

Weekly

Created: Sep 17, 2018 12:25 AM EDT

Summary last week

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Key Metric

Page Views	1,830,796
Visits	911,182
Weekly Unique Visitors	567,629
Home Page Views	316,139
Social Media / Email Shares	3,328
Event Submitted	95
Newsletter Signup Clicks	87
Bounce Rate	59.45%
Bounces	541,684

Summary 3 mos

AR The Spec -
Fri. 1 Jun. 2018 - Fri. 31 Aug. 2018

Key Metric

Page Views	24,632,319
Visits	11,055,582
Unique Visitors	4,594,131
Home Page Views	4,633,118
Social Media / Email Shares	41,856
Event Submitted	973
Newsletter Signup Clicks	845
Bounce Rate	59.87%
Bounces	6,619,462

Weekly

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PageViews compare

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Date (week beginning)	Selected Week	1 Week Prior	52 Weeks Prior
Sep 9, 2018	1,830,796	1,550,212	1,474,043
Total	1,830,796	1,550,212	1,474,043

Unique Visitors compare

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Date (week beginning)	Selected Week	1 Week Prior	52 Weeks Prior
Sep 9, 2018	567,629	467,077	410,419
Total	567,629	467,077	410,419

Weekly

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Visits compare

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Date (week beginning)	Selected Week	1 Week Prior	52 Weeks Prior
Sep 9, 2018	911,182	761,862	717,526
Total	911,182	761,862	717,526

Report Suite Summary

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Key Metric	Low Date	Value	High Date	Value
Page Views	Sep 9, 2018	172,628	Sep 14, 2018	327,320
Unique Visitors	Sep 9, 2018	70,036	Sep 14, 2018	128,039
Visits	Sep 9, 2018	87,286	Sep 14, 2018	158,579
Average Time Spent on Site	Sep 12, 2018	4.42	Sep 10, 2018	5.68
Social Media / Email Shares	Sep 9, 2018	306	Sep 14, 2018	655
Add Comment	Sep 9, 2018	0	Sep 10, 2018	18

Weekly

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Top AssetIDs last week report

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Asset ID	Page Views	
1. 8894034	61,641	6.5%
2. 8900903	47,474	5.0%
3. 8901177	30,915	3.2%
4. 8900940	27,666	2.9%
5. 8889478	22,221	2.3%
Total	951,834	

Author Report

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Author	Instances	
1. nicole o'reilly	63,747	10.1%
2. laura booth	61,625	9.7%
3. susan clairmont	30,637	4.8%
4. daniel dale	29,656	4.7%
5. joanna frketich	24,509	3.9%
6. carmela fragomeni	24,444	3.9%
7. tevia moro	24,067	3.8%
8. geoffrey stevens	20,229	3.2%
9. graham rockingham	18,636	2.9%
10. karen d'souza	16,749	2.6%
Total	633,587	

Weekly

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Devices report

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Device	Visits	
1. unspecified	283,064	31.1%
2. Apple iPhone	272,670	29.9%
3. Apple iPad	79,423	8.7%
4. Samsung Galaxy S7 (SM-G930W8)	30,622	3.4%
5. Samsung Galaxy A5 (SM-A520W)	21,490	2.4%
6. Samsung Galaxy S8 (SM-G950W)	20,737	2.3%
7. Samsung Galaxy S6 (SM-G920W8)	10,690	1.2%
8. Samsung Galaxy S5 Neo (SM-G903W)	8,522	0.9%
9. Samsung Galaxy S8 Plus (SM-G955W)	6,882	0.8%
10. LG G6 (H873)	6,613	0.7%
Total	911,182	

Return Frequency Report

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Return Frequency	Visits	
1. less than 1 day	277,696	45.1%
2. 1 to 3 days	98,036	15.9%
3. longer than 1 month	78,432	12.7%
4. 3 to 7 days	63,686	10.4%
5. 14 days to 1 month	48,704	7.9%
6. 7 to 14 days	48,607	7.9%
Total	615,161	

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Device Type last week

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Device Types	Page Views	
1. Mobile Phone	914,670	50.0%
2. Other	682,085	37.3%
3. Tablet	231,772	12.7%
4. Media Player	1,686	0.1%
Total	1,830,796	

Device Type L90

AR The Spec -
Wed. 20 Jun. 2018 - Mon. 17 Sep. 2018

Device Types	Page Views	
1. Mobile Phone	11,212,275	47.2%
2. Other	8,219,093	34.6%
3. Tablet	4,311,785	18.1%
4. Media Player	22,536	0.1%
Total	23,771,711	

