



PANORAMA

Journal of the Association of Historians of American Art

Year in Review 2017

Submissions*

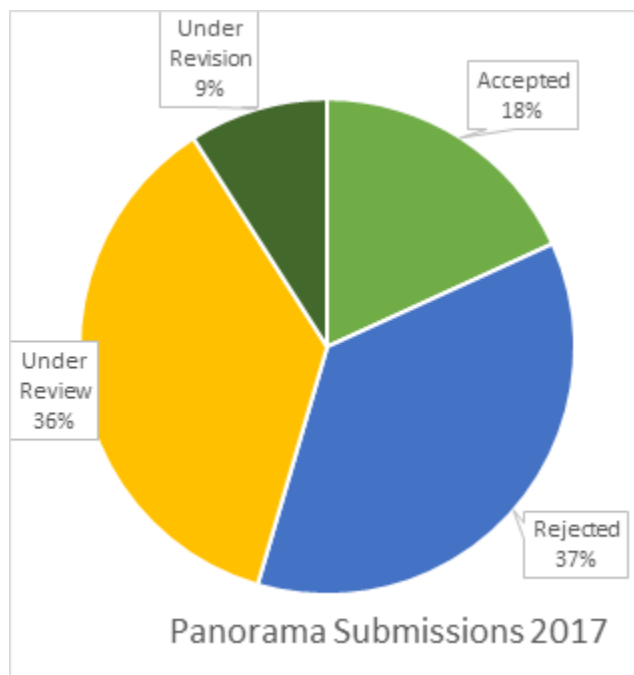
Total submissions:	9
Accepted:	2†
Rejected:	4
Withdrawn:	0
Published in different format:	0
Pending Revision:	1
Pending Review:	4

2017 Acceptance Rate: $2/(2+4) = 33\%$

Five-year Acceptance Rate: 34.2%

**These figures above do not include papers submitted for guest-edited special issues or to department editors.*

†Both initially submitted in 2016.



Subscriptions

Subscriptions are handled through MailChimp, a group email tool. Subscribers receive an email when each issue is published.

Subscribers: **290** as of January 8, 2018 (+67, or 23.1%, since January 1, 2017)

Average open rate (people who open the email): **64.1%**

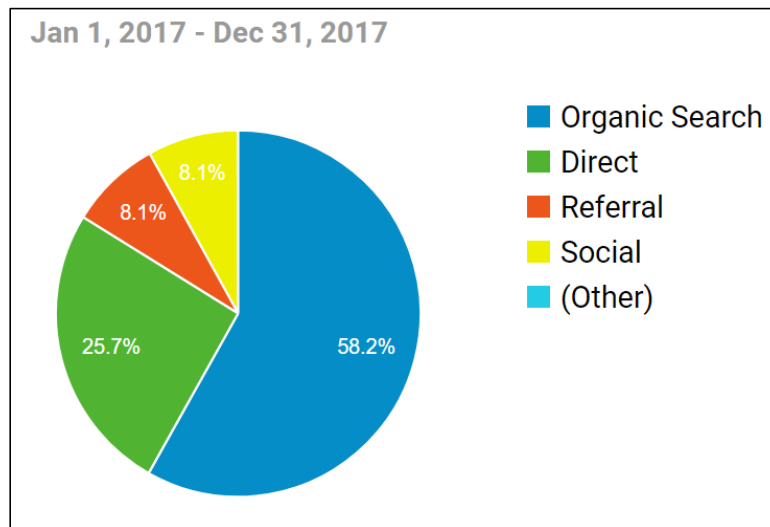
Average click rate (people who click through to get to our site): **21.1%**

Readership (website usage)

