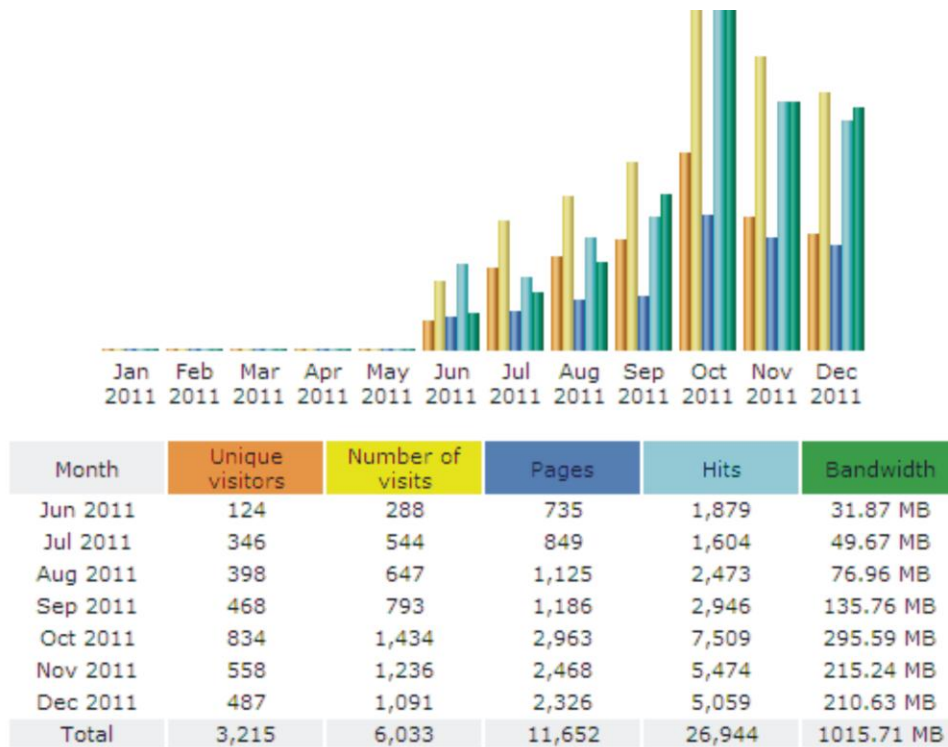


The first issue (Vol. 1, no. 1) of the *Journal for Communication and Culture* (JCC) has been published on May 27th, 2011. Usage monitoring has been implemented in mid-June, 2011. Since mid-June, 2011, to December 31st, 2011, JCC has had 3,215 unique readers that have visited the on-line journal 6,033 times and have viewed a total of 11,652 pages (Fig. 1). According to Google Analytics (Fig. 2), 57.59% of our readers have American English as their operating language set on their computers, 16.29% Romanian, 10.17% British English and another 3.47% English (undisclosed culture). Most of the journal's traffic sources for 2011 (Fig. 3) are represented by referrals (79.40%), followed by direct traffic (13.57%) and search engines (7.03%).

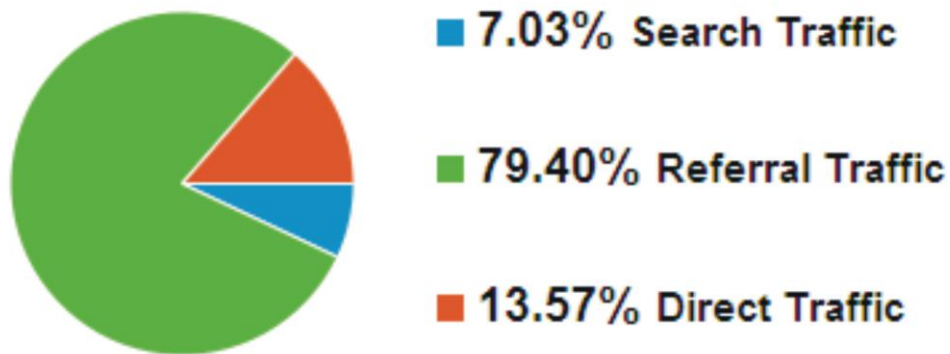
Visuals:



(Figure 1)

Language	% Visits
en-us	57.59%
ro-ro	12.64%
en-gb	10.17%
ro	3.65%
en	3.47%
it-it	1.90%
fr	1.03%
zh-cn	0.81%
it	0.66%
de	0.60%

(Figure 2)



(Figure 3)