

# FIVE OBJECTIVES

Baptist & Reflector Year-End Report  
(January-December 2017)

**26**  
issues of the  
Baptist and Reflector

**180**  
stories that highlighted  
the Five Objectives

**6.9**  
Five Objectives  
stories per issue



B&R ONLINE  
2017 SUMMARY

**141,640**

site visitors

**OBJECTIVE 4  
(COOPERATIVE  
PROGRAM):  
35**

**218,000**

visitor sessions

**344,000**

total pages  
viewed

**OBJECTIVE 3  
(CHURCH PLANTING):  
14**

**18,133**

average subscribers  
per newsletter

**OBJECTIVE 2  
(CHURCH  
REVITALIZATION):  
14**

**580,271**

total subscribers

E-NEWSLETTER  
REPORT, FIRST  
QUARTER 2017

**32**

B&R e-newsletters  
delivered