

Weekly

Created: Mar 12, 2018 10:50 PM EDT

Summary last week	
AR The Spec - Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018	
Key Metric	
Page Views	1,956,884
Visits	1,003,797
Weekly Unique Visitors	594,769
Average Time Spent on Site	5.56
Average Visit Depth	1.95
Bounce Rate	60.91%
Social Media / Email Shares	4,320
Add Comment	67
Newsletter Signup Clicks	54

Summary 3 mos	
AR The Spec - Fri. 1 Dec. 2017 - Wed. 28 Feb. 2018	
Key Metric	
Page Views	20,767,970
Visits	9,761,852
Unique Visitors	3,942,035
Average Time Spent on Site	5.85
Average Visit Depth	2.13
Bounce Rate	59.36%
Social Media / Email Shares	37,780
Add Comment	488
Newsletter Signup Clicks	942

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PageViews compare

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Date (week beginning)	Selected Week	1 Week Prior	52 Weeks Prior
Mar 4, 2018	1,956,884	1,574,756	1,763,568
Total	1,956,884	1,574,756	1,763,568

Unique Visitors compare

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Date (week beginning)	Selected Week	1 Week Prior	52 Weeks Prior
Mar 4, 2018	594,769	420,721	539,413
Total	594,769	420,721	539,413

Weekly

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Visits compare

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Date (week beginning)	Selected Week	1 Week Prior	52 Weeks Prior
Mar 4, 2018	1,003,797	740,798	879,198
Total	1,003,797	740,798	879,198

Report Suite Summary

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Key Metric	Low Date	Value	High Date	Value
Page Views	Mar 10, 2018	189,481	Mar 4, 2018	333,834
Unique Visitors	Mar 10, 2018	80,079	Mar 4, 2018	192,187
Visits	Mar 10, 2018	97,456	Mar 4, 2018	222,472
Average Time Spent on Site	Mar 4, 2018	4.54	Mar 6, 2018	6.12
Social Media / Email Shares	Mar 7, 2018	422	Mar 4, 2018	1,269
Add Comment	Mar 9, 2018	2	Mar 4, 2018	17

Weekly

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Top AssetIDs last week report

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Asset ID	Page Views	
1. 8297097	204,703	18.4%
2. 8311471	40,846	3.7%
3. 8298132	37,293	3.4%
4. 8318317	26,707	2.4%
5. 8300267	19,568	1.8%
Total	1,110,818	

Author Report

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Author	Instances	
1. scott gardner	154,259	18.6%
2. natalie paddon	152,557	18.4%
3. nicole o'reilly	92,965	11.2%
4. jon wells	58,544	7.0%
5. susan clairmont	36,089	4.3%
6. emily yahr	32,419	3.9%
7. matthew van dongen	21,913	2.6%
8. carmela fragomeni	21,218	2.6%
9. emma reilly	15,177	1.8%
10. daniel nolan	13,241	1.6%
Total	830,575	

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Devices report

AR The Spec -

Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Device	Visits	
1. unspecified	311,140	31.0%
2. Apple iPhone	297,270	29.6%
3. Apple iPad	84,198	8.4%
4. Samsung Galaxy S7 (SM-G930W8)	37,252	3.7%
5. Samsung Galaxy A5 (SM-A520W)	18,385	1.8%
6. Samsung Galaxy S6 (SM-G920W8)	16,944	1.7%
7. Samsung Galaxy S8 (SM-G950W)	16,779	1.7%
8. Samsung Galaxy S5 Neo (SM-G903W)	12,843	1.3%
9. LG G5 (H831)	11,841	1.2%
10. LG G4 (H812)	8,994	0.9%
Total	1,003,797	

Return Frequency Report

AR The Spec -

Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Return Frequency	Visits	
1. less than 1 day	319,906	45.9%
2. 1 to 3 days	124,995	17.9%
3. longer than 1 month	82,442	11.8%
4. 3 to 7 days	67,277	9.6%
5. 14 days to 1 month	53,655	7.7%
6. 7 to 14 days	49,382	7.1%
Total	697,657	

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Device Type last week

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Device Types	Page Views	
1. Mobile Phone	964,533	49.3%
2. Other	741,323	37.9%
3. Tablet	248,264	12.7%
4. Media Player	2,090	0.1%
Total	1,956,884	

Device Type L90

AR The Spec -
Wed. 13 Dec. 2017 - Mon. 12 Mar. 2018

Device Types	Page Views	
1. Mobile Phone	9,775,500	46.2%
2. Other	8,471,743	40.0%
3. Tablet	2,884,098	13.6%
4. Media Player	23,468	0.1%
Total	21,161,859	

