

NEWCASTLE HERALD

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WEB TRAFFIC



PAGE IMPRESSIONS

7,164,383

UB'S

838,560

% NEW VISITS

32%

DEVICES



DESKTOP

30%



MOBILE

56%



TABLET

13%

ENGAGEMENT



2.44

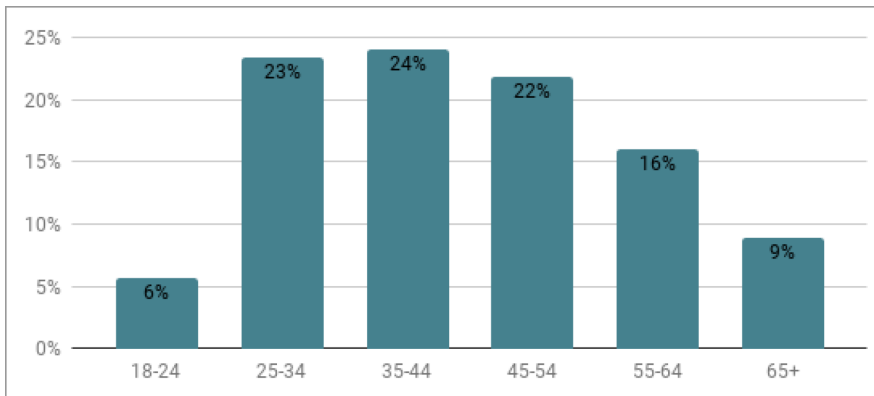
Average Visit Durations



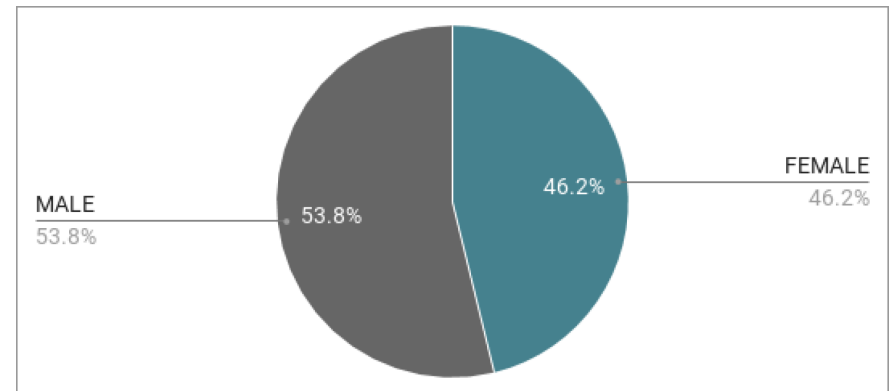
3.86

Pages per visit

AGE



GENDER



Source: Google Analytics, JUNE 2017