

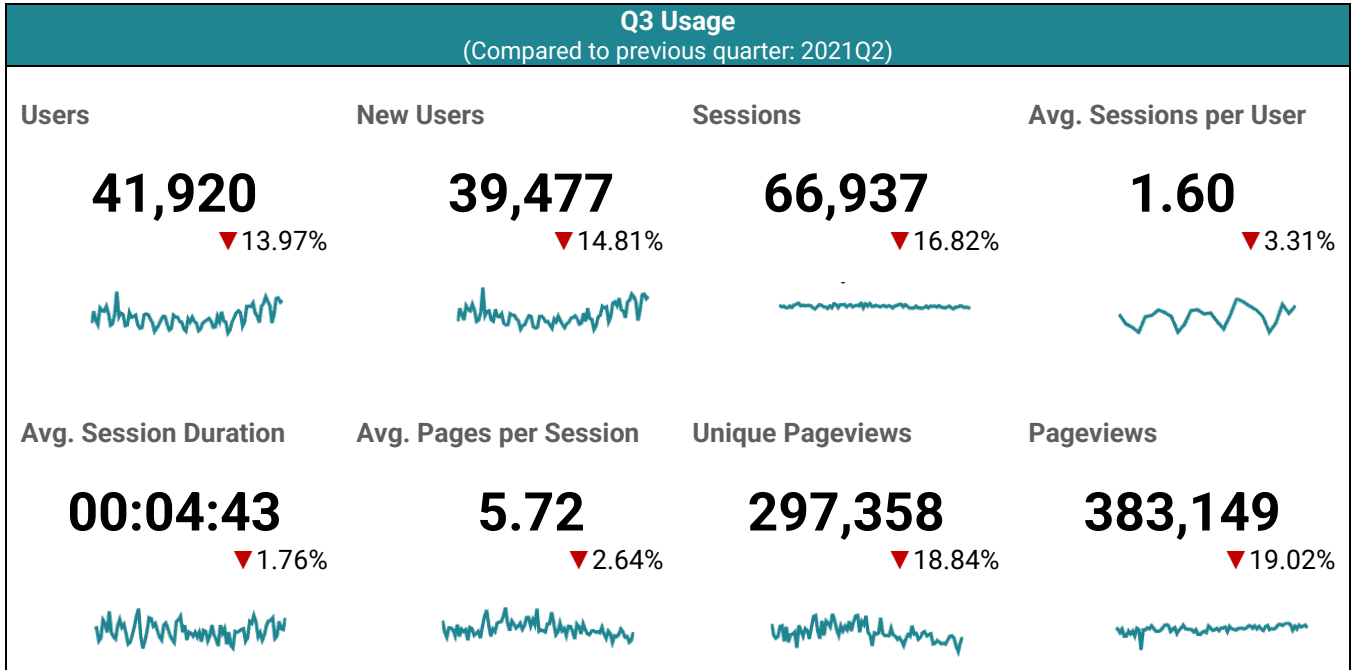


Canadiana

by CRKN | par RCDR

Reporting Period
July 1 – September 30, 2021

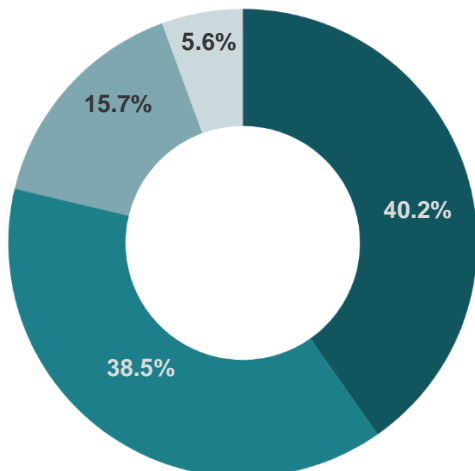
Platform
www.canadiana.ca



Acquisitions

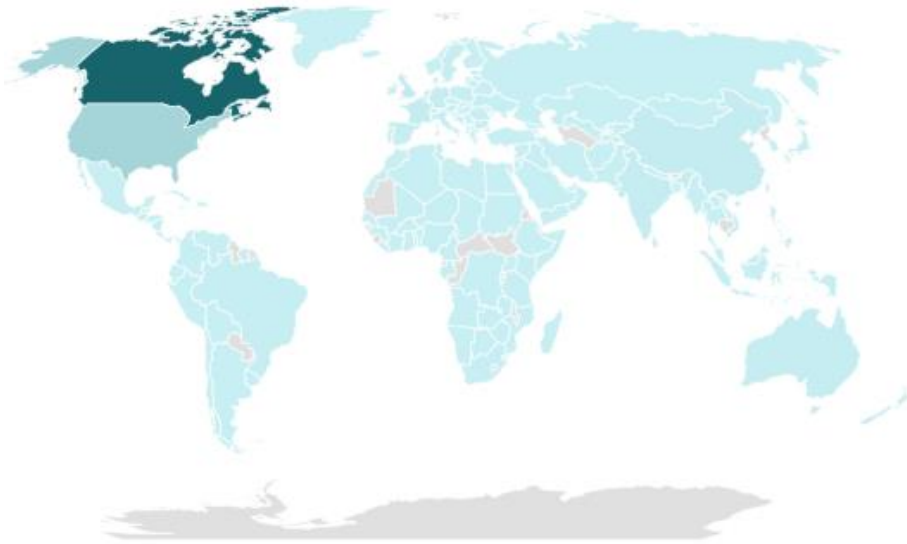
(Traffic to site by number of users)

