

# GOULBURN POST

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## Goulburn Post

### WEB TRAFFIC



#### PAGE IMPRESSIONS

442,240

#### UB'S

84,150

#### % NEW VISITS

39%

### DEVICES



#### DESKTOP

30%



#### MOBILE

57%



#### TABLET

13%

### ENGAGEMENT



1.58

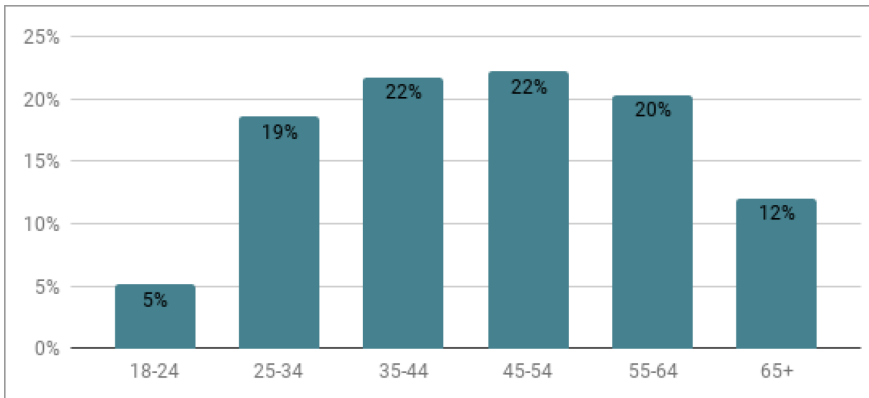
Average Visit Durations



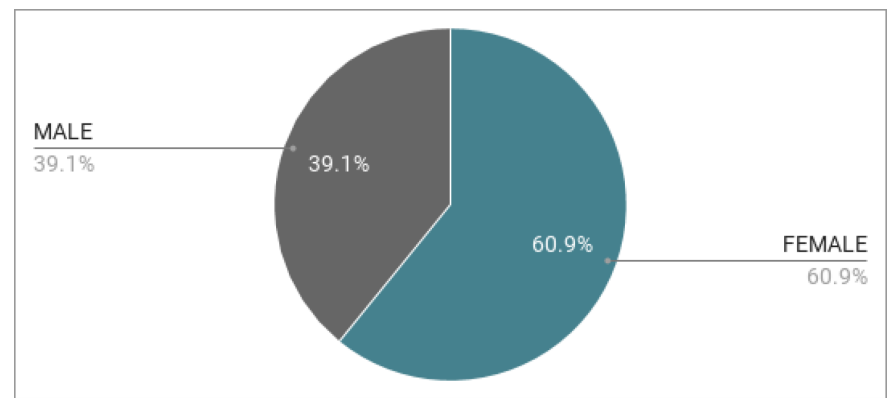
2.74

Pages per visit

### AGE



### GENDER



Source: Google Analytics, JUNE 2017