

Monthly

Created: Apr 02, 2018 11:06 PM EDT

Summary last month

AR The Spec -
March 2018

Key Metric

Page Views	7,122,597
Visits	3,371,924
Monthly Unique Visitors	1,573,079
Average Time Spent on Site	5.78
Average Visit Depth	2.11
Bounce Rate	58.77%
Social Media / Email Shares	14,345
Add Comment	214
Newsletter Signup Clicks	260

Summary 6 mos

AR The Spec -
Sun. 1 Oct. 2017 - Sat. 31 Mar. 2018

Key Metric

Page Views	41,318,551
Visits	19,549,298
Unique Visitors	7,241,683
Average Time Spent on Site	5.87
Average Visit Depth	2.11
Bounce Rate	58.50%
Social Media / Email Shares	77,404
Add Comment	4,425
Newsletter Signup Clicks	2,758

PageViews compare

AR The Spec -
March 2018

Date	Selected Month	1 Year Prior
Mar 2018	7,122,597	7,650,173
Total	7,122,597	7,650,173

Unique Visitors compare

AR The Spec -
March 2018

Date	Selected Month	1 Year Prior
Mar 2018	1,973,022	2,220,016
Total	1,973,022	2,220,016

Monthly

Created: Apr 02, 2018 11:06 PM EDT

Device Type last month

AR The Spec -
March 2018

Device Types		Page Views	
1.	Mobile Phone	3,261,692	45.8%
2.	Other	2,890,570	40.6%
3.	Tablet	960,362	13.5%
4.	Media Player	7,734	0.1%
Total		7,122,597	

Device Type 6 mos

AR The Spec -
Sun. 1 Oct. 2017 - Sat. 31 Mar. 2018

Device Types		Page Views	
1.	Mobile Phone	19,016,863	46.0%
2.	Other	16,823,766	40.7%
3.	Tablet	5,417,452	13.1%
4.	Media Player	47,398	0.1%
Total		41,318,551	

Monthly

Created: Apr 02, 2018 11:06 PM EDT

Browser types last month

AR The Spec -
March 2018

Browser Types	Page Views	
1. Google	3,074,322	43.2%
2. Apple	2,694,680	37.8%
3. Microsoft	820,319	11.5%
4. Mozilla	308,336	4.3%
5. Samsung	169,946	2.4%
Total	7,122,597	

Browsers report

AR The Spec -
March 2018

Browsers	Page Views	
1. Safari	1,173,376	16.5%
2. Mobile Safari 11.0	940,295	13.2%
3. Google Chrome 64.0	867,297	12.2%
4. Chrome Mobile 65.0.3325	757,737	10.6%
5. Chrome Mobile 64.0.3282	624,108	8.8%
6. Microsoft Internet Explorer 11	593,486	8.3%
7. Google Chrome 65.0	453,113	6.4%
8. Safari 10.0	210,188	3.0%
Total	7,122,597	

Devices report LM

AR The Spec -
March 2018

Device	Page Views	
1. unspecified	2,890,525	40.6%
2. Apple iPhone	1,747,947	24.5%
3. Apple iPad	766,310	10.8%
4. Samsung Galaxy S7 (SM-G930W8)	203,065	2.9%
Total	7,122,597	

Most Popular Site Sections

AR The Spec -
March 2018

Site Sections	Page Views	
1. home	1,271,854	17.9%
2. news local	1,214,714	17.1%
3. external blog	585,975	8.2%
4. app home	458,211	6.4%
5. news crime	436,381	6.1%
6. announcement...ath-notices	359,920	5.1%
7. opinion	320,640	4.5%
8. news world	284,515	4.0%
9. news	266,397	3.7%
10. news ontario	169,585	2.4%
11. news business	160,265	2.3%
12. pages	136,258	1.9%
13. news canada	135,620	1.9%
14. app story news local	90,808	1.3%
15. watson television	89,219	1.3%
16. sports	66,578	0.9%
17. app story news crime	58,387	0.8%
18. living	50,952	0.7%
19. living health	49,161	0.7%
20. watson music	43,747	0.6%
21. app story news world	35,245	0.5%
22. app story opinion	33,960	0.5%
23. events none	33,354	0.5%
24. watson artsentertainment	31,910	0.4%
25. events	29,073	0.4%
26. search announcements	25,660	0.4%
27. search allarticles	25,406	0.4%
28. app story news canada	24,627	0.3%
29. app group latest-news	24,372	0.3%
30. directory	22,440	0.3%
31. sports local	22,330	0.3%
32. events date	22,283	0.3%
33. app story news business	21,589	0.3%
34. community education	20,037	0.3%
35. living food	19,551	0.3%
36. shopping in-y...ighbourhood	18,856	0.3%
37. watson celebrity	18,381	0.3%
38. living family	16,922	0.2%
39. opinion commentary	15,714	0.2%
40. app story news ontario	15,569	0.2%
41. watson	14,748	0.2%
42. living style	12,960	0.2%
43. watson restaurants	12,519	0.2%
44. community	12,293	0.2%
Total	7,122,156	

