

Scotsman.com



### Key information

**Certificate type**

Digital

**Metric type**

Web traffic

**ABC total**

97,200 Daily average Unique Browsers

**Period**

1 July 2016 to 31 December 2016

**Market sector**

News & Current Affairs: National & Regional

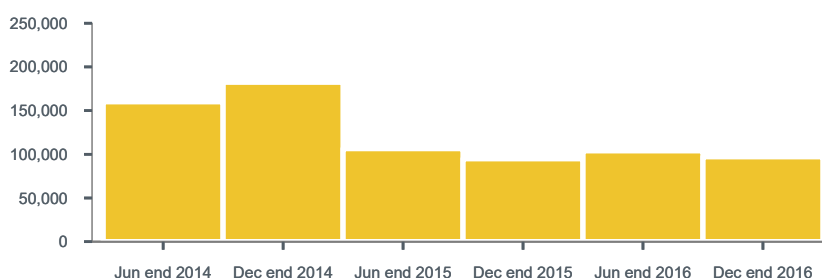
### Worldwide traffic

Scotsman.com	Daily	Monthly
Unique Browsers	97,200	1,933,909

### Daily averages by month

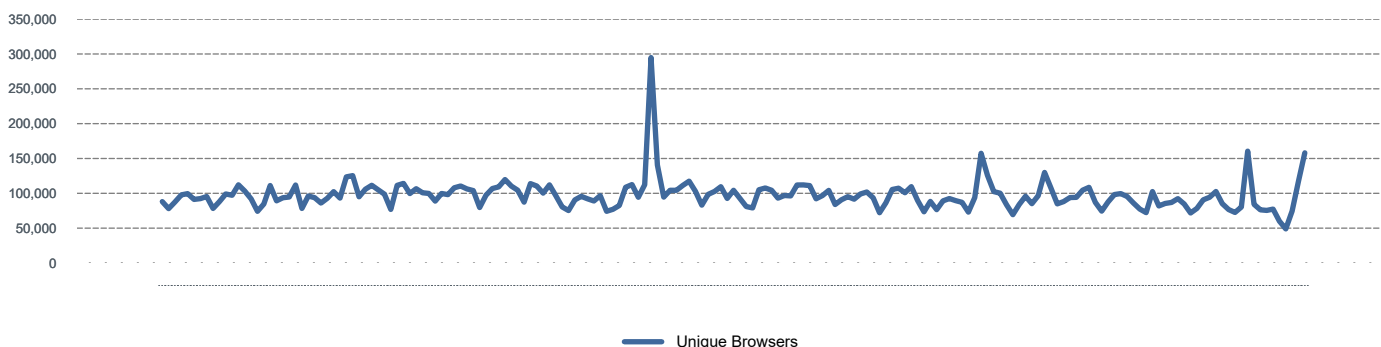
	Jul	Aug	Sep	Oct	Nov	Dec
Unique Browsers	95,199	102,990	104,384	95,399	95,996	89,427

