



**The Augustine Fellowship S.L.A.A.  
Fellowship-Wide Services**

# **Executive Director's Report**

**2025 ABC/M Update**





**The Augustine Fellowship S.L.A.A.  
Fellowship-Wide Services**

## **Who are we reaching?**

### Order Types (Physical vs. Digital)

	2023-24	2024-25	Difference
<b>Orders Received</b>	5,641	5,360	-281 (-5%)
<b>Physical Orders</b>	3,546 (63%)	2,808 (53%)	-738 (-21%)
<b>Digital Orders</b>	2,075 (37%)	2552 (47%)	+ 477 (+23%)

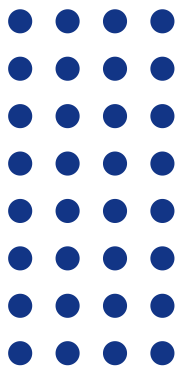


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**Who are we reaching?**



Physical Order Shipment Geography

	2023-24	2024-25	Difference <i>Year over Year</i>
Physical Orders	3,546	2,808	-281 (-5%)
US Orders	3,393 [95% of 2023-24 shipped orders]	2,657 [95% of 2024-25 shipped orders]	-736 (-22%)
International Orders	153 [5% of 2023-24 shipped orders]	151 [5% of 2024-25 shipped orders]	-2 (-1.3%)





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# **Who are we reaching?**

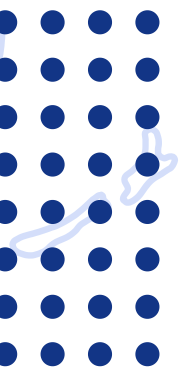
## **2024-25 International Order Countries (29)**



**Australia  
Austria  
Belgium  
Brazil  
Canada  
Colombia  
Denmark  
France  
Germany**

**Hong Kong  
Hungary  
Iceland  
Indonesia  
Ireland  
Israel  
Italy  
Mexico  
Netherlands**

**New Zealand  
Norway  
Philippines  
Singapore  
Spain  
Sweden  
Switzerland  
United Arab Emirates  
United Kingdom**







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# Who receives The Journal?

**119 Print Subscriptions**

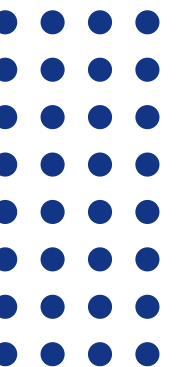
(as of June 30, 2025)

**20 International Subscriptions**

12 x Canada

5 x United Kingdom

3 x Australia







# The Augustine Fellowship S.L.A.A. Fellowship-Wide Services

## Who is Buying e-Literature? (via Amazon Kindle and iTunes)

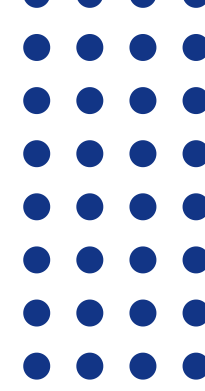
**2025 #s >> 2,555 Total Downloads** | 2024 #s >> 2,631 Total Downloads

Country	Amazon	iTunes	Total
US	1,289	592	1,881
UK	194	76	270
Australia	89	63	152
Canada	63	47	110
France	17	7	24
Germany	17	0	17
New Zealand	0	16	16
Italy	12	0	12
The Netherlands	8	4	12
Spain	8	3	11
India	8	0	8
Mexico	4	3	7

Country	Amazon	iTunes	Total
Ireland	0	7	7
Brazil	5	0	5
Denmark	0	4	4
Sweden	0	4	4
Switzerland	0	4	4
Japan	3	0	3
Belgium	0	3	3
Austria	0	1	1
Norway	0	1	1
Poland	0	1	1
Portugal	0	1	1
Columbia	0	1	1
<b>Total</b>	<b>1,717</b>	<b>838</b>	<b>2,555</b>



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**Thank you!**

