

## Company Summary

Thu. 31 May 2018

## Report Suite

	Page Views	Unique Visitors	Visits
AR Dailies and Communities (formally DNN Local)	1,209,135	479,975	576,159
vrs_torsta3_arthespec	257,611	93,968	119,013
vrs_torsta3_artherecord	99,477	34,594	41,941
vrs_torsta3_arguelphmercurytribu	24,682	10,155	11,772
vrs_torsta3_arcambridgetimes	9,661	5,123	5,666
vrs_torsta3_arwaterlooChronicle	1,488	800	856
vrs_torsta3_arkitchenerpost	1,424	688	721
vrs_torsta3_arnewhamburgindepend	1,318	733	811
<b>Total</b>	<b>1,604,796</b>	<b>626,036</b>	<b>756,939</b>

## Company Summary L90

Sun. 4 Mar. 2018 - Fri. 1 Jun. 2018

## Report Suite

	Page Views	Unique Visitors	Visits
AR Dailies and Communities (formally DNN Local)	87,569,057	17,281,762	41,025,454
vrs_torsta3_arthespec	20,692,314	3,882,223	9,616,999
vrs_torsta3_artherecord	8,779,030	1,731,774	3,923,360
vrs_torsta3_arguelphmercurytribu	1,975,867	477,101	967,709
vrs_torsta3_arcambridgetimes	826,829	262,344	486,127
vrs_torsta3_arwaterlooChronicle	143,125	81,779	100,561
vrs_torsta3_arkitchenerpost	124,711	69,355	83,273
vrs_torsta3_arnewhamburgindepend	121,946	54,940	81,495
<b>Total</b>	<b>120,232,879</b>	<b>23,841,278</b>	<b>56,284,978</b>

**Summary yesterday**AR The Record -  
Thu. 31 May 2018**Key Metric**

Page Views	99,477
Visits	41,941
Daily Unique Visitors	34,594
Average Time Spent on Site	5.36
Average Visit Depth	2.37
Bounce Rate	52.93%
Social Media / Email Shares	211
Add Comment	3
Related Content Clicks	81
Newsletter Signup Clicks	1

**Summary 90 days**AR The Record -  
Sun. 4 Mar. 2018 - Fri. 1 Jun. 2018**Key Metric**

Page Views	8,779,030
Visits	3,923,360
Monthly Unique Visitors	1,962,528
Average Time Spent on Site	5.46
Average Visit Depth	2.24
Bounce Rate	56.91%
Social Media / Email Shares	18,420
Add Comment	895
Related Content Clicks	10,257
Newsletter Signup Clicks	312

## Ref Domains yesterday

AR The Record -

Thu. 31 May 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	52,289	55.5%
2. google.ca	20,094	21.3%
3. google.com	7,638	8.1%
4. facebook.com	4,981	5.3%
5. t.co	2,652	2.8%
6. bing.com	1,980	2.1%
7. com.google	878	0.9%
8. yahoo.com	844	0.9%
9. linkedin.com	186	0.2%
10. executlink.ca	184	0.2%
11. google.co.uk	172	0.2%
12. live.com	164	0.2%
13. reddit.com	113	0.1%
14. googleapis.com	106	0.1%
15. m.facebook	95	0.1%
<b>Total</b>	<b>94,150</b>	

## Ref Domains L90

AR The Record -  
Sun. 4 Mar. 2018 - Fri. 1 Jun. 2018

Referring Domains	Page Views	
1. Typed/Bookmarked	4,422,791	52.9%
2. google.ca	1,893,718	22.6%
3. google.com	624,618	7.5%
4. facebook.com	521,046	6.2%
5. t.co	253,799	3.0%
6. bing.com	180,616	2.2%
7. com.google	98,100	1.2%
8. yahoo.com	74,935	0.9%
9. reddit.com	26,879	0.3%
10. googleapis.com	25,289	0.3%
11. google.co.uk	16,303	0.2%
12. linkedin.com	12,894	0.2%
13. executlink.ca	12,156	0.1%
14. m.facebook	9,583	0.1%
15. google.co.in	8,230	0.1%
<b>Total</b>	<b>8,361,436</b>	

**Device Type yesterday**AR The Record -  
Thu. 31 May 2018

Device Types	Page Views	
1. Other	55,713	56.0%
2. Mobile Phone	30,967	31.1%
3. Tablet	12,704	12.8%
4. Media Player	88	0.1%
5. EReader	3	0.0%
<b>Total</b>	<b>99,477</b>	