### Trend data - Daily Unique Browsers



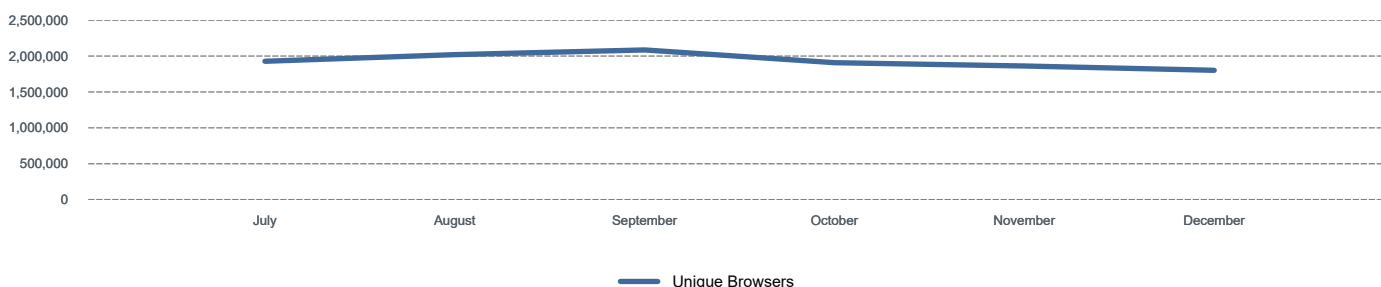
Daily Activity: Scotsman.com

Date	Unique Browsers	Date	Unique Browsers	Date	Unique Browsers
01-07-16	88,084	02-09-16	80,489	04-11-16	87,075
02-07-16	78,018	03-09-16	75,287	05-11-16	73,013
03-07-16	87,565	04-09-16	90,542	06-11-16	93,820
04-07-16	97,783	05-09-16	95,689	07-11-16	157,444
05-07-16	99,538	06-09-16	92,098	08-11-16	125,901
06-07-16	91,281	07-09-16	89,005	09-11-16	102,480
07-07-16	92,392	08-09-16	96,621	10-11-16	100,167
08-07-16	95,362	09-09-16	74,181	11-11-16	83,706
09-07-16	78,275	10-09-16	77,054	12-11-16	69,351
10-07-16	88,051	11-09-16	82,522	13-11-16	83,966
11-07-16	99,082	12-09-16	108,683	14-11-16	95,806
12-07-16	97,205	13-09-16	112,522	15-11-16	85,158
13-07-16	112,192	14-09-16	94,323	16-11-16	96,645
14-07-16	103,229	15-09-16	112,321	17-11-16	129,986
15-07-16	92,009	16-09-16	294,848	18-11-16	107,666
16-07-16	74,164	17-09-16	140,613	19-11-16	84,884
17-07-16	84,660	18-09-16	94,578	20-11-16	88,145
18-07-16	111,167	19-09-16	104,344	21-11-16	93,915
19-07-16	89,224	20-09-16	104,325	22-11-16	94,209
20-07-16	93,633	21-09-16	111,303	23-11-16	104,499
21-07-16	94,728	22-09-16	117,420	24-11-16	108,556
22-07-16	111,910	23-09-16	102,791	25-11-16	86,977
23-07-16	78,310	24-09-16	83,023	26-11-16	74,424
24-07-16	96,152	25-09-16	98,463	27-11-16	87,592
25-07-16	93,740	26-09-16	102,666	28-11-16	98,229
26-07-16	86,021	27-09-16	109,500	29-11-16	99,578
27-07-16	92,865	28-09-16	92,664	30-11-16	95,526
28-07-16	102,414	29-09-16	104,352	01-12-16	86,118
29-07-16	93,128	30-09-16	92,734	02-12-16	77,453
30-07-16	123,615	01-10-16	81,006	03-12-16	72,290
31-07-16	125,360	02-10-16	79,035	04-12-16	102,534
01-08-16	95,010	03-10-16	105,116	05-12-16	81,877
02-08-16	105,909	04-10-16	107,652	06-12-16	85,455
03-08-16	111,526	05-10-16	104,370	07-12-16	86,901
04-08-16	105,102	06-10-16	93,054	08-12-16	92,347
05-08-16	98,761	07-10-16	96,890	09-12-16	84,635
06-08-16	76,869	08-10-16	96,296	10-12-16	71,787
07-08-16	111,408	09-10-16	111,953	11-12-16	78,331
08-08-16	114,242	10-10-16	112,038	12-12-16	90,674
09-08-16	99,664	11-10-16	111,066	13-12-16	94,315
10-08-16	106,633	12-10-16	92,157	14-12-16	102,629
11-08-16	100,814	13-10-16	96,757	15-12-16	85,145
12-08-16	99,810	14-10-16	104,206	16-12-16	76,688
13-08-16	88,830	15-10-16	83,926	17-12-16	72,567
14-08-16	99,768	16-10-16	90,738	18-12-16	80,274
15-08-16	98,119	17-10-16	95,186	19-12-16	160,519
16-08-16	107,944	18-10-16	91,588	20-12-16	84,171
17-08-16	110,478	19-10-16	99,074	21-12-16	76,302
18-08-16	106,315	20-10-16	101,862	22-12-16	75,469
19-08-16	103,891	21-10-16	93,504	23-12-16	77,331
20-08-16	79,578	22-10-16	72,149	24-12-16	60,006
21-08-16	97,328	23-10-16	86,350	25-12-16	48,930
22-08-16	106,832	24-10-16	105,500	26-12-16	74,457
23-08-16	109,243	25-10-16	107,329	27-12-16	117,222
24-08-16	119,756	26-10-16	100,830	28-12-16	158,098
25-08-16	110,337	27-10-16	109,613	29-12-16	119,547
26-08-16	104,433	28-10-16	89,675	30-12-16	106,119
27-08-16	87,313	29-10-16	73,474	31-12-16	92,046
28-08-16	113,926	30-10-16	88,419		
29-08-16	110,469	31-10-16	76,546		
30-08-16	100,255	01-11-16	89,182		
31-08-16	112,125	02-11-16	92,481		
01-09-16	96,549	03-11-16	89,484		



## Monthly Activity: Scotsman.com

Month	Unique Browsers
July	1,927,408
August	2,019,946
September	2,085,141
October	1,907,507
November	1,861,616
December	1,801,838



## Domains/URLs:

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions certified, listed in descending order. Where specific URLs are stated this indicates that the traffic included is limited to just these URLs (in addition to any domains listed).

July	August	September
www.scotsman.com	www.scotsman.com	www.scotsman.com
October	November	December
www.scotsman.com	www.scotsman.com	www.scotsman.com

## Counting System

This site used IBM - IBM Digital Analytics to count the data supporting this certificate.

## Media Owner Statement

The Scotsman provides news, events and sport features. It is part of Johnston Press, one of the largest local and regional multimedia organisations in the UK. We provide news and information services to local and regional communities through our portfolio of publications and websites.

## Audit Opinion by ABC

We have examined the activity records and other data required to certify compliance with ABC and/or JICWEBS Reporting Standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABC has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for the presence of any App traffic not disclosed to us by the media owner, or for fraud or negligence.

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## More Information

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To find out more about Web Traffic Standards and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk) and [www.jicwebs.org](http://www.jicwebs.org)

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