Channel	Users
Direct	16,723 (38.5%)
Organic Search	17,485 (40.2%)
Referral	6,807 (15.7%)
Social Media	2,431 (5.6%)



2021 Year to Date

Users	146,982
New Users	145,047
Sessions	255,497
Avg. Sessions per User	1.74
Avg. Session Duration	00:04:34
Pages/Session	5.70
Unique Pageviews	1,124,929
Pageviews	1,455,534

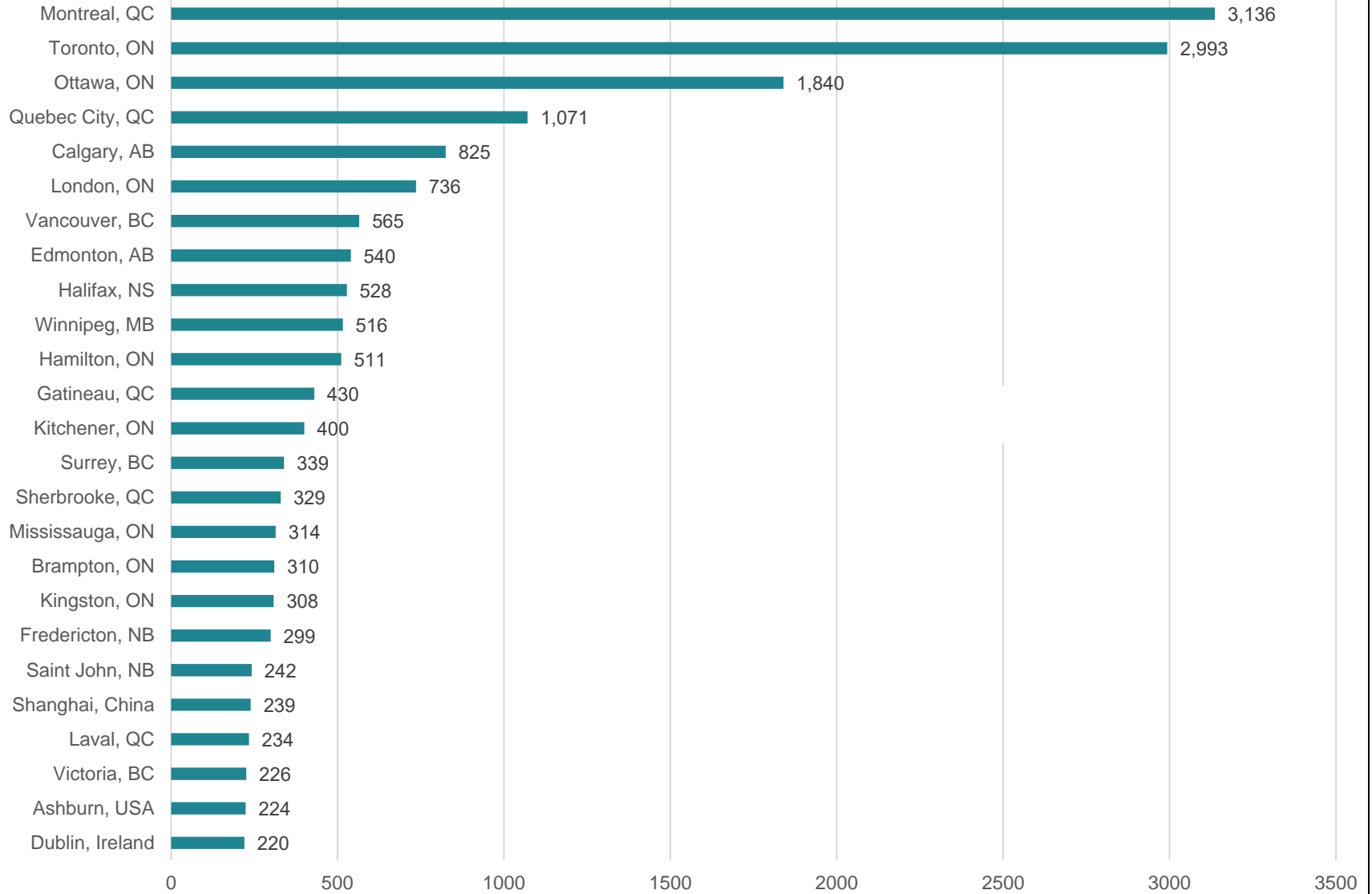


Country (Top 25)	Users	% (World)
Canada	30,175	72.35%
United States	5,897	14.14%
United Kingdom	772	1.85%
China	574	1.38%
France	500	1.20%
Australia	328	0.79%
Germany	292	0.70%
India	285	0.68%
Ireland	251	0.60%
Italy	157	0.38%
Brazil	139	0.33%
Netherlands	114	0.27%
Japan	109	0.26%
Sweden	108	0.26%
Spain	98	0.23%
Philippines	85	0.20%
Mexico	83	0.20%
Russia	76	0.18%
New Zealand	75	0.18%
Poland	61	0.15%
Belgium	50	0.12%
Taiwan	50	0.12%
South Korea	48	0.12%
Switzerland	47	0.11%
Indonesia	45	0.11%

