

Digital Portfolio 2012

BPM Media

	Page Impressions	Unique Users
birminghammail.net	3,669,643	624,028*
birminghampost.net	496,844	198,196*
sundaymercury.net	368,795	194,646
solihullnews.net	33,039	11,441
lcbirmingham.co.uk	393,309	66,739

Coventry Newspapers

	Page Impressions	Unique Users
coventrytelegraph.net	1,902,165	599,142*
lccoventry.co.uk	152,633	45,399
hinckleytimes.net	39,500	10,513
loughbroughecho.net	57,784	18,561

Category Specific

	Page Impressions	Unique Users
fish4jobs.co.uk	14,000,000**	1,300,000**
localmole.com	471,063	245,090
buysellmidlands.co.uk	68,312	12,178

Source: Omniture.com (average monthly figures Jan-Jun 11) / *ABCe Jan-Jun 11 / **Web Trends (national figure)

