

# NORTHERN DAILY LEADER

WWW.NORTHERNDAILYLEADER.COM.AU



## WEB TRAFFIC



### PAGE IMPRESSIONS

2,137,258

### UB'S

231,852

### % NEW VISITS

30%

## DEVICES



### DESKTOP

19%



### MOBILE

68%



### TABLET

13%

## ENGAGEMENT



1.74

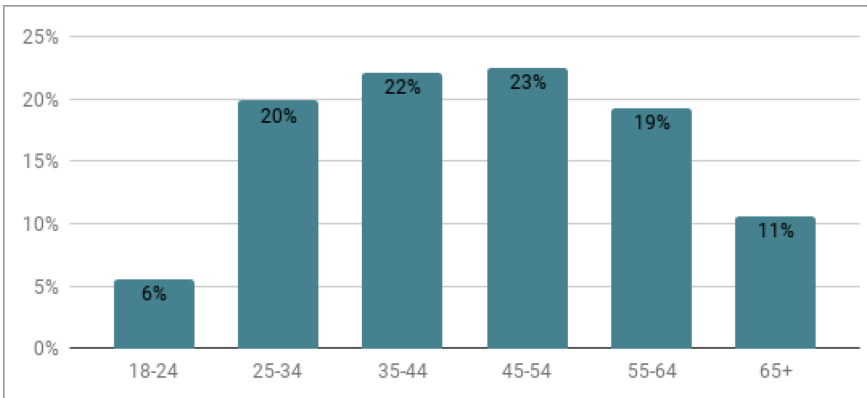
Average Visit Durations



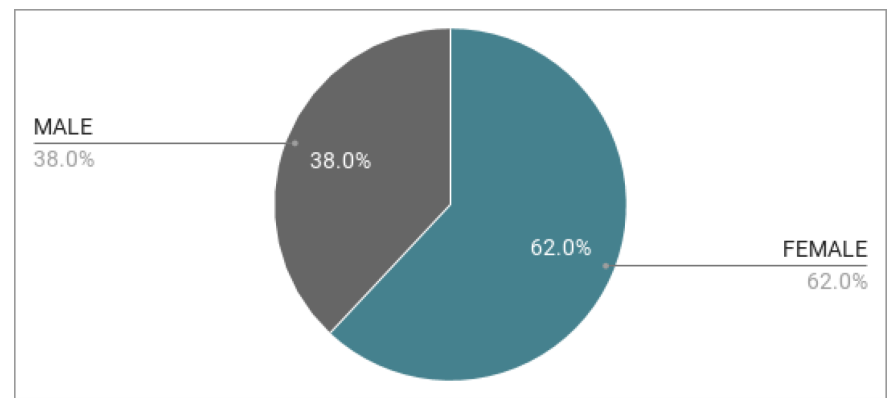
3.92

Pages per visit

## AGE



## GENDER



Source: Google Analytics, JUNE 2017