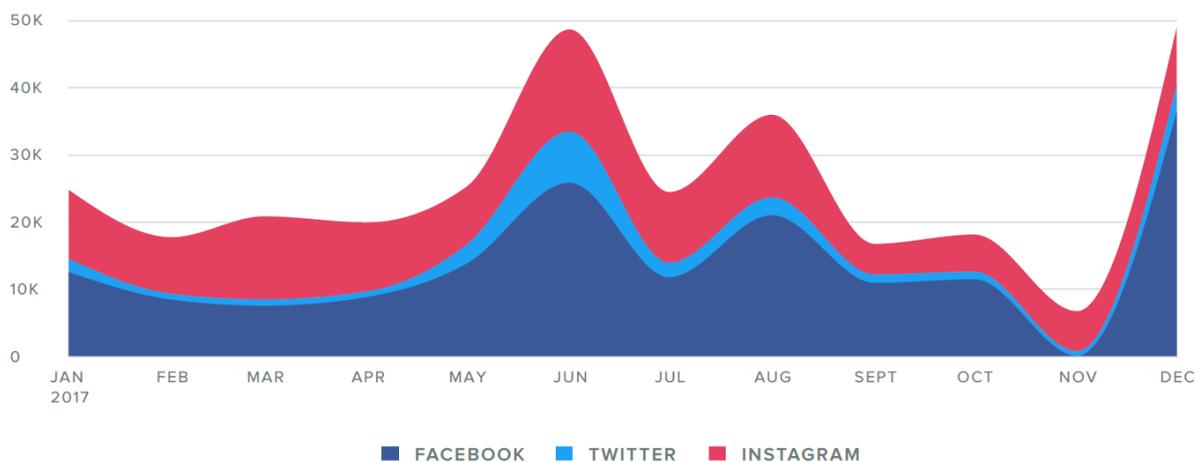
ENGAGEMENT AND INFLUENCE ACROSS OUR NETWORKS

Our audience are engaged to interact and have a conversation with us, we are present content in the spaces where sailors are looking, as well as making sailing news easy for them to interact with.

We are seen as an influencer, with 300,000+ engagements in 2017 and 40,000+ click throughs to our partners. We influence who our audience look to for advice on items from what sailing clothing to wear, to what venues to visit, what products will support them in their daily lives, and who they should have involved with their next event.

The Sailor Girl **is** one of the audience, and whether she is sailing or at an event, the subscribers to our networks, and those that view our content via our partners want to follow what she is doing, whether she is at an America's Cup event (see the peak in numbers in June 2017 below), to sailing in her own World Champs, covering the Fastnet the Northern Queensland circuit (August 2017), or her famous Rolex Sydney Hobart 2017 finish (December).

