

Multi-Platform Report

January to June 2016



Setting the standard

The Cumberland News

Key information

Certificate type
Multi-Platform

Period
January to June 2016

Products included



Cumberland News
Regional Publication
29 December 2014 to 3 January 2016
<http://www.abc.org.uk/Certificates/47563005.pdf>

19,869
Average - Print & Digital (gross)



www.cumberlandnews.co.uk
Online Property
1 January 2016 to 30 June 2016
<http://www.abc.org.uk/Certificates/48222787.pdf>

958
Derived Daily Average Unique Browsers



<https://www.facebook.com/newsandstar>
Facebook
1 January 2016 to 30 June 2016
<https://www.facebook.com/newsandstar>

28,140
Facebook page likes
As at 30/06/2016



<https://twitter.com/cumbnews>
Twitter
1 January 2016 to 30 June 2016
<https://twitter.com/cumbnews>

9,244
Twitter followers
As at 30/06/2016



The Cumberland News - e-mail newsletter
Email Distribution
1 January 2016 to 30 June 2016
<http://www.abc.org.uk/Certificates/48302263.pdf>

35
Average Distribution

More Information

This report was published on 25 August 2016 and summarises certified figures for the products above. You may view full details about each product at www.abc.org.uk or by visiting the product's associated link on the .

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About ABC

We are governed by the media industry, for the media industry and are expert at setting data and process standards across multiple platforms. We provide a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

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