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Ref Domains LW

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	852,766	48.9%
2. google.ca	297,997	17.1%
3. facebook.com	208,529	12.0%
4. google.com	183,598	10.5%
5. com.google	56,489	3.2%
6. t.co	39,030	2.2%
7. bing.com	29,682	1.7%
8. flipboard.com	24,099	1.4%
9. yahoo.com	10,201	0.6%
10. googleapis.com	4,207	0.2%
11. m.facebook	3,346	0.2%
12. google.co.uk	2,754	0.2%
13. meltwater.com	2,346	0.1%
14. msn.com	2,334	0.1%
15. google.com.au	1,292	0.1%
16. google.co.in	1,261	0.1%
17. reddit.com	1,133	0.1%
18. news360.com	1,107	0.1%
19. google.com.ph	1,030	0.1%
20. duckduckgo.com	1,001	0.1%
21. nationalnewswatch.com	999	0.1%
22. live.com	976	0.1%
23. forums.cfl.ca	924	0.1%
24. smartnews.com	803	0.0%
25. myway.com	759	0.0%
26. riderfans.com	695	0.0%
27. ask.com	653	0.0%
28. wikipedia.org	427	0.0%
29. google.de	404	0.0%
30. google.co.nz	395	0.0%
Total	1,744,370	

Weekly

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Ref Domains L90

AR The Spec -
Wed. 20 Jun. 2018 - Mon. 17 Sep. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	10,522,634	48.8%
2. google.ca	3,551,793	16.5%
3. google.com	2,739,831	12.7%
4. facebook.com	2,283,651	10.6%
5. t.co	704,664	3.3%
6. com.google	442,342	2.1%
7. bing.com	358,932	1.7%
8. flipboard.com	244,836	1.1%
9. yahoo.com	126,545	0.6%
10. googleapis.com	84,078	0.4%
11. m.facebook	57,463	0.3%
12. msn.com	34,079	0.2%
13. google.co.uk	29,852	0.1%
14. smartnews.com	23,582	0.1%
15. reddit.com	22,440	0.1%
16. meltwater.com	22,128	0.1%
17. google.com.au	16,868	0.1%
18. google.co.in	16,199	0.1%
19. duckduckgo.com	13,066	0.1%
20. myway.com	10,931	0.1%
21. live.com	10,839	0.1%
22. news360.com	10,382	0.0%
23. ask.com	8,998	0.0%
24. google.com.ph	8,827	0.0%
25. forums.cfl.ca	6,157	0.0%
26. linkedin.com	6,080	0.0%
27. riderfans.com	5,410	0.0%
28. google.de	4,643	0.0%
29. google.co.nz	4,406	0.0%
30. twitter.com	4,319	0.0%
Total	21,550,842	

Tco top stories lw

AR The Spec -

Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Referring Domains by Full URL Path		Page Views	
1. t.co		39,030	
1. http://3downnation.com/2018/09/11/ticats-mascot-pigskin-pete-resigning-role/		1,276	3.3%
2. https://www.thespec.com/		1,207	3.1%
3. http://3downnation.com/2018/09/14/johnny-laugh-pipkins-second-pick-six/		1,076	2.8%
4. https://www.thespec.com/news-story/8900226-late-discovered-corpse-leaves-city-tenant-in-distress/		840	2.2%
5. http://3downnation.com/2018/09/10/ticats-fan-accidentally-trolls-argos-host-provides-unintentional-example-human-decency/		759	1.9%
6. https://www.thespec.com/news-story/8900903-killer-hid-in-bushes-waiting-to-shoot-hamilton-man/		664	1.7%
7. https://www.thespec.com/news-story/8889077-kitchener-woman-charged-with-slapping-officer-at-u-s-border/		596	1.5%
8. https://www.thespec.com/news-story/8894517-mcmaster-student-victim-of-life-altering-stabbing/		591	1.5%
9. http://3downnation.com/2018/09/09/nichols-throws-away-banjo-bowl-nine-thoughts/		574	1.5%
10. https://www.thespec.com/opinion-story/8892019-never-before-heard-evidence-submitted-by-defence-in-badgerow-appeal/		565	1.4%
11. https://www.thespec.com/news-story/8892024-daylight-shooting-at-hamilton-mountain-plaza-targeted-two-in-suv/		520	1.3%
12. https://www.thespec.com/news-story/8889478-two-in-custody-after-hamilton-mountain-shooting/		518	1.3%
13. http://3downnation.com/2018/09/12/new-era-takes-over-but-cfl-uniforms-will-remain-the-same-in-2019/		488	1.3%
14. https://www.thespec.com/news-story/8889063-man-sends-email-to-...omen-hoping-one-of-them-is-the-nicole-he-met-the-night-before/		441	1.1%
15. http://3downnation.com/		381	1.0%
16. http://3downnation.com/2018/09/12/durant-bitterness-riders-trade-consider-comeback/		381	1.0%
17. Unspecified		366	0.9%
18. https://www.thespec.com/sports-story/8897630-pigskin-pete-free-game-awaits-as-tiger-cats-kick-around-ideas/		361	0.9%
19. http://3downnation.com/2018/09/13/johnny-manziel-sick-practice-still-records-weekly-podcast/		339	0.9%