ENGAGEMENTS PER MONTH

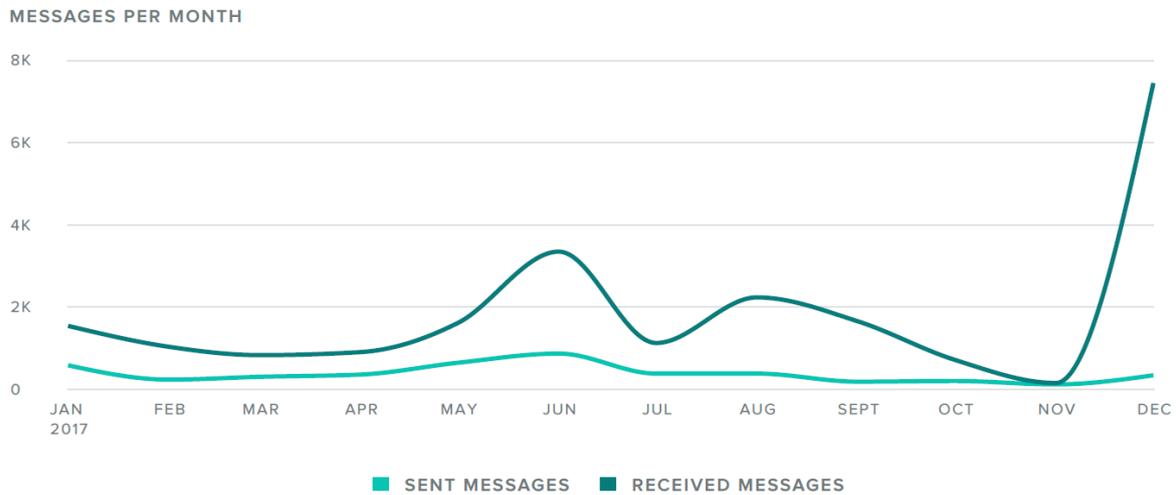


Engagements 2017 on Facebook, Twitter and Instagram



OUR AUDIENCE LOVE TO MESSAGE US

So you think that your inbox is difficult to manage? Check out the below to see just how many messages we are dealing with through our social media channels...



Messages per day on Facebook, Twitter and Instagram over the past month

ADVENTURES UPDATES – CAPITALISING ON THE EMAIL NEWSLETTER

Some of our followers still love to receive emails direct to their inbox, so we have worked on creating a “water cooler” shortcut in Adventures Updates, our latest addition to the Sailor Girl network.

With shortcuts to the top stories in sailing news around the world as chosen by the Sailor Girl, in a video summary, podcast, text and her top “captures” of the month or event at hand.

We currently have over 5,000 active subscribers, with a 98.2% successful click conversion (that is we know that 98.2% of our subscribers are clicking through on our newsletter content).

In addition, our partner network, Yachts & Yachting / Sail-World are publishing our newsletter in full, including advertisements weekly to their 200,000 active users per month.

Adventures Weekly also links to our podcasting network, and we are hopeful that with more staff coming on board this year we will be able to push this into high gear through our other networks that are extremely successful.



PODCAST AND APP

We currently have a number of subscribers (+2000) involved with our App and podcast that we are looking to capitalise on over this year with the addition of more staff to back up Nic, the Sailor Girl on her adventures.

Without pushing, our podcasts receive well over 500 listens per edition. Our major news and Adventures Weekly segments are at 1000+ listens on average.

Adventures of a Sailor Girl

By Nic Douglass

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: Outdoor
Language: English

Customer Ratings

We have not received enough ratings to display an average for this podcast.

Links

[Podcast Website](#)
[Report a Concern](#)

Description

Join world champion sailor and broadcaster, Nic Douglass a.k.a Adventures of a Sailor Girl, in her adventures around, in, but mostly on the water.

Name	Description	Released	Price	
1 Nic Douglass with Wayne ...	This afternoon, 18 Ma...	18 3 2017	Free	View in iTunes
2 First interview of 2017 - P...	While in Port Stephens...	4 1 2017	Free	View in iTunes
3 Adventures Weekly - Role...	Here we go with our A...	26 12 2016	Free	View in iTunes
4 Adventures Weekly - 22 D...	Welcome to Adventure...	22 12 2016	Free	View in iTunes
5 Adventures Weekly - 15 D...	Welcome to Adventure...	15 12 2016	Free	View in iTunes
6 Adventures Weekly - 5 De...	Welcome to Adventure...	4 12 2016	Free	View in iTunes
7 Adventures Weekly - 28 N...	Welcome to Adventure...	28 11 2016	Free	View in iTunes
8 Adventures Weekly - 21 N...	Welcome to Adventure...	22 11 2016	Free	View in iTunes
9 Adventures Weekly - 14 N...	Welcome to Adventure...	14 11 2016	Free	View in iTunes
10 Adventures Weekly - 7 No...	For the full copy of "A...	7 11 2016	Free	View in iTunes
11 SOLAS Big Boat Race 201...	The SOLAS Big Boat Ra...	14 12 2015	Free	View in iTunes
12 Highlights show from 12...	The first Adventures o...	6 9 2015	Free	View in iTunes
13 Adventures of a Sailor Gir...	The lead up to the star...	25 7 2014	Free	View in iTunes
14 Adventures of a Sailor Gir...	Another week, and an...	19 7 2014	Free	View in iTunes
15 Adventures of a Sailor Gir...	This week the Sailor Gi...	13 7 2014	Free	View in iTunes
16 Adventures of a Sailor Gir...	So many adventures, a...	5 7 2014	Free	View in iTunes
17 Adventures of a Sailor Gir...	An action packed sho...	29 6 2014	Free	View in iTunes

SAILOR GIRL PARTNER NETWORKS

We are lucky enough to have a number of partner networks who publish our content with an agreement to help each other cross-promote our networks and advertisers.

