

# MACARTHUR ADVERTISER

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CAMPBELLTOWN MACARTHUR  
**Advertiser**

## WEB TRAFFIC



### PAGE IMPRESSIONS

171,699

### UB'S

57,212

### % NEW VISITS

51%

## DEVICES



### DESKTOP

24%



### MOBILE

66%



### TABLET

9%

## ENGAGEMENT



0.85

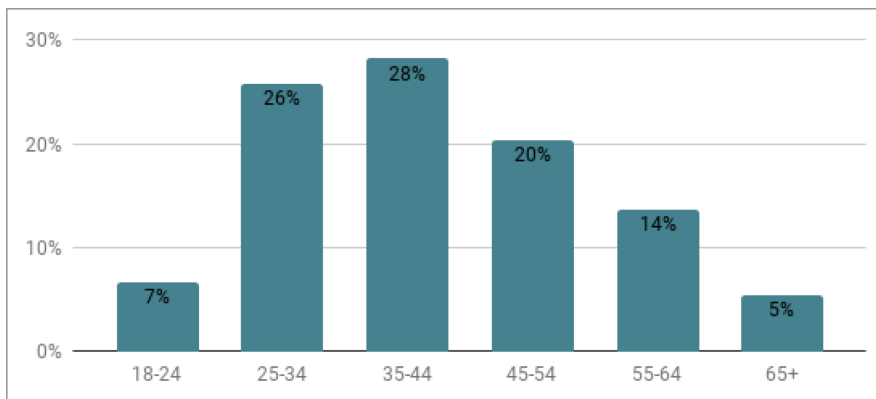
Average Visit Durations



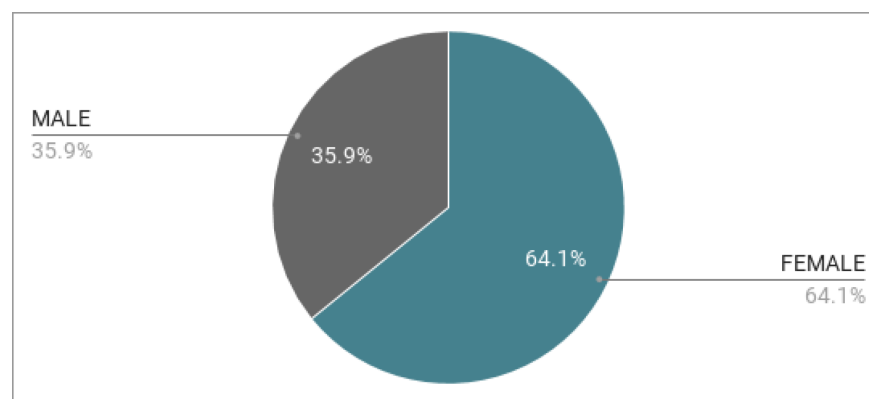
2.04

Pages per visit

## AGE



## GENDER



Source: Google Analytics, JUNE 2017