Newsletters Overview and Statistics

MC SYSTEMS INSIGHT **Average...** **Delivered: 6,027** **Unique Opens: 797** **Unique Open Rate: 14%** **Ad Impressions: 1,732**	*MC Systems Insight* goes behind the headlines with news summaries, technology overviews, and analyses of current and future developments. Special features include Watson on i, a complete wrap-up of today's leading solutions by sector. Target audience: Business Management, Senior IT Management, and Middle IT Management. Delivered on the 3rd Wednesday of every month, except holidays.
MC RPG DEVELOPER **Average...** **Delivered: 7,274** **Unique Opens: 1,204** **Unique Open Rate: 17%** **Ad Impressions: 2,244**	*MC RPG Developer* is devoted to the worldwide team of both experienced and emerging programmers who rely on RPG to get outstanding results quickly from a language that continues to be improved by IBM in order to leverage current technology breakthroughs. *MC RPG Developer* offers the latest coverage in RPG application development for both programmers and IT managers and addresses modern practices for exploiting the latest updates to this venerable language. Target audience: IT Staff, Middle IT Management, and Senior IT Management. Delivered on the 1st Wednesday of every month, except holidays.
MC TNT TIPS 'N TECHNIQUES **Average...** **Delivered: 6,468** **Unique Opens: 1,144** **Unique Open Rate: 18%** **Ad Impressions: 2,826**	*MC TNT Tips 'n Techniques* is filled with the latest solutions for addressing common and not-so-common programming challenges on IBM Power Systems. It delivers hands-on advice on how to accomplish programming goals easier, cleaner, and with less effort. It provides information about the latest solutions, just-released tools, and free software trials to help overcome the most daunting technology challenges. Target audience: IT Staff and Middle IT Management. Delivered on the 2nd Friday of every month, except holidays.

The above statistics are based on what really matters -- actual delivery of the email newsletters and the number of advertisement impressions of the email and Website visits combined.

* Delivered, Unique Open and Unique Open Rate statistics provided by our third party email server MailChimp based on average subscriber activity from January 2020 to November 2021.

**Ad Impressions statistics are for email impressions only and are provided by our third party ad server AdButler based on average ad activity from January 2021 to November 2021.