

# GLOUCESTER ADVOCATE

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Gloucester Advocate

## WEB TRAFFIC



### PAGE IMPRESSIONS

62,309

### UB'S

16,405

### % NEW VISITS

62%

## DEVICES



### DESKTOP

52%



### MOBILE

38%



### TABLET

10%

## ENGAGEMENT



2.43

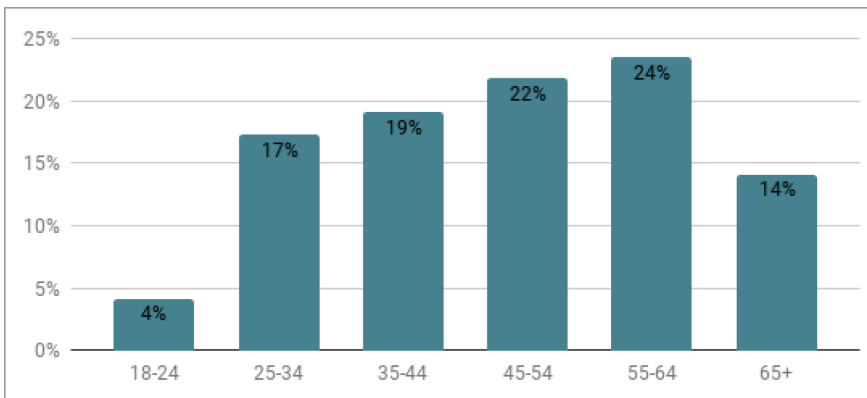
Average Visit Durations



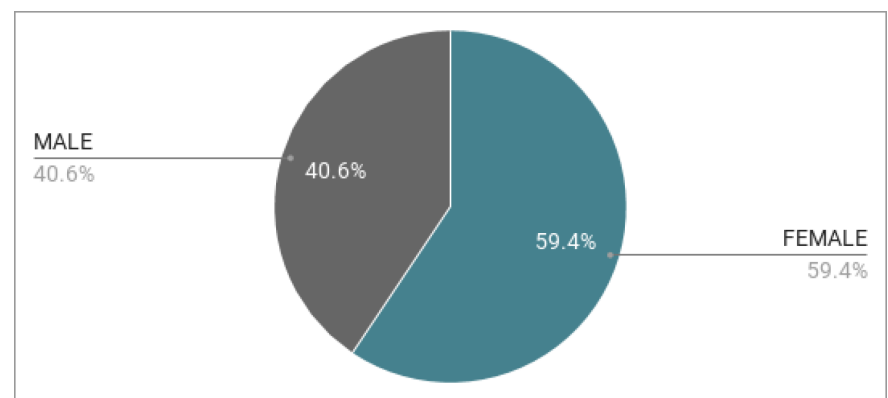
2.73

Pages per visit

## AGE



## GENDER



Source: Google Analytics, JUNE 2017