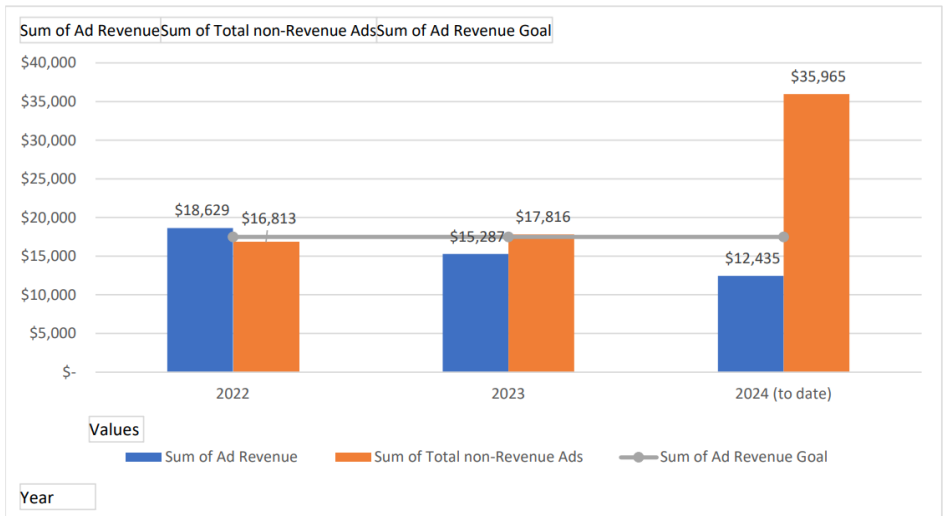




# AHRMA MAG Monthly Report

Month	Expenses	Ad Revenue	Digital Readership	Print Copies Mailed	Mag Issues Purchased
Dec-23	\$ -	\$ 3,200.00	3,155	-	4
Jan-24	\$ 971.82	\$ 7,610.00	2,075	-	1
Feb-24	\$ -	\$ 375.00	3,163	-	2
Mar-24	\$ 6,149.13	\$ -	2,929	1,947	12
Apr-24	\$ -	\$ 1,250.00	3,174	-	-
May-24	\$ -	\$ -	3,321	-	1
Jun-24	\$ 5,586.73	\$ -	1,871	1,651	9
Jul-24	\$ -	\$ -	1,917	-	-

Year	Expenses	Ad Revenue	Total non-Revenue Ads*
2022	\$ 92,368.57	\$ 18,629.00	\$ 16,813.00
2023	\$ 56,602.41	\$ 15,287.00	\$ 17,816.00
2024 (to date)	\$ 12,707.68	\$ 12,435.00	\$ 35,965.00
<b>2024 Estimate</b>	<b>\$ 25,000.00</b>	<b>\$ 17,500.00</b>	



\*non-revenue ads include ads from Sponsors, AHRMA House ads, event flyers, and reciprocal ads