

KEY FACTS*

Monthly Unique Visitors: **912,221**
 Average Daily Unique Visitors: **54,837**

Monthly Visits: **2,023,422**
 Monthly Page Views: **3,604,712**

DEVICE TYPE*



DESKTOP
21%



MOBILE
PHONE
60%



TABLET
19%

TOP CHANNELS VIEWED*

NEWS **77%**

SPORT **7%**

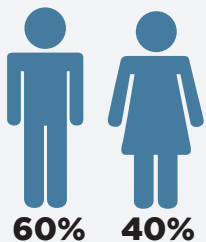
HOMEPAGE **8%**

TOP STORIES*

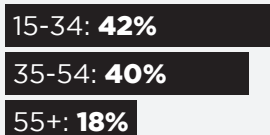
- 1 RAF Waddington engineer loses wife and newborn baby girl in the space of a few devastating hours
82,130
- 2 In the courts of Lincolnshire
40,815
- 3 McDonald's at popular attraction in Lincolnshire closes for good
32,707
- 4 'He's lucky to be alive' - Tour of Britain cyclist smashes into parked car
30,648
- 5 Fears after 12 cases of deadly dog virus reported in 48 hours
23,775

AUDIENCE MAKE-UP**

GENDER



AGE



SOCIAL GROUP

ABC1 **80%**
 C2DE **20%**

SOCIAL MEDIA*



FACEBOOK
35k
likes



TWITTER
27k
followers

Source *Adobe Omniture September 2017. Source **ComScore April 2017



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