

**Company Summary**

Mon. 17 Sep. 2018

**Report Suite**

	Page Views	Unique Visitors	Visits
AR Dailies and Communities (formally DNN Local)	1,088,788	420,196	508,818
vrs_torsta3_arthespec	272,278	97,263	121,117
vrs_torsta3_artherecord	96,597	37,600	44,519
vrs_torsta3_arguelphmercurytribu	21,013	8,368	9,819
vrs_torsta3_arcambridgetimes	9,520	4,322	4,886
vrs_torsta3_arwaterloochronicle	2,697	1,542	1,635
vrs_torsta3_arkitchenerpost	2,696	1,756	1,838
vrs_torsta3_arnewhamburgindepend	1,224	619	668
<b>Total</b>	<b>1,494,813</b>	<b>571,666</b>	<b>693,300</b>

**Company Summary L90**

Thu. 21 Jun. 2018 - Tue. 18 Sep. 2018

**Report Suite**

	Page Views	Unique Visitors	Visits
AR Dailies and Communities (formally DNN Local)	104,156,147	18,696,028	44,947,667
vrs_torsta3_arthespec	23,779,345	4,624,096	10,813,059
vrs_torsta3_artherecord	10,062,177	1,885,598	4,160,849
vrs_torsta3_arguelphmercurytribu	2,076,867	458,926	958,171
vrs_torsta3_arcambridgetimes	872,124	240,108	462,967
vrs_torsta3_arwaterloochronicle	220,674	104,979	143,141
vrs_torsta3_arkitchenerpost	179,705	82,608	109,117
vrs_torsta3_arnewhamburgindepend	123,066	47,020	69,381
<b>Total</b>	<b>141,470,105</b>	<b>26,139,363</b>	<b>61,664,352</b>

**Summary yesterday**AR The Record -  
Mon. 17 Sep. 2018**Key Metric**

Page Views	96,597
Visits	44,519
Daily Unique Visitors	37,600
Average Time Spent on Site	5.16
Average Visit Depth	2.17
Bounce Rate	58.08%
Social Media / Email Shares	166
Add Comment	11
Related Content Clicks	89
Newsletter Signup Clicks	5

**Summary 90 days**AR The Record -  
Thu. 21 Jun. 2018 - Tue. 18 Sep. 2018**Key Metric**

Page Views	10,062,177
Visits	4,160,849
Monthly Unique Visitors	2,207,977
Average Time Spent on Site	5.28
Average Visit Depth	2.42
Bounce Rate	58.05%
Social Media / Email Shares	18,669
Add Comment	711
Related Content Clicks	13,956
Newsletter Signup Clicks	442

## Ref Domains yesterday

AR The Record -  
Mon. 17 Sep. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	46,568	51.1%
2. google.ca	19,844	21.8%
3. google.com	11,360	12.5%
4. facebook.com	4,430	4.9%
5. bing.com	2,306	2.5%
6. t.co	1,779	2.0%
7. com.google	1,034	1.1%
8. yahoo.com	830	0.9%
9. msn.com	276	0.3%
10. google.co.uk	199	0.2%
11. stltoday.com	139	0.2%
12. reddit.com	138	0.2%
13. uwaterloo.ca	125	0.1%
14. linkedin.com	122	0.1%
15. duckduckgo.com	107	0.1%
<b>Total</b>	<b>91,169</b>	

Ref Domains L90

AR The Record -  
Thu. 21 Jun. 2018 - Tue. 18 Sep. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	4,318,578	48.9%
2. google.ca	1,772,198	20.1%
3. google.com	994,596	11.3%
4. facebook.com	794,879	9.0%
5. t.co	244,671	2.8%
6. bing.com	183,582	2.1%
7. com.google	155,102	1.8%
8. yahoo.com	80,250	0.9%
9. googleapis.com	19,782	0.2%
10. m.facebook	19,434	0.2%
11. msn.com	14,962	0.2%
12. google.co.uk	14,672	0.2%
13. linkedin.com	13,168	0.1%
14. flipboard.com	12,388	0.1%
15. duckduckgo.com	9,601	0.1%
Total	8,826,655	