Regions ReportAR The Spec -
March 2018

Regions	Page Views	
1. Ontario (Canada)	5,679,637	79.7%
2. Alberta (Canada)	173,683	2.4%
3. British Columbia (Canada)	156,011	2.2%
4. Florida (United States)	151,188	2.1%
5. Saskatchewan (Canada)	131,039	1.8%
6. Quebec (Canada)	119,411	1.7%
7. Manitoba (Canada)	65,017	0.9%
8. California (United States)	46,764	0.7%
9. Virginia (United States)	36,853	0.5%
10. Illinois (United States)	33,576	0.5%
Total	7,122,597	

Cities reportAR The Spec -
March 2018

Cities	Page Views	
1. Hamilton (Ontario, Canada)	1,865,724	26.2%
2. Toronto (Ontario, Canada)	755,494	10.6%
3. Stoney Creek (Ontario, Canada)	451,533	6.3%
4. Burlington (Ontario, Canada)	339,339	4.8%
5. Dundas (Ontario, Canada)	198,114	2.8%
6. Ancaster (Ontario, Canada)	185,389	2.6%
7. Brantford (Ontario, Canada)	118,903	1.7%
8. Mississauga (Ontario, Canada)	108,398	1.5%
9. Oakville (Ontario, Canada)	98,839	1.4%
10. Binbrook (Ontario, Canada)	94,601	1.3%
Total	7,122,597	

Authors PV LMAR The Spec -
March 2018

Author		Page Views	
1.	nicole o'reilly	199,875	7.3%
2.	natalie paddon	189,271	6.9%
3.	scott gardner	157,381	5.8%
4.	susan clairmont	121,326	4.5%
5.	jon wells	93,515	3.4%
6.	matthew van dongen	79,578	2.9%
7.	carmela fragomeni	50,824	1.9%
8.	tevia moro	46,116	1.7%
9.	andrew dreschel	44,472	1.6%
10.	emily yahr	41,862	1.5%
Total		2,725,967	

Return Frequency ReportAR The Spec -
March 2018

Return Frequency		Visits	
1.	less than 1 day	1,158,460	48.9%
2.	1 to 3 days	410,283	17.3%
3.	3 to 7 days	234,436	9.9%
4.	longer than 1 month	230,690	9.7%
5.	14 days to 1 month	171,042	7.2%
6.	7 to 14 days	165,814	7.0%
Total		2,370,725	

FB top stories Im

AR The Spec -
March 2018

Referring Domains by Full URL Path	Page Views	
1. facebook.com	737,428	
1. https://www.thespec.com/news-story/8297097...-damages-stores-vehicles-on-locke-street/	52,930	7.2%
2. https://www.thespec.com/news-story/83114...-in-second-random-and-unprovoked-attack/	22,427	3.0%
3. https://www.thespec.com/news-story/8298132-woman-stabbed-in-head-in-random-attack/	20,725	2.8%
4. https://www.thespec.com/news-story/8297097...-back-after-terrifying-masked-mob-attack/	11,714	1.6%
5. https://www.thespec.com/news-story/8294800...oking-for-rightful-owners-of-stolen-goods/	9,390	1.3%
6. https://www.thespec.com/news-story/8300267...wound-after-shooting-in-central-hamilton/	8,556	1.2%
7. https://www.thespec.com/news-story/8343375...ling-demonstrations-loom-for-locke-street/	8,145	1.1%
8. https://www.thespec.com/news-story/8336674-lean-ground-beef-recall/	7,919	1.1%
9. https://www.thespec.com/	7,409	1.0%

Tco top stories Im

AR The Spec -
March 2018

Referring Domains by Full URL Path	Page Views	
1. t.co	206,431	
1. https://www.thespec.com/opinion-story/8346...h-david-christopherson-for-breaking-ranks/	5,143	2.5%
2. https://www.thespec.com/	3,658	1.8%
3. https://www.thespec.com/news-story/8297097...-damages-stores-vehicles-on-locke-street/	2,224	1.1%
4. http://3downnation.com/	2,217	1.1%
5. https://www.thespec.com/news-story/829709...les-on-locke-street/#.Wpv7VbVIZUs.twitter	1,899	0.9%
6. http://3downnation.com/2018/03/07/what-top-cfl-free-agents-got-paid/	1,401	0.7%
7. (Low Traffic)	1,358	0.7%
8. https://www.thespec.com/news-story/8343375...ling-demonstrations-loom-for-locke-street/	1,357	0.7%
9. http://3downnation.com/2018/03/05/burris-opens-mouth-inserts-foot/	1,231	0.6%