**Device Type I90**AR The Record -  
Sun. 4 Mar. 2018 - Fri. 1 Jun. 2018

Device Types	Page Views	
1. Other	4,537,382	51.7%
2. Mobile Phone	2,975,027	33.9%
3. Tablet	1,257,061	14.3%
4. Media Player	8,444	0.1%
5. Set-top Box	418	0.0%
6. Gaming Console	392	0.0%
7. Television	300	0.0%
8. EReader	6	0.0%
<b>Total</b>	<b>8,779,030</b>	

Top AssetIDs yesterday

AR The Record -  
Thu. 31 May 2018

Asset ID		Page Views	
1.	8640805	3,237	6.8%
2.	8640978	2,630	5.5%
3.	8640665	2,584	5.4%
4.	8641043	1,920	4.0%
5.	8642106	1,828	3.8%
6.	8640036	1,306	2.7%
Total		47,820	

## FB top stories ys

AR The Record -  
Thu. 31 May 2018

Referring Domains by Full URL Path	Page Views	
1. facebook.com	4,981	
1. https://www.therecord.com/news-story/8640665-police-charge-burlington-father-after-death-of-3-year-old-boy-in-hot-vehicle/	481	9.7%
2. https://www.therecord.com/news-story/8640805-resumes-pour-in-for-lrt-driver-positons/	391	7.8%
3. https://www.therecord.com/news-story/8636160-teen-gets-three-years-for-fatal-kitchener-knife-attack/	306	6.1%
4. https://www.therecord.com/news-story/8642106-citizen-assaulted-after-trying-to-stop-theft-in-kitchener-convenience-store/	274	5.5%
5. https://www.therecord.com/news-story/8641043-naloxone-distribution-raises-questions-in-cambridge/	169	3.4%
6. https://www.therecord.com/news-story/8636020-this-cruiser-has-its-eyes-on-you/	152	3.1%
7. https://www.therecord.com/news-story/8639582--there-was-no-crash-flight-investigator-claims-murder-suicide-on-mh370/	133	2.7%
8. https://www.therecord.com/events/8567191-697607-child-friendly-co-working-kokku-spa/	132	2.7%
9. https://www.therecord.com/news-story/8640805-resum-s-pour-in-for-lrt-driver-positions/	99	2.0%
10. https://www.therecord.com/opinion-story/8638779-d-amato-the-wrong-lawn-sign-and-the-wrong-way-to-do-things/	96	1.9%
11. https://www.therecord.com/news-story/8641043-naloxone-distribution-raises-questions-in-cambridge/#.Ww9MnrWSkjl.facebook	72	1.4%

## Tco top stories ys

AR The Record -  
Thu. 31 May 2018

Referring Domains by Full URL Path	Page Views	
1. t.co	2,652	
1. https://www.therecord.com/news-story/8643456-kitchener-doctor-facing-allegations-of-professional-misconduct/	326	12.3%
2. https://www.therecord.com/sports-story/8641025-ex-ranger-thrust-into-nll-playoffs/	176	6.6%
3. https://www.therecord.com/news-story/8640805-resumes-pour-in-for-lrt-driver-positons/	175	6.6%
4. https://www.therecord.com/news-story/8640978-developer-vows-to-fix-10-storey-mistake-in-student-area/	174	6.6%
5. https://www.therecord.com/news-story/8641043-naloxone-distribution-raises-questions-in-cambridge/	97	3.7%
6. (Low Traffic)	97	3.7%
7. https://www.therecord.com/news-story/8640665-police-charge-burlington-father-after-death-of-3-year-old-boy-in-hot-vehicle/	86	3.2%
8. https://www.therecord.com/news-story/8643619-happy-kids-open-the-best-playground-ever/	65	2.5%
9. https://www.therecord.com/news-story/8643415-bear-cub-rescued-after-staying-beside-dead-mother/	65	2.5%
10. https://www.therecord.com/opinion-story/8638306-judge-roasts-c...-cop-s-almost-supreme-entitlement-sentences-him-to-12-5-years/	55	2.1%
11. https://www.therecord.com/sports-story/8630532-family-friend-top-of-mind-as-masters-nominated-as-best-u-sports-athlete/	47	1.8%