

### OVERVIEW

Newsletter Launch **2**

**8,610**  
opens

**5,933**  
clicks

Direct Website Visits

**431**  
nw csc

**93**  
nplcc

Bit.ly Clicks to PDF

**5,570**  
total

Twitter Posts **14**

**4,769**  
reach

**146**  
engagements

**19** retweets

**21** favorites

Facebook Posts **9**

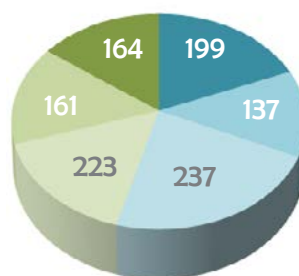
**980**  
reach

**30**  
clicks

**12** shares

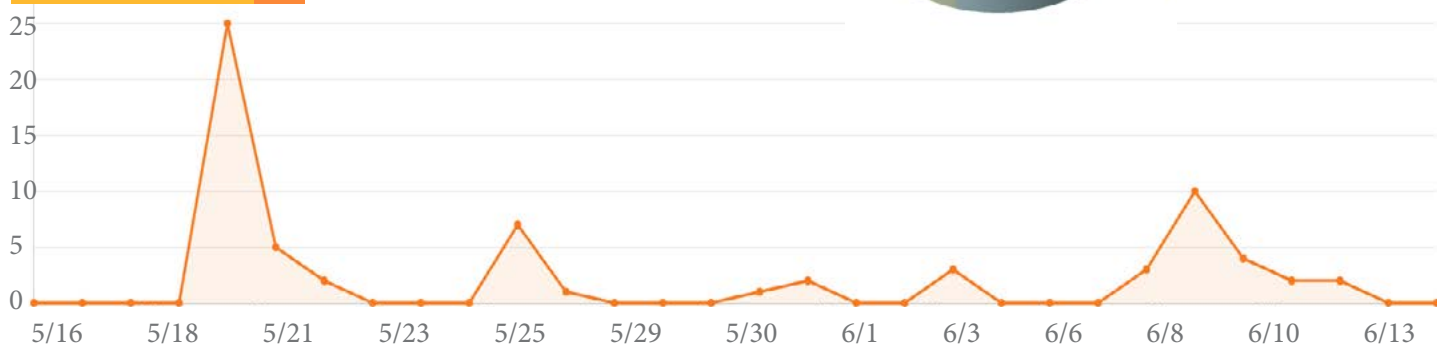
**24** likes

Individual Story Clicks **1,121**



- Shifting Bass-Lines
- Our Bodies & Our Spirits
- Back to the Futures
- Pining Away
- Shoring Up
- High & Dry

#NWClimateMag **67**



### Analytics Summary:

NW Climate Magazine was officially launched on May 21st, 2015 – the Northwest Climate Science Center (NW CSC), North Pacific Landscape Conservation Cooperative (NPLCC), and Climate Impacts Research Consortium pushed the magazine out through each of its respective networks, reaching out to not only our general audiences, but directly to partners, project leaders and national groups.

A pdf of the magazine was hosted on the NW CSC & NPLCC website, with a supplemental web-version hosted on the NW CSC site. We used outreach tools including Mailchimp to release two newsletters announcing the magazine, social media, e-mail, phone calls, and word of mouth. We developed the hashtag #NWClimateMag and encouraged readers to use the tag when sharing the magazine. After the initial launch, we pushed each story out individually through each of our networks over the course of a month.