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Ref Domains LW

AR The Spec -

Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	878,442	46.9%
2. google.ca	366,714	19.6%
3. facebook.com	299,638	16.0%
4. google.com	140,171	7.5%
5. t.co	52,848	2.8%
6. bing.com	27,174	1.5%
7. com.google	24,173	1.3%
8. googleapis.com	18,416	1.0%
9. yahoo.com	10,226	0.5%
10. reddit.com	7,822	0.4%
11. m.facebook	5,743	0.3%
12. flipboard.com	5,733	0.3%
13. msn.com	2,679	0.1%
14. google.co.uk	2,331	0.1%
15. instagram.com	1,928	0.1%
16. google.co.in	1,516	0.1%
17. meltwater.com	1,275	0.1%
18. google.com.au	1,201	0.1%
19. myway.com	1,082	0.1%
20. google.com.ph	963	0.1%
21. google.com.mx	799	0.0%
22. duckduckgo.com	793	0.0%
23. ask.com	761	0.0%
24. live.com	726	0.0%
25. news360.com	576	0.0%
26. smartnews.com	479	0.0%
27. linkedin.com	462	0.0%
28. pictela.net	462	0.0%
29. voat.co	454	0.0%
30. google.co.za	436	0.0%
Total	1,871,920	

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Ref Domains L90

AR The Spec -
Wed. 13 Dec. 2017 - Mon. 12 Mar. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	10,125,275	50.2%
2. google.ca	4,154,867	20.6%
3. facebook.com	2,229,331	11.1%
4. google.com	1,516,171	7.5%
5. t.co	750,680	3.7%
6. bing.com	295,052	1.5%
7. com.google	262,109	1.3%
8. yahoo.com	116,587	0.6%
9. googleapis.com	114,272	0.6%
10. flipboard.com	92,563	0.5%
11. m.facebook	42,339	0.2%
12. msn.com	38,363	0.2%
13. google.co.uk	32,601	0.2%
14. reddit.com	28,345	0.1%
15. google.co.in	20,408	0.1%
16. google.com.au	15,389	0.1%
17. meltwater.com	14,884	0.1%
18. myway.com	11,921	0.1%
19. google.com.mx	10,890	0.1%
20. news360.com	9,302	0.0%
21. live.com	9,217	0.0%
22. pictela.net	9,023	0.0%
23. google.com.ph	8,327	0.0%
24. duckduckgo.com	8,179	0.0%
25. ask.com	7,392	0.0%
26. smartnews.com	7,281	0.0%
27. riderfans.com	7,076	0.0%
28. forums.cfl.ca	6,243	0.0%
29. google.de	6,157	0.0%
30. google.co.za	4,949	0.0%
Total	20,161,666	

Tco top stories lw

AR The Spec -

Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Referring Domains by Full URL Path		Page Views	
1.	t.co	52,848	
1.	https://www.thespec.com/news-story/8297097-mob-dressed-in-black-damages-stores-vehicles-on-locke-street/	2,224	4.2%
2.	https://www.thespec.com/news-story/8297097-mob-dressed-in-black-damages-stores-vehicles-on-locke-street/#.Wpv7VbVIZUs.twitter	1,899	3.6%
3.	http://3downnation.com/2018/03/07/what-top-cfl-free-agents-got-paid/	1,375	2.6%
4.	http://3downnation.com/2018/03/05/burris-opens-mouth-inserts-foot/	1,207	2.3%
5.	https://www.thespec.com/news-story/4415148-police-brutality-protesters-march-through-downtown-hamilton/	1,058	2.0%
6.	http://3downnation.com/2018/03/07/bombers-aware-euclid-cummings-investigation-2016-informed-cfl/	1,033	2.0%
7.	https://www.thespec.com/	769	1.5%
8.	http://3downnation.com/2018/03/06/how-the-bombers-can-create-cap-space-for-henoc-muamba/	751	1.4%
9.	https://www.thespec.com/news-story/8311716-vandal-laments-missing-starbucks-in-locke-street-attack/	741	1.4%
10.	http://3downnation.com/2018/03/04/johnny-manziels-ex-girlfriend-say-lucky-survived/	617	1.2%
11.	https://www.thespec.com/news-story/8298132-woman-stabbed-in-head-in-random-attack/	568	1.1%
12.	http://3downnation.com/2018/03/06/derek-dennis-says-he-got-caught-up-in-the-hype-with-riders/	549	1.0%
13.	https://www.thespec.com/news-story/8313333-pregnant-actress-ruthie-ann-miles-struck-by-car-daughter-boy-killed/	497	0.9%
14.	http://3downnation.com/2018/03/07/cfl-voids-contract-euclid-cummings-citing-unspecified-criminal-charges/	497	0.9%
15.	https://www.thespec.com/news-story/8311716-police-link-locke-street-attack-with-anarchist-book-fair/	487	0.9%
16.	http://3downnation.com/	481	0.9%
17.	https://www.thespec.com/news-story/8298413-uw-student-dies-by-suicide-at-student-residence/	454	0.9%
18.	https://www.thespec.com/news-story/8311471-hamilton-woman-stabbed-in-face-in-second-random-and-unprovoked-attack/	450	0.9%
19.	https://www.thespec.com/news-story/8312781-neighbours-question-police-response-to-locke-street-attack/	440	0.8%