FB top stories lw

AR The Spec -

Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Referring Domains by Full URL Path		Page Views	
1.	facebook.com	208,529	
1.	https://www.thespec.com/news-story/8894034-tragic-end-to-search-for-noah/#.W5hc6PWwxaY.facebook	24,611	11.8%
2.	https://www.thespec.com/news-story/8900940-canadians-who-smoke-...invest-in-it-will-be-barred-from-the-u-s-says-customs-official/	8,618	4.1%
3.	https://www.thespec.com/news-story/8900226-late-discovered-corpse-leaves-city-tenant-in-distress/	6,686	3.2%
4.	https://www.thespec.com/news-story/8901177-gene-simmons-gotta-have-my-timmy-s/	6,210	3.0%
5.	https://www.thespec.com/news-story/8902618-pot-overdoses-on-the-rise-among-hamiltonians/	5,945	2.9%
6.	https://www.thespec.com/	5,878	2.8%
7.	https://www.thespec.com/news-story/8889077-kitchener-woman-charged-with-slapping-officer-at-u-s-border/	5,074	2.4%
8.	https://www.thespec.com/news-story/8894034-tragic-end-to-search-for-noah/	5,039	2.4%
9.	https://www.thespec.com/news-story/8894517-mcmaster-student-victim-of-life-altering-stabbing/	4,911	2.4%
10.	https://www.thespec.com/news-story/8889478-update-police-searching-for-multiple-suspects-after-mountain-shooting/	4,767	2.3%
11.	https://www.thespec.com/news-story/8900903-killer-hid-in-bushes-waiting-to-shoot-hamilton-man/	4,747	2.3%
12.	https://www.thespec.com/news-story/8894034-tragic-end-to-search-for-noah/#.W5hmlc7iTNp.facebook	3,929	1.9%
13.	https://www.thespec.com/opinion-story/8902640-adult-child-of-dundas-arson-murder-victims-a-suspect-in-their-killings/	3,855	1.8%
14.	https://www.thespec.com/news-story/8894517-mcmaster-student-victim-of-life-altering-stabbing/#.W5hchw0C4ZPQ.facebook	2,444	1.2%
15.	https://www.thespec.com/news-story/8892024-daylight-shooting-at-hamilton-mountain-plaza-targeted-two-in-suv/	2,442	1.2%
16.	https://www.thespec.com/news-story/8900435-father-of-stabbed-mcmaster-university-student-wants-people-to-come-forward/	2,095	1.0%
17.	https://www.thespec.com/news-story/8894034-tragic-end-to-search-for-noah/#.W5hqKavzo6B.facebook	1,936	0.9%
18.	https://www.thespec.com/news-story/8897664--what-kind-of-sick-person-are-you-/	1,797	0.9%
19.	https://www.thespec.com/news-story/8889478-police-searching-for-multiple-suspects-after-mountain-shooting/	1,700	0.8%

Weekly

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Most Popular Site Sections

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Site Sections	Page Views	
1. home	316,139	17.3%
2. news local	286,716	15.7%
3. external blog	181,396	9.9%
4. news crime	142,886	7.8%
5. opinion	108,090	5.9%
6. app home	101,861	5.6%
7. announcements obituaries-death-notice	84,376	4.6%
8. news	60,226	3.3%
9. news world	46,063	2.5%
10. news cannabis-and-you	44,741	2.4%
11. pages	32,330	1.8%
12. news business	32,223	1.8%
13. news ontario	31,521	1.7%
14. news canada	29,985	1.6%
15. living health	20,717	1.1%
16. app story news local	18,142	1.0%
17. watson music	17,944	1.0%
18. app story news crime	16,306	0.9%
19. sports	16,291	0.9%
20. sports local	12,858	0.7%
21. watson television	10,697	0.6%
22. watson artsentertainment	10,290	0.6%
23. app story opinion	9,582	0.5%
24. living	9,421	0.5%
25. directory	7,259	0.4%
26. news municipal-election	6,443	0.4%
27. events none	6,214	0.3%
28. sports hockey	5,977	0.3%
29. search announcements	5,893	0.3%
30. sports cats	5,887	0.3%
Total	1,830,775	

Social Media Shares report

AR The Spec -
Sun. 9 Sep. 2018 - Sat. 15 Sep. 2018

Social Media Shares		Instances	
1. facebook	1,448	42.3%	
2. email	1,441	42.1%	
3. twitter	390	11.4%	
4. linkedin	66	1.9%	
5. reddit	65	1.9%	
6. google_plusone_share	11	0.3%	
7. tweet	1	0.0%	
Total	3,422		