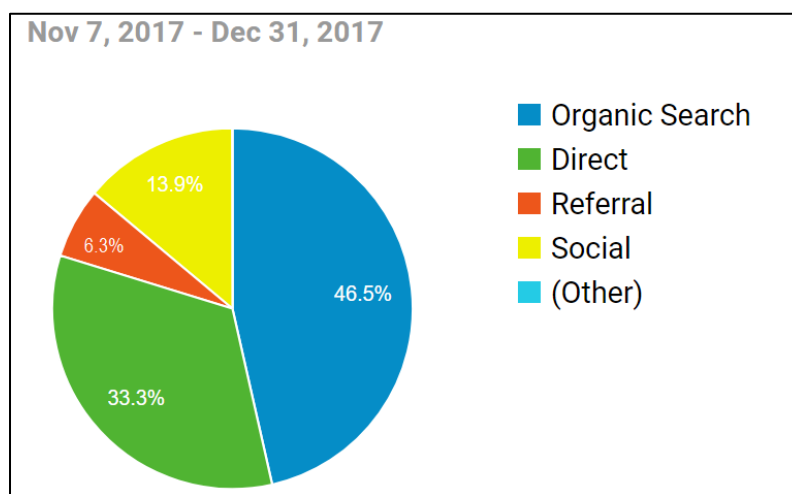
Acquisition

We get the vast majority of our visitors through organic searches—someone Googles a topic or title and chooses us from a list of search results. Next are direct searches—someone types “journalpanorama.org” into their navigation field. Tied for a distant third are social media and

referrals—where a user clicks on a direct link on another website or provided by someone else (ahaaonline.org and MailChimp are our top referrers).



However, there has been an interesting trend since November 7, when we started using social media in a more directed way to promote Issue 3.2 (see Social Media, below). From then until year's end, our percentage of social media acquisitions has more than doubled, and our direct searches have increased significantly as well. This suggests that our Issue 3.2 promotions are helping people find us less by chance, and more because they are looking for us specifically or because they are part of a social network that has linked to us.



User Demographics

Language: English (US), 85.96%; English (UK), 3.44%; Russian, 1.43%, French, 1.16%; English (CA), 0.63%

Country: US, 78.1 %; Canada, 3.27%; UK, 2.76%; France, 1.83%; Russia, 1.65%

Device: Desktop 75.7% (-4.1% from last year); Mobile 18.8% (+3.3%); Tablet 5.5% (+0.8%)

Top browsers: Chrome (41.49%), Safari (29.79%), Firefox (13.48%)

Top desktop operating systems: Mac (36.17%), Windows (32.98%), iOS (20.57%), Android (8.16%)

Top mobile operating systems: iOS (71.6%), Android (28.4%)

Usage Statistics

	2017	2016	% change
Sessions (unique visits)	15,823	14,278	+10.82%
Users (number of individual visitors)	11,610	10,588	+9.65%
Pageviews (number of individuals pages or posts viewed)	35,303	32,754	+7.78%
Average pages viewed per session	2.23	2.29	-2.74%
Average session duration	1 min, 37 sec	1 min, 43 sec	-6.01 %
Bounce rate (percentage of users who view just one page and then leave the site):	72.58%	73.08%	-.68%
% New Sessions (percentage of users who are new to the site)	72.73%	73.76%	-1.39%

Social Engagement

Overview

Since November 7, 2017, we have posted weekly on Wednesdays, on Twitter and Facebook. These Panorama-specific posts use our hashtag #journalpanorama and link directly to website content. From that time through year's end, the percentage of users who find our site through social media has more than doubled, from 6.5% (January 1-November 6, 2017) to 13.9%. Our percentage of new users, while slightly down overall for the year (see Usage Statistics above), also took an impressive jump at that time, up 275%, suggesting that the strategy has helped to widen our audience.

The following details relate only to 8 total posts with #journalpanorama tag, November 7-December 31, 2017.

Facebook: 3,058 (average 382 per post) people saw our posts in their newsfeed, ticker, or on AHAA's timeline. 333 people (42 average) engaged with our posts by liking, sharing, or clicking through. 1,891 (236 average) people saw our posts specifically because they've liked our page.

Twitter: There were 3,582 (average 447.75 per post) "impressions" of our tweets, which means it was delivered to a person's Twitter feed, but they did not necessarily see it. 120 people (15 average) engaged with our posts by liking, sharing, or clicking through; this included 25 likes and 8 retweets.

AddThis (social sharing buttons on our site): 52 shares.