

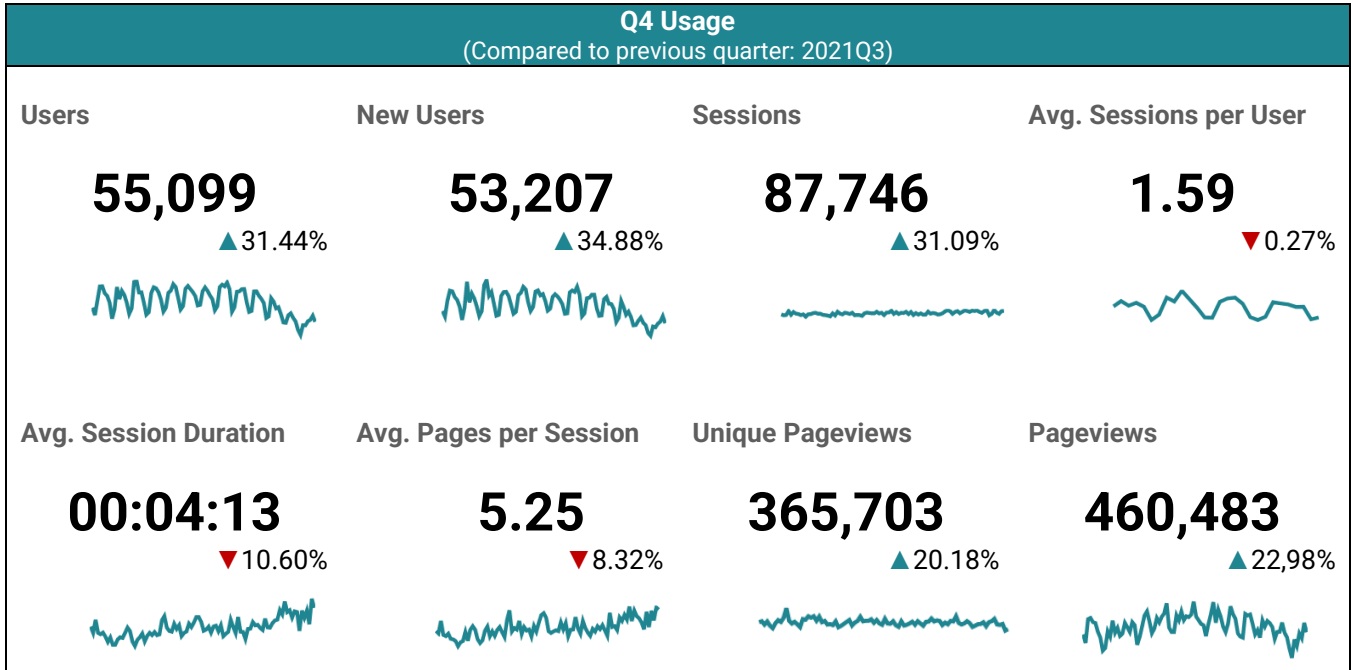


Canadiana

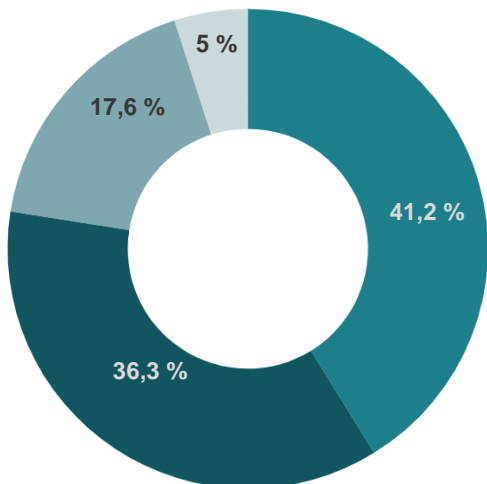
by CRKN | par RCDR

Reporting period
October 1 – December 31, 2021

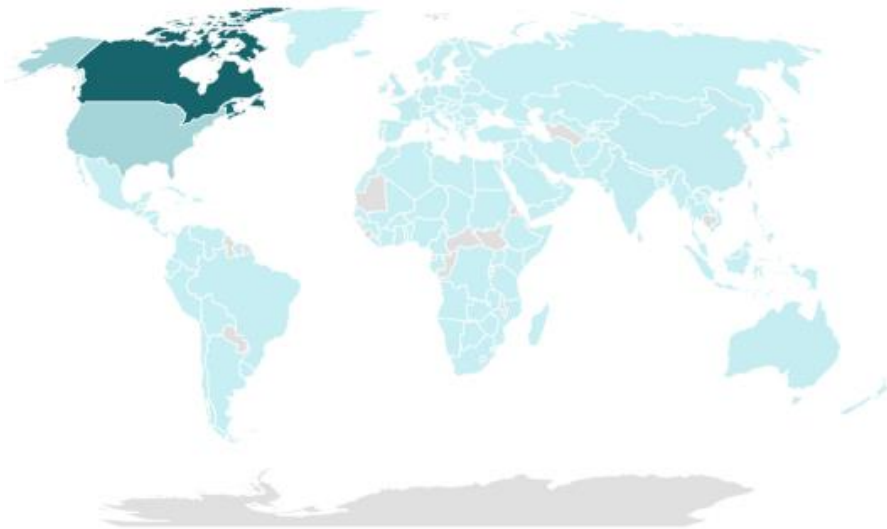
Plateform
www.canadiana.ca



Acquisitions	
(Traffic to site by number of users)	
Channel	Users
● Direct	23,773 (41.2%)
● Organic Search	20,942 (36.3%)
● Referrals	10,133 (17.6%)
● Social Media	2,858 (5%)



