

DIGITAL AUDIENCE

MARCH 2018

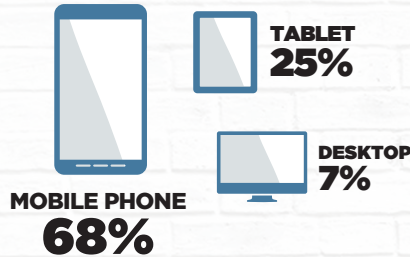
KEY FACTS*

Monthly Unique Browsers
1,217,480

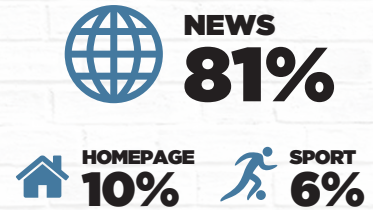
Monthly Visits
2,515,122

Monthly Page Views
4,277,940

DEVICE TYPE*



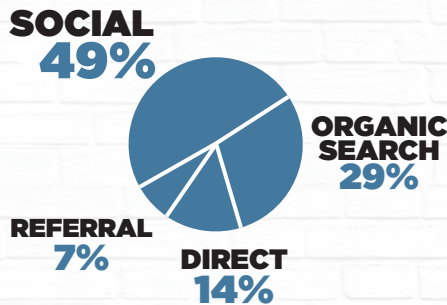
TOP CHANNELS VIEWED*



TOP STORIES*

- 56,701** LIVE updates on snow across Lincolnshire - pictures, traffic, breaking news and forecasts
- 45,032** Shock as 'lovely' homeless bricklayer found dead in his tent during freezing weather
- 35,602** In the courts of Lincolnshire
- 28,579** Live updates as email sent to Lincolnshire schools threatening to shoot children and run them over
- 27,678** Lincolnshire's major roads STILL closed as snow causes major disruption

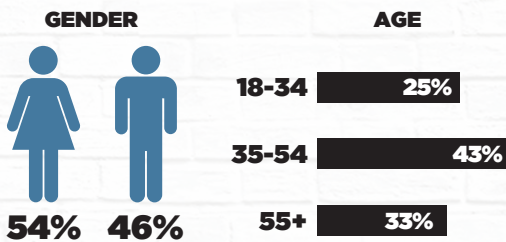
VISIT ACQUISITION*



AVERAGE SESSION DURATION*

1 min, 38 seconds

AUDIENCE MAKE-UP**



SOCIAL GROUP

ABC1
55%

C2DE
45%

SOCIAL MEDIA

FACEBOOK
44,620
LIKES

TWITTER
19,293
FOLLOWERS

SOURCE *GOOGLE ANALYTICS MARCH 2018. SOURCE **COMSCORE FEBRUARY 2018

TO ADVERTISE CALL
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