**Device Type yesterday**AR The Record -  
Mon. 17 Sep. 2018

Device Types	Page Views	
1. Other	54,531	56.5%
2. Mobile Phone	29,951	31.0%
3. Tablet	12,024	12.4%
4. Media Player	67	0.1%
5. Set-top Box	12	0.0%
<b>Total</b>	<b>96,597</b>	

**Device Type I90**AR The Record -  
Thu. 21 Jun. 2018 - Tue. 18 Sep. 2018

Device Types	Page Views	
1. Other	4,187,036	41.6%
2. Mobile Phone	3,567,613	35.5%
3. Tablet	2,296,571	22.8%
4. Media Player	9,039	0.1%
5. Gaming Console	851	0.0%
6. Set-top Box	805	0.0%
7. Television	250	0.0%
8. EReader	12	0.0%
<b>Total</b>	<b>10,062,177</b>	

Top AssetIDs yesterday			
AR The Record - Mon. 17 Sep. 2018			
Asset ID		Page Views	
1.	8901655	2,990	6.5%
2.	8906784	2,436	5.3%
3.	8904507	1,976	4.3%
4.	8903565	1,893	4.1%
5.	8905294	1,152	2.5%
6.	8902355	1,119	2.4%
Total		45,864	

## FB top stories ys

AR The Record -  
Mon. 17 Sep. 2018

Referring Domains by Full URL Path	Page Views	
1. facebook.com	4,430	
1. <a href="https://www.therecord.com/news-story/8904507-skating-club-says-it-s-moving-beyond-recent-troubles/">https://www.therecord.com/news-story/8904507-skating-club-says-it-s-moving-beyond-recent-troubles/</a>	431	9.7%
2. <a href="https://www.therecord.com/whatson-story/8904682-lifetimes-serial-entrepreneur-made-a-success-despite-tough-beginning-in-life/">https://www.therecord.com/whatson-story/8904682-lifetimes-serial-entrepreneur-made-a-success-despite-tough-beginning-in-life/</a>	305	6.9%
3. <a href="https://www.therecord.com/news-story/8905294-waterloo-region-death-notice-for-monday/">https://www.therecord.com/news-story/8905294-waterloo-region-death-notice-for-monday/</a>	293	6.6%
4. <a href="https://www.therecord.com/news-story/8905253-the-latest-controversial-bill-reducing-the-size-of-toronto-council-clears-major-hurdle/">https://www.therecord.com/news-story/8905253-the-latest-controversial-bill-reducing-the-size-of-toronto-council-clears-major-hurdle/</a>	188	4.2%
5. <a href="https://www.therecord.com/news-story/8900125-new-netflix-series-films-in-cambridge/">https://www.therecord.com/news-story/8900125-new-netflix-series-films-in-cambridge/</a>	186	4.2%
6. <a href="https://www.therecord.com/news-story/8840817-waterloo-s-kyle-messier-wins-100-kilometre-bike-race-after-3-day-trek-to-get-there/">https://www.therecord.com/news-story/8840817-waterloo-s-kyle-messier-wins-100-kilometre-bike-race-after-3-day-trek-to-get-there/</a>	150	3.4%
7. <a href="https://www.therecord.com/news-story/8905282-update-missing-saskatchewan-girl-6-found-safe-police-cancel-amber-alert/">https://www.therecord.com/news-story/8905282-update-missing-saskatchewan-girl-6-found-safe-police-cancel-amber-alert/</a>	150	3.4%
8. <a href="https://www.therecord.com/news-story/8904374-sprucedale-neighbourhood-comes-together-to-heal-and-repair/">https://www.therecord.com/news-story/8904374-sprucedale-neighbourhood-comes-together-to-heal-and-repair/</a>	130	2.9%
9. <a href="https://www.therecord.com/sports-story/8903682-warriors-win-battle-of-waterloo/">https://www.therecord.com/sports-story/8903682-warriors-win-battle-of-waterloo/</a>	127	2.9%
10. <a href="https://www.therecord.com/whatson-story/8905213-carrie-underwood-got-mad-after-suffering-three-miscarriages-in-two-years/">https://www.therecord.com/whatson-story/8905213-carrie-underwood-got-mad-after-suffering-three-miscarriages-in-two-years/</a>	126	2.8%
11. <a href="https://www.therecord.com/news-story/8889050-dash-cam-video-shows-terrifying-crash-on-highway-85-in-waterloo/">https://www.therecord.com/news-story/8889050-dash-cam-video-shows-terrifying-crash-on-highway-85-in-waterloo/</a>	84	1.9%

