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The Border Mail

WEB TRAFFIC



PAGE IMPRESSIONS

3,932,337

UB'S

453,291

% NEW VISITS

28%

DEVICES



DESKTOP

22%



MOBILE

66%



TABLET

12%

ENGAGEMENT



1.94

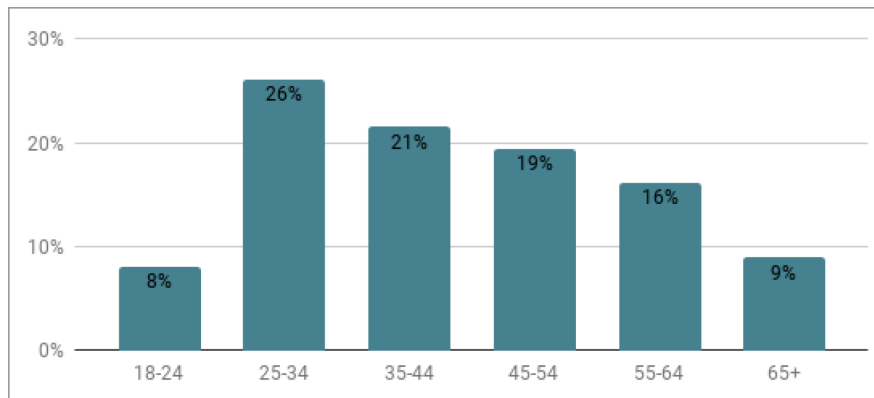
Average Visit Durations



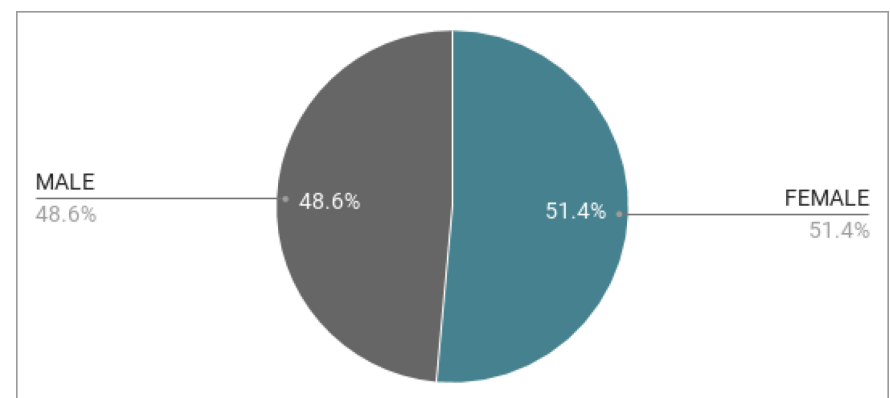
3.39

Pages per visit

AGE



GENDER



Source: Google Analytics, JUNE 2017