2021 Year to Date	
Users	198,623
New Users	198,480
Sessions	343,220
Avg. Sessions per User	1.73
Avg. Session Duration	00:04:29
Avg. Pages per Session	5.58
Unique Pageviews	1,915,926
Pageviews	1,490,547

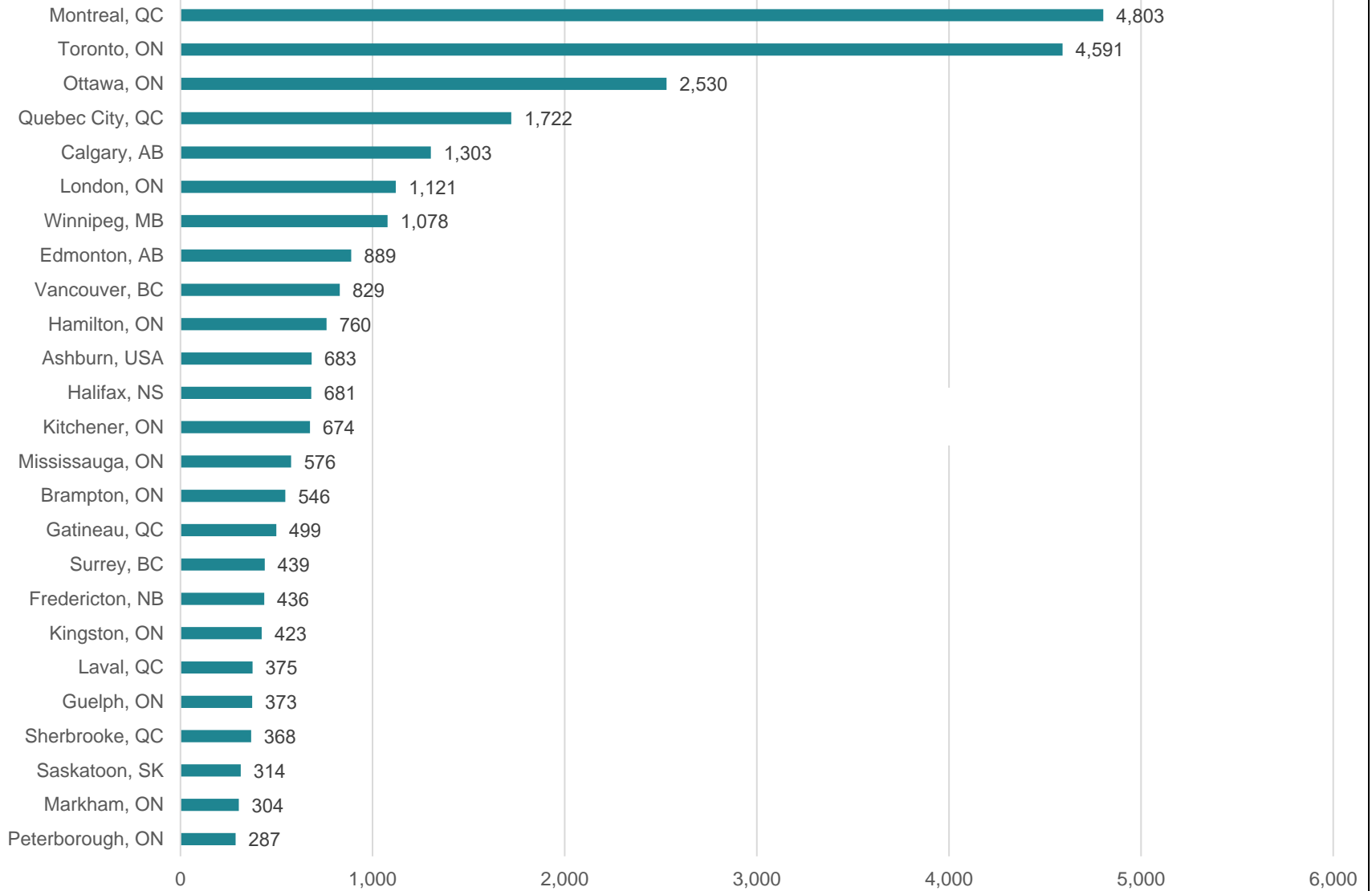


Country (Top 25)	Users	% (World)
Canada	42,289	76.78%
United States	7,030	12.76%
United Kingdom	965	1.75%
France	652	1.18%
China	587	1.07%
Australia	298	0.54%
India	296	0.54%
Germany	223	0.40%
Netherlands	169	0.31%
Italy	164	0.30%
Ireland	134	0.24%
Spain	103	0.19%
Sweden	99	0.18%
Brazil	86	0.16%
Belgium	82	0.15%
Japan	78	0.14%
New-Zealand	75	0.14%
Mexico	74	0.13%
Russia	69	0.13%
Switzerland	68	0.12%
Malaysia	68	0.12%
Poland	62	0.11%
Philippines	60	0.11%
Ukraine	53	0.10%
Romania	49	0.09%

