

News



#4

Monthly UAs

Monthly PVs

Mins per person

General News site

6.3m

21m

27 mins 45 secs

Male

49%



Female

51%



18-24

13%

25-34

23%

35-44

23%

45-54

19%

55+

22%

Top affinity categories

Avid news readers
 Sports Fans
 Family - Focused

Top days

Sunday
 Wednesday
 Thursday

Top indexing audiences

Fashion
 Family Parenting
 Wedding & Engagements

In-market segments

Residential Property
 Motor vehicles
 Home Improvement