Canada (by Province)	Users	% (Canada)
Ontario	12,653	41.86%
Quebec	8,065	26.68%
British Columbia	3,051	10.09%
Alberta	2,051	6.79%
Nova Scotia	1,636	5.41%
New Brunswick	1,009	3.34%
Manitoba	693	2.29%
Saskatchewan	441	1.46%
Newfoundland and Labrador	302	1.00%
Prince Edward Island	225	0.74%
Yukon	39	0.13%
Northwest Territories	21	0.07%
Nunavut	2	0.01%

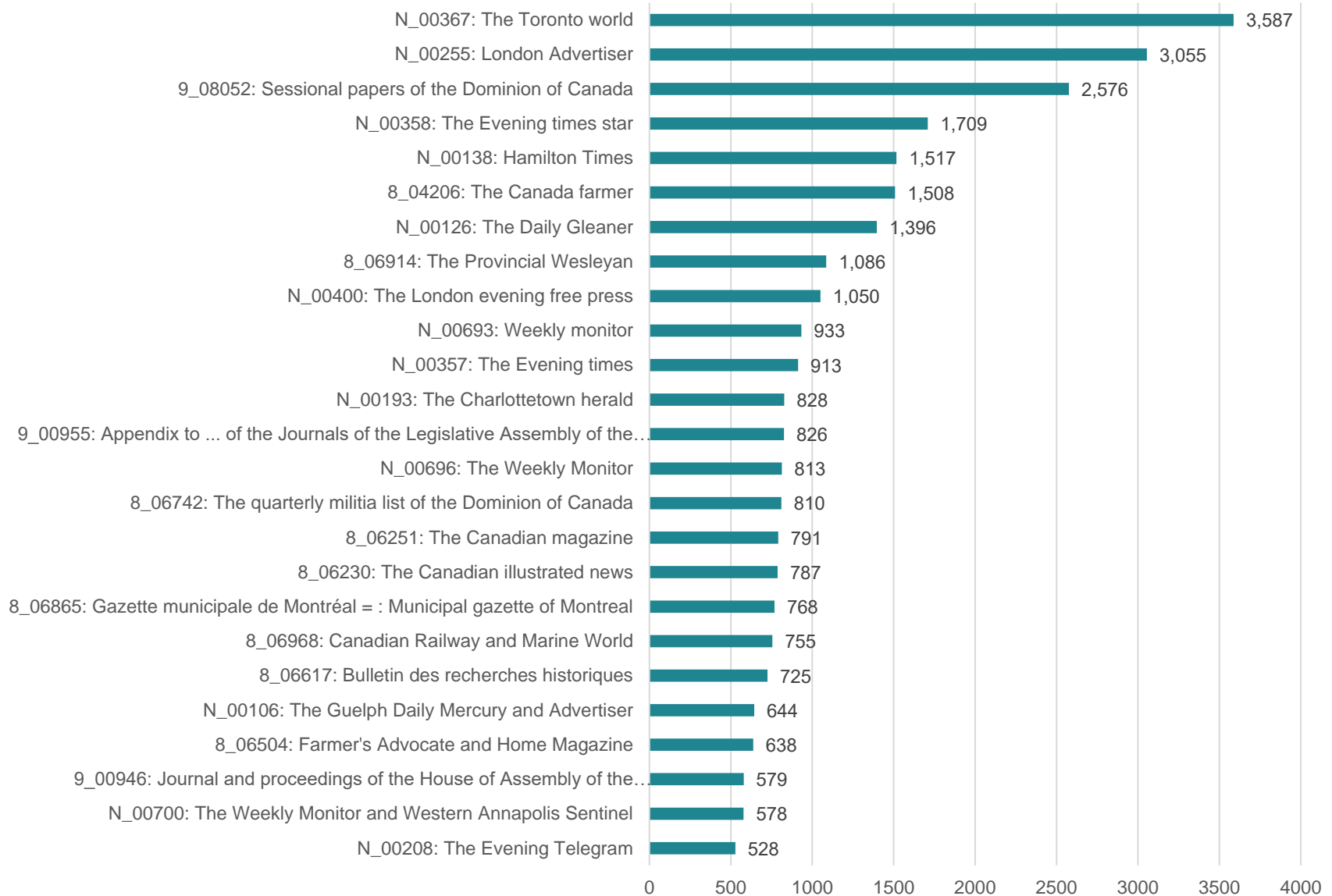


Users by City (Top 25)



Most Popular Canadian Series (Periodicals)

(Top 25 by number of Pageviews)



Most Popular Canadian Items (Monographs)

(Top 25 by number of Unique Pageviews)

