

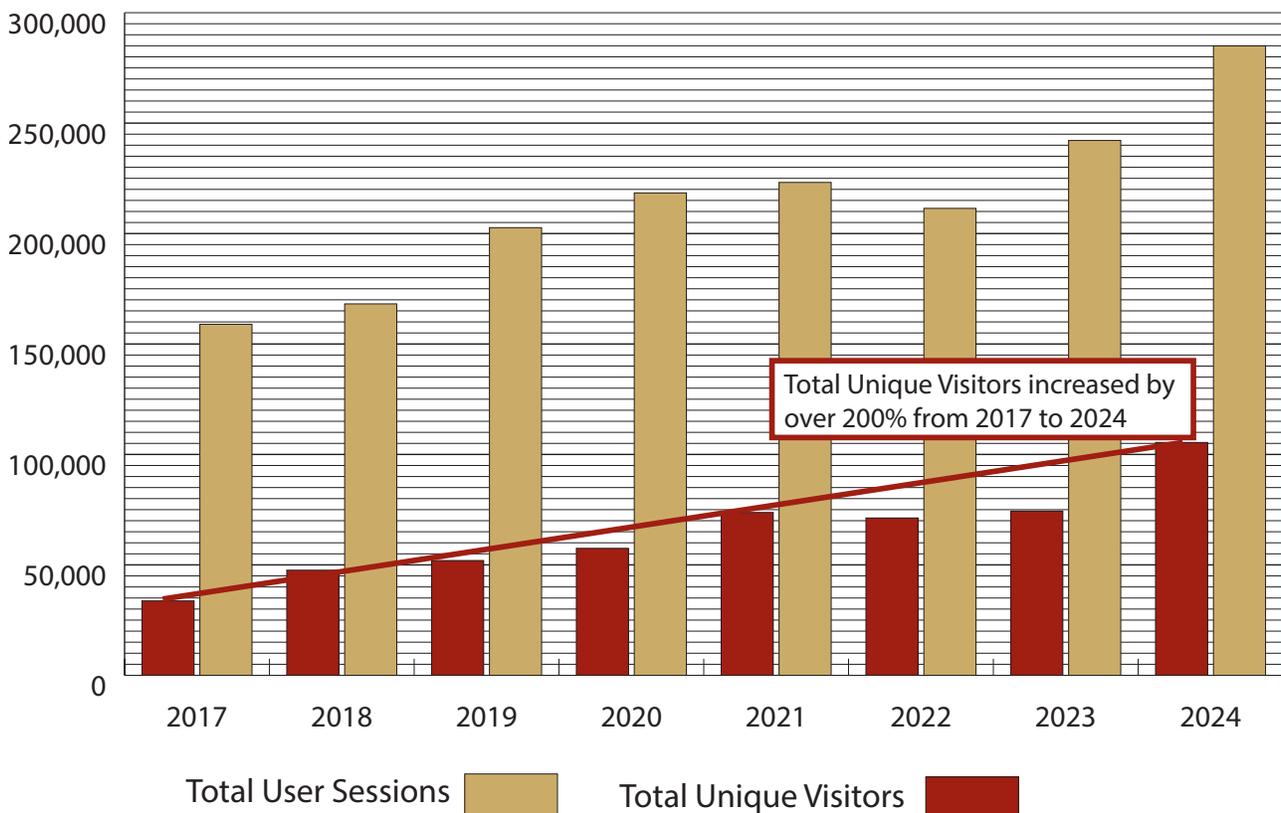
Tree Frog News Summary to December 2024

The Tree Frog News started with a handful of subscribers in 2007. Readership has grown over the years as has our site platform and program. We do not require subscribers to share demographic information however, we do gather some information from our database and combine it with data from Google Analytics.

Web stats:

	2017	2018	2019	2020	2021	2022	2023	2024
Total Unique Visitors	33,718	47,607	51,971	57,506	73,746	71,234	74,367	105,411
Total Sessions	158,935	168,164	202,669	218,399	223,157	211,414	242,148	284,949

Tree Frog Forestry News Website Statistics to December 31, 2024



2024 breakdown of site visitors by geographic region:

Canada	51%
United States	39%
International	10%

Estimated Demographics:

Subscribers are asked to provide their work details, however this is not a required field. Using both declared job titles and email domain information, the following estimations of sector demographics can be determined for our email subscribers and can be extrapolated out to our broader readership.

Category	Percent
Major Forest Company (Manufacturers and Licensees)	30%
Government (Municipal, Provincial, State, Federal)	23%
Forestry and Logging (Contractors and companies)	7%
Forestry Consultant	8%
Associated Company (Transportation, equipment supplies, etc.)	8%
Forestry Association	6%
Research/Academia/Education	7%
Communications (includes media and journalists)	4%
Students	1%
Retired	2%
Architecture and Building	3%
Law & ENGO	1%