## Tco top stories ys

AR The Record -  
Mon. 17 Sep. 2018

Referring Domains by Full URL Path	Page Views	
1. t.co	1,779	
1. <a href="https://www.therecord.com/sports-story/8904683-rangers-wrap-up-pre-season-with-a-sweep-of-icedogs/">https://www.therecord.com/sports-story/8904683-rangers-wrap-up-pre-season-with-a-sweep-of-icedogs/</a>	136	7.6%
2. <a href="https://www.therecord.com/news-story/8907805-ex-pro-hockey-player-faces-backlash-over-grizzly-hunt/">https://www.therecord.com/news-story/8907805-ex-pro-hockey-player-faces-backlash-over-grizzly-hunt/</a>	110	6.2%
3. <a href="https://www.therecord.com/news-story/8905194-driver-in-lake-shore-blvd-collision-video-says-he-didn-t-intend-to-hit-cyclist/">https://www.therecord.com/news-story/8905194-driver-in-lake-shore-blvd-collision-video-says-he-didn-t-intend-to-hit-cyclist/</a>	89	5.0%
4. (Low Traffic)	86	4.8%
5. <a href="https://www.therecord.com/news-story/8905192-a-woman-s-daring-es...-a-border-patrol-agent-helped-reveal-a-serial-killer-police-say/">https://www.therecord.com/news-story/8905192-a-woman-s-daring-es...-a-border-patrol-agent-helped-reveal-a-serial-killer-police-say/</a>	85	4.8%
6. <a href="https://www.therecord.com/news-story/8905294-waterloo-region-death-notice-for-monday/">https://www.therecord.com/news-story/8905294-waterloo-region-death-notice-for-monday/</a>	69	3.9%
7. <a href="https://www.therecord.com/news-story/8905253-the-latest-controversial-bill-reducing-the-size-of-toronto-council-clears-major-hurdle/">https://www.therecord.com/news-story/8905253-the-latest-controversial-bill-reducing-the-size-of-toronto-council-clears-major-hurdle/</a>	69	3.9%
8. <a href="https://www.therecord.com/news-story/8907250-woman-nephew-settle-chase-the-ace-lawsuit/">https://www.therecord.com/news-story/8907250-woman-nephew-settle-chase-the-ace-lawsuit/</a>	60	3.4%
9. <a href="https://www.therecord.com/news-story/8904507-skating-club-says-it-s-moving-beyond-recent-troubles/">https://www.therecord.com/news-story/8904507-skating-club-says-it-s-moving-beyond-recent-troubles/</a>	44	2.5%
10. <a href="https://www.therecord.com/news-story/8904688-hundreds-of-legal-professionals-sign-letter/">https://www.therecord.com/news-story/8904688-hundreds-of-legal-professionals-sign-letter/</a>	43	2.4%
11. <a href="https://www.therecord.com/news-story/8902355-micro-dog-park-opens-in-kitchener-s-east-ward/">https://www.therecord.com/news-story/8902355-micro-dog-park-opens-in-kitchener-s-east-ward/</a>	42	2.4%