We have valuable content that can be leveraged to providers who have access to an even larger network. We are influencers on social media; people come to us for advice on what content and events they should be following, therefore we can help direct viewers to the networks and providers that support us.

NC SPORTS – ADVENTURES OF A SAILOR GIRL SEGMENT

Nic now has a weekly segment open to her on the NC Sports show which airs on the Sky Network, among others in the northern hemisphere with 17 slots over the weekend globally.

We are also working on a series of specials off the back of our very successful America's Cup coverage with the network.

Total reach: 22.3 million viewers per show

Daily viewers: 1.7 million

YACHTS & YACHTING/SAIL-WORLD*

200,000 active users per month

*These websites publish all of our videos and articles including Adventures Weekly with advertisements in full.

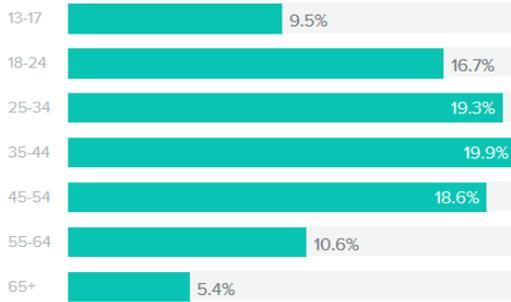




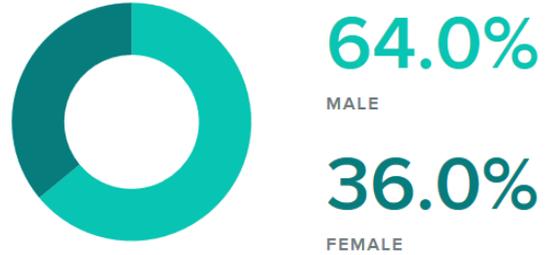
DEMOGRAPHICS

Not surprisingly, more males than females follow the Sailor Girl, sailing is a male dominated sport at present. Over a third are female, a strong representation in audience segmentation across the media that service sailing.

BY AGE

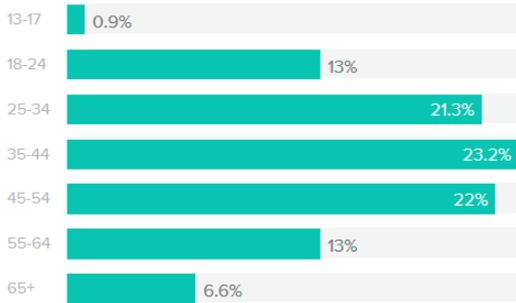


BY GENDER

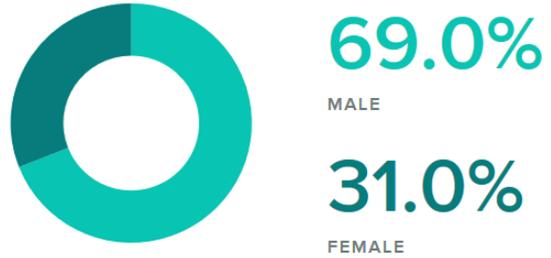


Men between the ages of 35-44 appear to be the leading force among your fans.

BY AGE

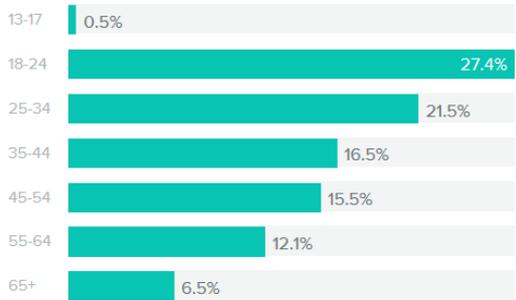


BY GENDER

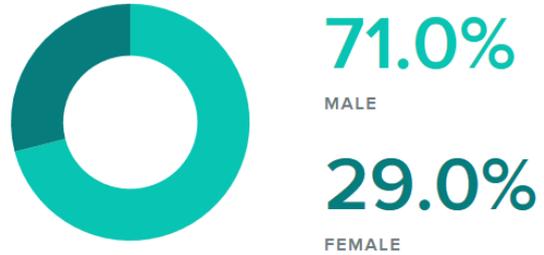


Men between the ages of 35-44 have a higher potential to see your content and visit your Page.

