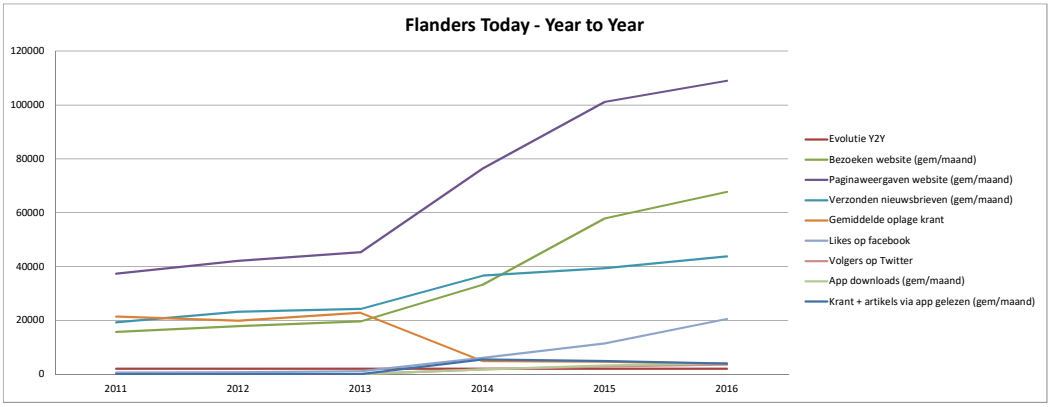
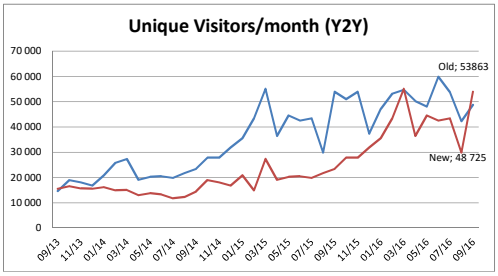
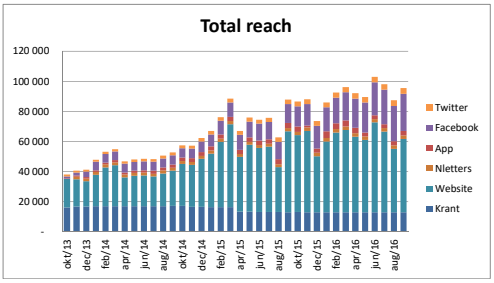
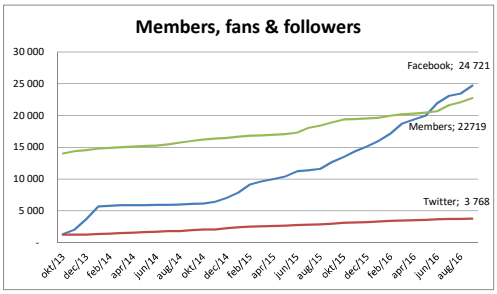
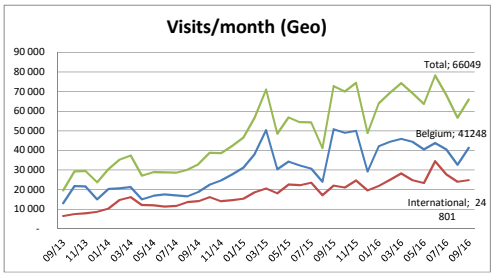
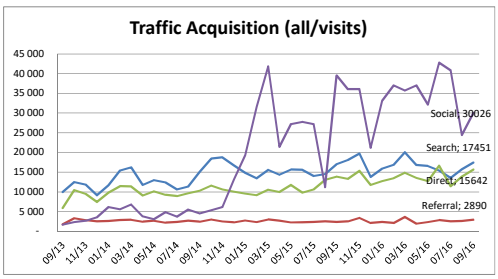

Flanders Today - Year to Year
120000
100000
80000
60000
40000
20000
0
2011
2012
2013
2014
2015
2016
Evolutie Y2Y
Bezoeken website (gem/maand)
Paginaweergaven website (gem/maand)
Verzonden nieuwsbrieven (gem/maand)
Gemiddelde oplage krant
Likes op facebook
Volgers op Twitter
App downloads (gem/maand)
Krant + artikels via app gelezen (gem/maand)

