

# ARMIDALE EXPRESS

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The Armidale Express

## WEB TRAFFIC



### PAGE IMPRESSIONS

330,054

### UB'S

68,221

### % NEW VISITS

36%

## DEVICES



### DESKTOP

30%



### MOBILE

57%



### TABLET

13%

## ENGAGEMENT



1.74

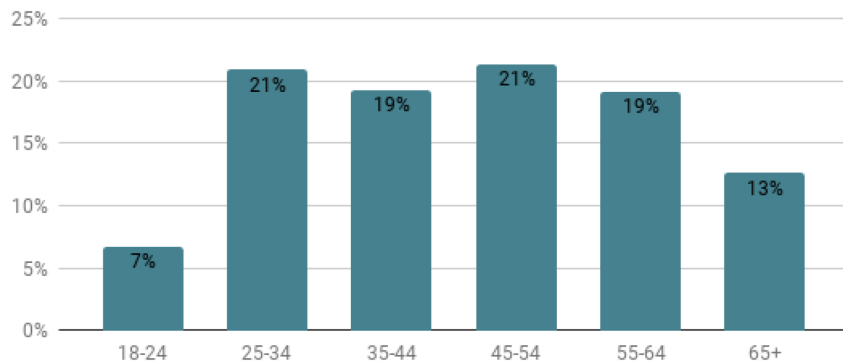
Average Visit Durations



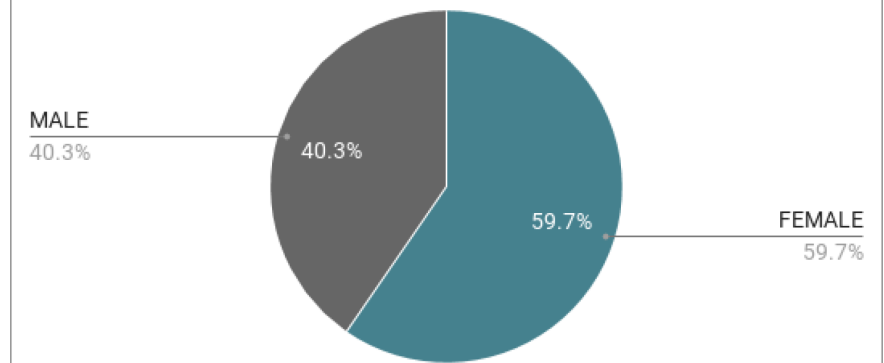
2.31

Pages per visit

## AGE



## GENDER



Source: Google Analytics, JUNE 2017