

# WESTERN MAGAZINE

WWW.WESTERNMAGAZINE.COM.AU

Western  
**Magazine**

## WEB TRAFFIC



### PAGE IMPRESSIONS

32,707

### UB'S

16,975

### % NEW VISITS

87%

## DEVICES



### DESKTOP

76%



### MOBILE

21%



### TABLET

3%

## ENGAGEMENT



2.31

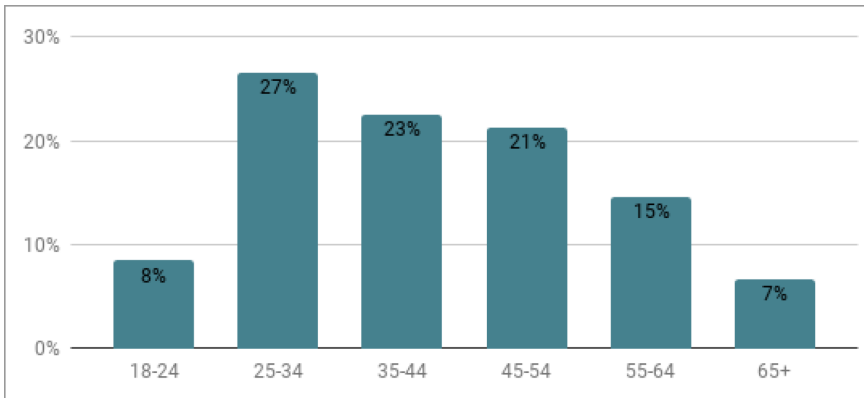
Average Visit Durations



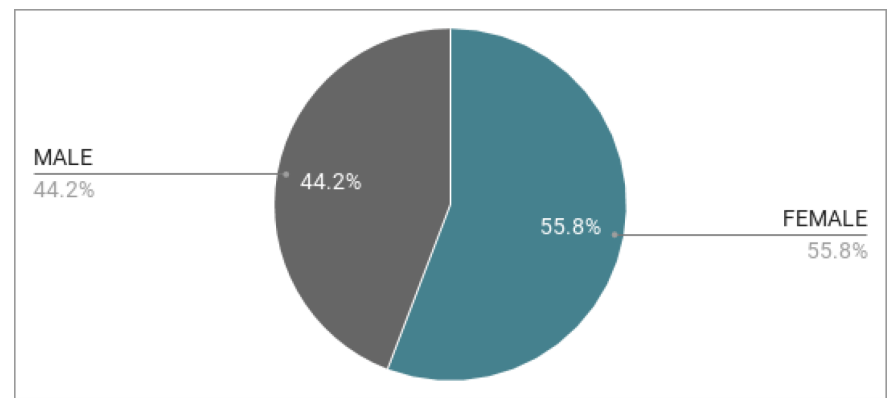
1.75

Pages per visit

## AGE



## GENDER



Source: Google Analytics, JUNE 2017