Canada (by Province)	Users	% (Canada)
Ontario	17,928	41.74%
Québec	11,233	26.15%
British Columbia	4,407	10.26%
Alberta	3,288	7.66%
Nova Scotia	1,737	4.04%
Manitoba	1,423	3.31%
New-Brunswick	1,349	3.14%
Saskatchewan	808	1.88%
Newfoundland and Labrador	413	0.96%
Prince Edward Island	248	0.58%
Yukon	49	0.11%
Northwest Territories	30	0.07%
Nunavut	4	0.01%

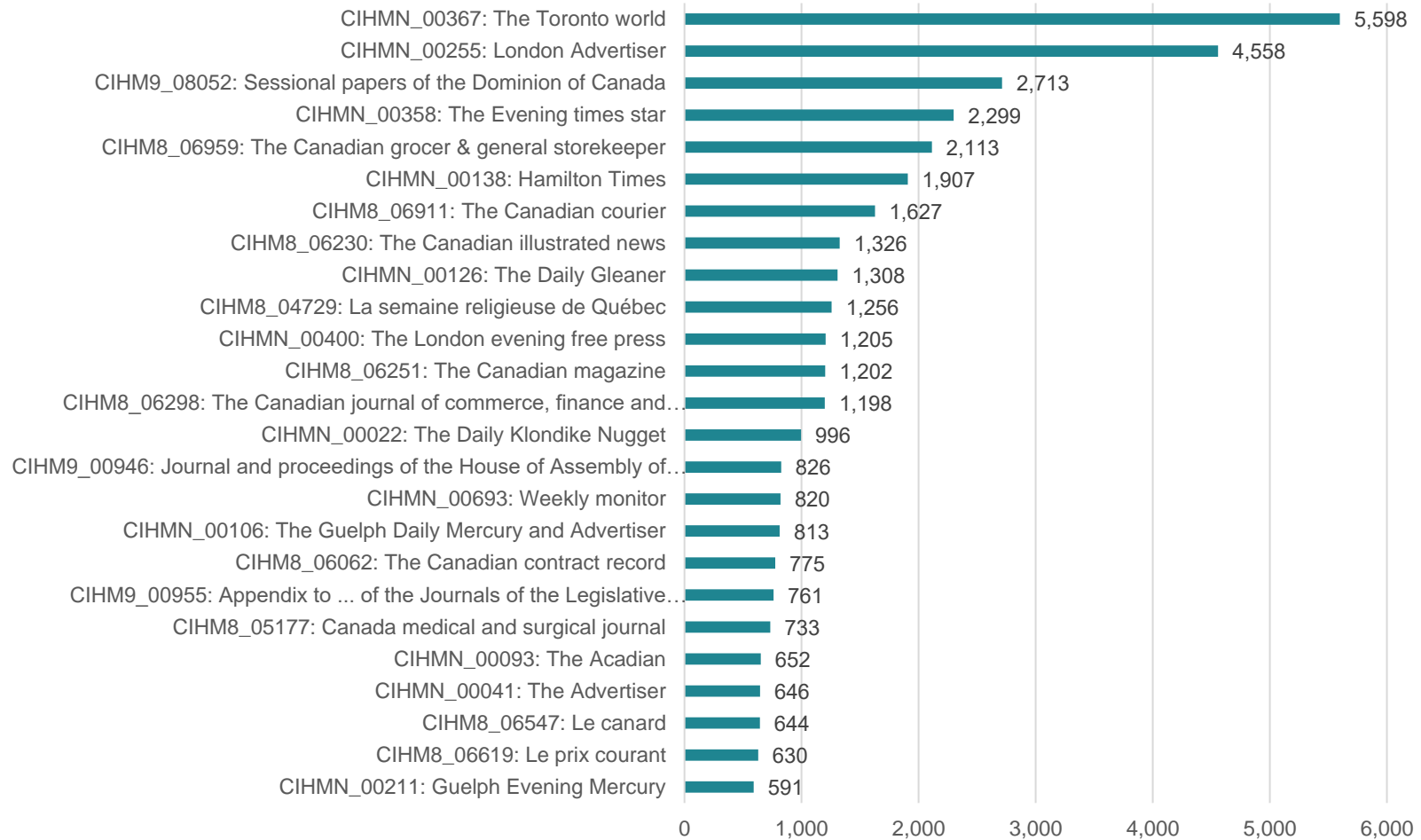


Users by City (Top 25)



Most Popular Canadian Series (Periodicals)

(Top 25 by number of Pageviews)



Most Popular Canadian Items (Monographs)

(Top 25 by number of Unique Pageviews)