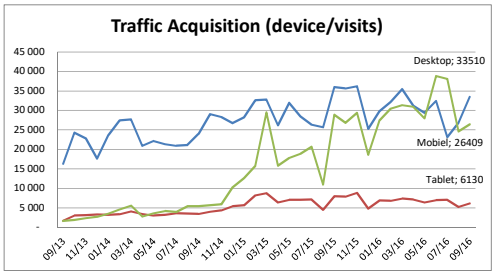

Unique Visitors/month (Y2Y)
Old; 53863
New; 48 725

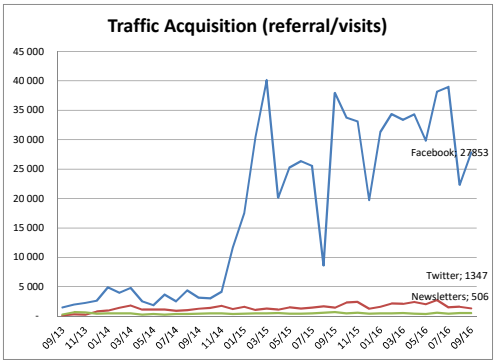

Total reach
Twitter
Facebook
App
Nletters
Website
Krant

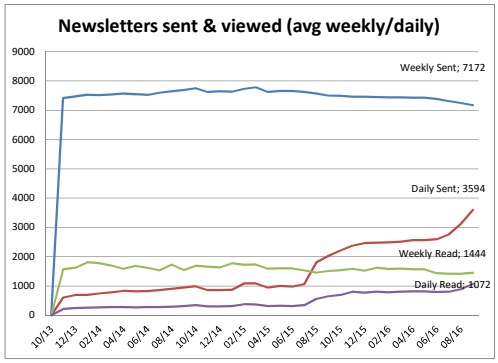

Members, fans & followers
Facebook; 24 721
Members; 22719
Twitter; 3 768

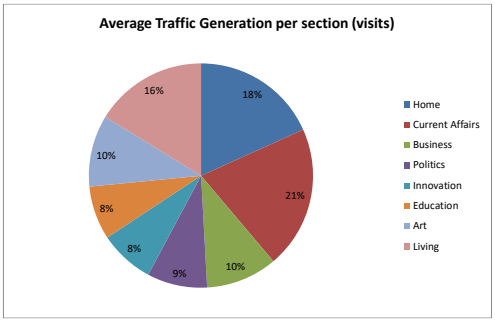

Visits/month (Geo)
Total; 66049
Belgium; 41248
International; 24 801

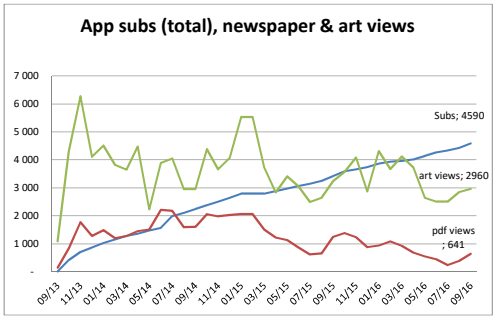

Traffic Acquisition (all/visits)
Social; 30026
Search; 17451
Direct; 15642
Referral; 2890

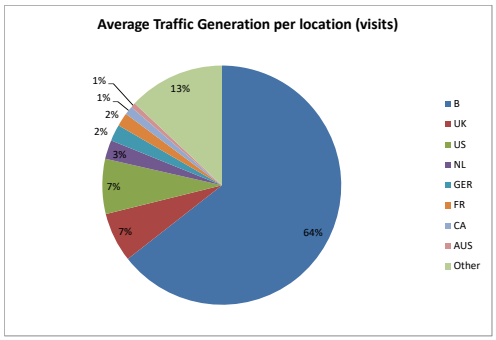

Traffic Acquisition (device/visits)
Desktop; 33510
Mobiel; 26409
Tablet; 6130

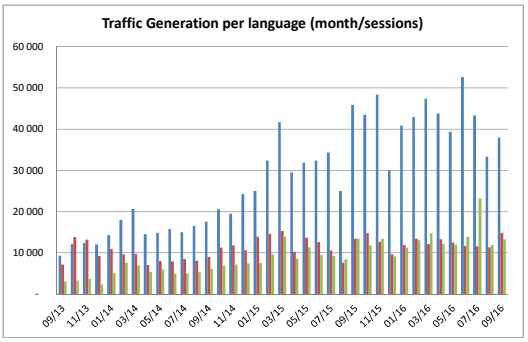

Traffic Acquisition (referral/visits)
Facebook; 27853
Twitter; 1347
Newsletters; 506

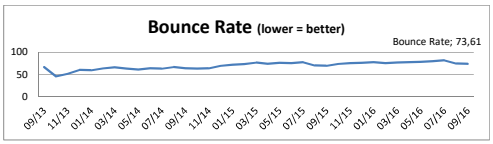

Newsletters sent & viewed (avg weekly/daily)
Weekly Sent; 7172
Daily Sent; 3594
Weekly Read; 1444
Daily Read; 1072

