

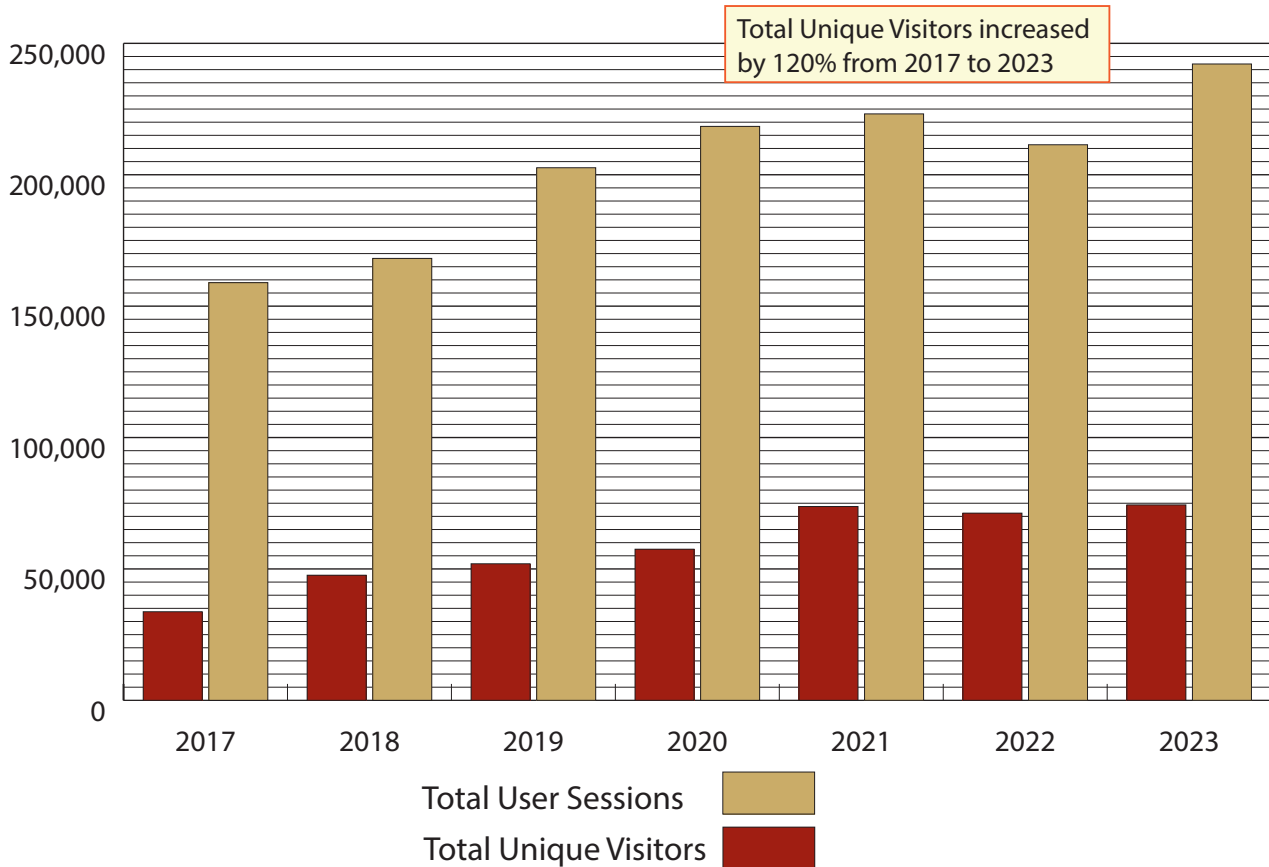
Tree Frog News Summary to December 2023

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 but collect what we can from email subscribers, pulling other data from Google Analytics.

Web stats:

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

Tree Frog Forestry News Website Statistics to December 31, 2023



2021 breakdown of site visitors by geographic region:

Canada	58%
United States	32%
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%