



# Website Analysis Overview Report

June 2019

nytimes.com



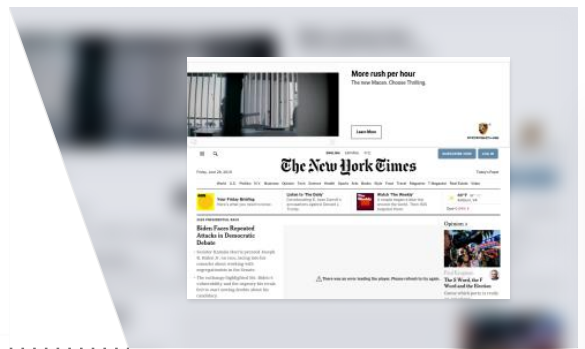
View the full analysis at: <https://pro.similarweb.com>

the new york times: find breaking news, multimedia, reviews & opinion on washington, business, sports, movies, travel, books, jobs, education, real estate, cars & more at nytimes.com.

#### Related Mobile Apps:

App Store

Google Play



Global Rank

#170

Country Rank  
United States

#54

Category Rank  
News and Media

#32

## Website Audience

### Total Visits

Mar 2019 - May 2019, Worldwide

919.5M

-0.27% from last month

### Device Distribution

Mar 2019 - May 2019, Worldwide



Monthly Visits 306.5M

Monthly Unique Visitors

Avg. Visit Duration 00:02:36

Pages / Visit 2.17

Bounce Rate 67.20%

### Visits Over Time

Mar 2019 - May 2019, All Traffic



## Geography

### Top 5 Countries

Mar 2019 - May 2019, Desktop Only

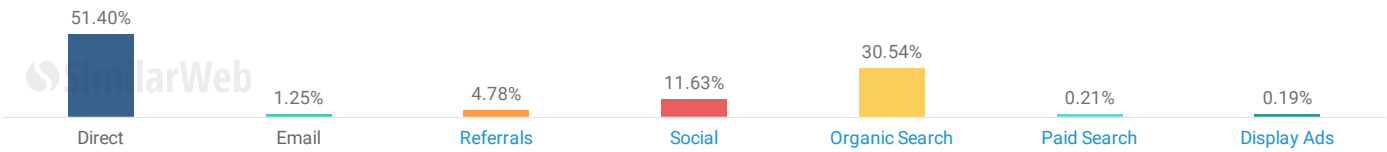


United States	71.86%	↑ 2.79%
Canada	4.63%	↑ 4.54%
United Kingdom	3.13%	↑ 4.94%
Australia	1.39%	↓ 0.97%
Germany	1.21%	↑ 2.38%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

news.ycombinator.com	12.50%	↓ 5.98%
en.wikipedia.org	12.21%	↓ 1.41%
drudgereport.com	5.75%	↑ 3.8%
feedly.com	5.06%	↑ 6.47%
realclearpolitics.com	3.59%	↓ 8.73%

Top Referring Categories

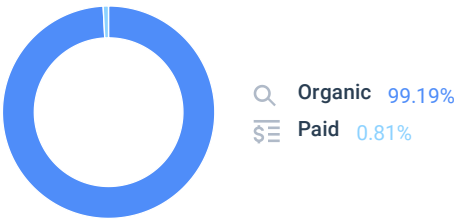
Mar 2019 - May 2019, Worldwide Desktop Only

News and Media	36.69%
Computers Electronics and Tec...	18.75%
Programming and Developer S...	5.77%
Social Networks and Online Co...	1.39%
TV Movies and Streaming	1.25%

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

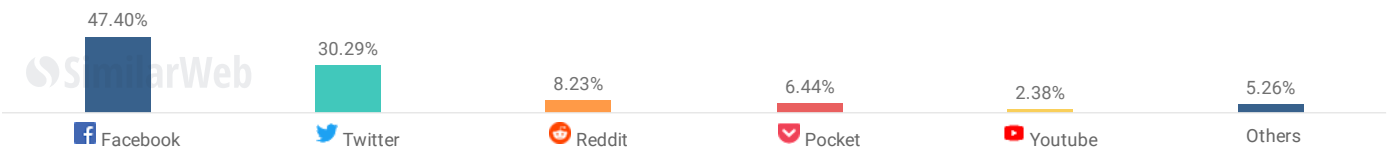
Mar 2019 - May 2019, Worldwide Desktop Only

new york times	10.65%	↑ 0.73%
nytimes	5.88%	↑ 8.41%
nyt	3.17%	↑ 13.69%
game of thrones	2.68%	↑ 137.56%
trump	2.15%	↑ 37.66%

Social

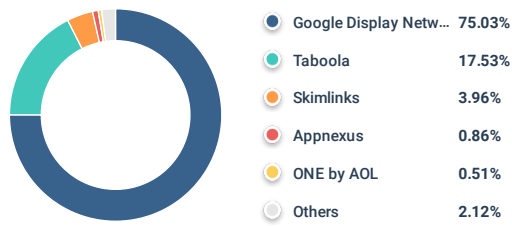
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

facebook.com	74.62%	<div></div>	↑ 23.53%
youtube.com	1.99%	<div></div>	↓ 43.32%
nymag.com	1.76%	<div></div>	↑ 100.83%
thecut.com	1.37%	<div></div>	↑ 18.47%
washingtonpost.com	1.32%	<div></div>	↓ 99.07%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

google.com	19.25%	<div></div>	↑ 6.23%
nyt.com	14.44%	<div></div>	↓ 10.5%
stats.com	8.81%	<div></div>	↑ 17.47%
twitter.com	7.92%	<div></div>	↓ 6.38%
facebook.com	3.64%	<div></div>	↑ 10.52%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

gearbest.com	5.27%	<div></div>	↑ 45.7%
dropbox.com	3.07%	<div></div>	-
wayfair.com	1.94%	<div></div>	↓ 39.72%
neimanmarcus.com	1.56%	<div></div>	↓ 37.58%
play.howstuffworks.com	1.54%	<div></div>	↓ 10.46%