BY AGE



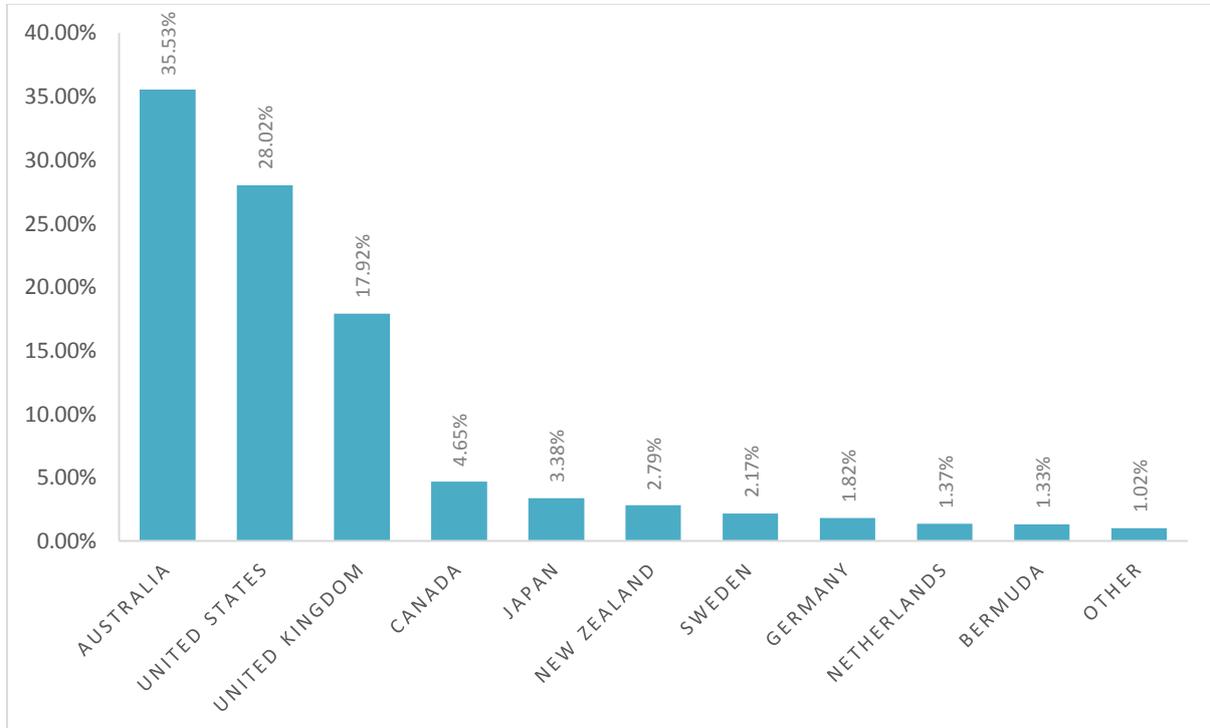
BY GENDER



Men between the ages of 18-24 are most likely to engage with your content.



Our audience continues to be largest at home in Australia, but the USA especially along with the UK are beginning to close, and countries such as Canada, Sweden, Japan, New Zealand, Germany, and Bermuda continue to interact with the Sailor Girl popping in and out of the statistics. There was also a period where we saw Brazil pop onto the map, but we attribute this to the Olympics, just as we are aware that Bermuda represents other nations potentially that are onsite for the America's Cup.



Locations for Sailor Girl audiences across all channels

GROWTH

The Sailor Girl networks continue to more than double each month, showing our continued influence, our continued development of relevant content, and our continued ability to help those who choose to come on the adventure with us with having access to sailing events around the world.

We are excited to see how this growth continues, and how we can help the sport of sailing and our partners, supporters, and friends that come on board to share their own products, passion and services to our engaged and positive audience of key consumers.

Total followers increased by

▲ 49.7%
IN 2017