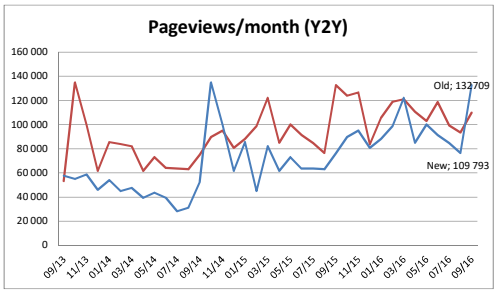

Average Traffic Generation per section (visits)
18%
21%
10%
9%
8%
8%
10%
16%
Home
Current Affairs
Business
Politics
Innovation
Education
Art
Living


App subs (total), newspaper & art views
Subs; 4590
art views; 2960
pdf views ; 641

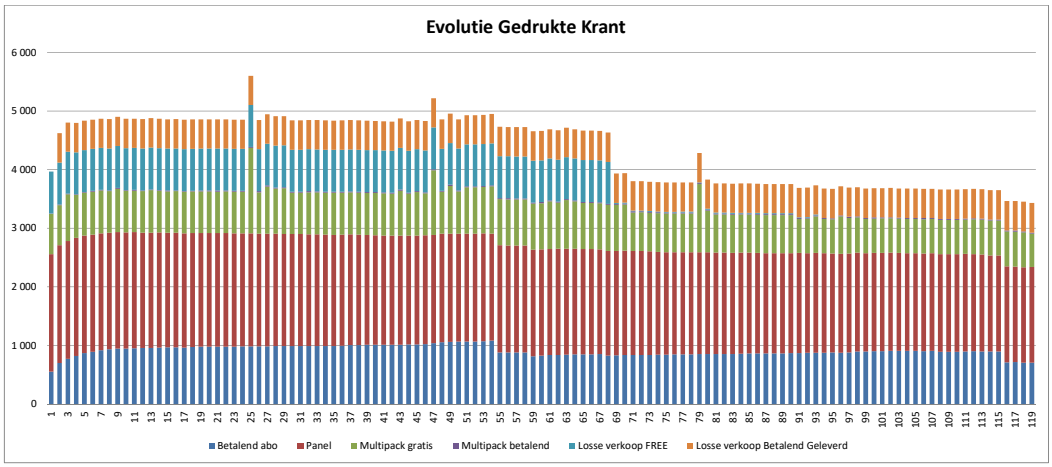

Average Traffic Generation per location (visits)
64%
7%
7%
3%
2%
2%
1%
1%
13%
B
UK
US
NL
GER
FR
CA
AUS
Other

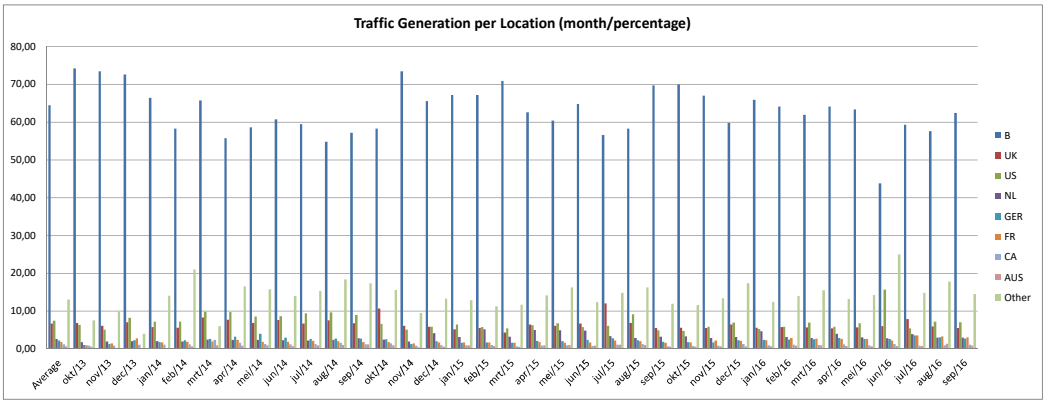

Traffic Generation per language (month/sessions)


Bounce Rate (lower = better)
Bounce Rate; 73,61


Pageviews/month (Y2Y)
Old; 132709
New; 109 793


Time spent on page
Time spent on Page; 0:01:21


Evolutie Gedrukte Krant
Betalend abo
Panel
Multipack gratis
Multipack betalend
Losse verkoop FREE
Losse verkoop Betalend Geleverd


Traffic Generation per Location (month/percentage)
B
UK
US
NL
GER
FR
CA
AUS
Other