

KEY FACTS*

Monthly Unique Visitors: **749,177**
 Average Daily Unique Visitors: **46,541**

Monthly Visits: **1,860,044**
 Monthly Page Views: **3,352,884**

DEVICE TYPE*



DESKTOP
19%



MOBILE
PHONE
60%



TABLET
21%

TOP CHANNELS VIEWED*

NEWS
80%

SPORT
5%

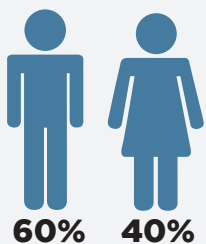
HOMEPAGE
10%

TOP STORIES*

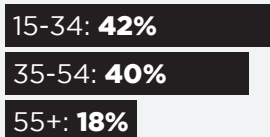
- 1 In the courts of Lincolnshire
45,993
- 2 Warning - Aldi, Birds Eye, Morrisons and Sainsbury's are recalling these food items over safety fears
21,559
- 3 Toddler carrying a pair of shoes found at side of busy dual carriageway at 1am by astonished lorry driver
19,145
- 4 Police close McDonald's drive thru to investigate incident
18,639
- 5 BBC football commentator's heartbreak after his mum's body is found at her Lincoln home seven weeks after she died
16,473

AUDIENCE MAKE-UP**

GENDER



AGE



SOCIAL GROUP

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

SOCIAL MEDIA*



FACEBOOK
39.5k
likes



TWITTER
26.7k
followers

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



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