FB top stories lw

AR The Spec -

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Referring Domains by Full URL Path		Page Views	
1.	facebook.com	299,638	
1.	https://www.thespec.com/news-story/8297097-mob-dressed-in-black-damages-stores-vehicles-on-locke-street/	52,926	17.7%
2.	https://www.thespec.com/news-story/8311471-hamilton-woman-stabbed-in-face-in-second-random-and-unprovoked-attack/	21,804	7.3%
3.	https://www.thespec.com/news-story/8298132-woman-stabbed-in-head-in-random-attack/	20,601	6.9%
4.	https://www.thespec.com/news-story/8297097-locke-street-bounces-back-after-terrifying-masked-mob-attack/	11,548	3.9%
5.	https://www.thespec.com/news-story/8300267-man-in-hospital-with-neck-wound-after-shooting-in-central-hamilton/	8,498	2.8%
6.	https://www.thespec.com/news-story/8311688-one-of-three-suspects-identified-in-monday-night-s-shooting-in-hamilton/	4,521	1.5%
7.	https://www.thespec.com/news-story/8312873-update-masked-men-rob-shoppers-drug-mart-on-hamilton-mountain/	4,455	1.5%
8.	https://www.thespec.com/news-story/8314586-emerald-shooting-suspect-escapes-hamilton-police/	3,795	1.3%
9.	https://www.thespec.com/opinion-story/7174494-school-violence-is-a-crisis-and-parents-need-to-speak-up/	3,535	1.2%
10.	https://www.thespec.com/news-story/8318343-woman-ejected-killed-in-highway-6-crash-in-haldimand/	3,093	1.0%
11.	https://www.thespec.com/news-story/8298413-uw-student-dies-by-suicide-at-student-residence/	2,974	1.0%
12.	https://www.thespec.com/opinion-story/8300248-hamilton-police-probe-anarchist-book-fair-after-vandalism-on-locke-street/	2,798	0.9%
13.	https://www.thespec.com/news-story/8299435-man-pleads-guilty-in-2014-stabbing-murder-at-hamilton-apartment/	2,431	0.8%
14.	https://www.thespec.com/news-story/8312626-parole-conditions-loosened-for-hamilton-raised-hells-angel/	2,239	0.7%
15.	https://www.thespec.com/news-story/8317036-man-faces-more-charges-after-working-at-dispensary-he-was-ordered-to-stay-away-from/	2,162	0.7%
16.	https://www.thespec.com/news-story/8311716-police-link-locke-street-attack-with-anarchist-book-fair/	2,094	0.7%
17.	https://www.thespec.com/news-story/8294800-hamilton-police-looking-for-rightful-owners-of-stolen-goods/	2,085	0.7%
18.	https://www.thespec.com/news-story/8317731--ungovernable-flyer-a-joke-between-friends-/	2,083	0.7%
19.	https://www.thespec.com/news-story/8318651-teen-pistol-whipped-during-east-hamilton-home-invasion/	2,000	0.7%

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Most Popular Site Sections

AR The Spec -

Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Site Sections	Page Views	
1. news local	457,665	23.4%
2. home	319,525	16.3%
3. news crime	210,365	10.8%
4. external blog	133,251	6.8%
5. app home	110,300	5.6%
6. announcements obituaries-death-notices	80,921	4.1%
7. opinion	69,250	3.5%
8. news	65,927	3.4%
9. news world	46,589	2.4%
10. watson television	39,852	2.0%
11. news ontario	37,738	1.9%
12. news canada	31,405	1.6%
13. pages	30,441	1.6%
14. news business	27,477	1.4%
15. app story news local	25,876	1.3%
16. watson music	17,171	0.9%
17. sports	15,680	0.8%
18. app story news crime	15,293	0.8%
19. living	10,622	0.5%
20. news science	10,036	0.5%
21. app story opinion	8,409	0.4%
22. living health	7,671	0.4%
23. watson artsentertainment	7,321	0.4%
24. app story news world	7,220	0.4%
25. opinion commentary	7,169	0.4%
26. events none	6,341	0.3%
27. events	6,323	0.3%
28. search allarticles	6,035	0.3%
29. living family	5,960	0.3%
30. search announcements	5,933	0.3%
Total	1,956,723	

Social Media Shares report

AR The Spec -
Sun. 4 Mar. 2018 - Sat. 10 Mar. 2018

Social Media Shares		Instances	
1.	facebook	2,256	47.0%
2.	email	1,774	37.0%
3.	twitter	510	10.6%
4.	reddit	147	3.1%
5.	linkedin	97	2.0%
6.	google_plusone_share	14	0.3%
Total		4,798	