

Online Numbers July 2010

TENNESSEAN.COM

- Total Page Views: 19,532,936
- Total Unique Visitors: 1,573,525
- Total "Home" Page Views: 27,848,257

THE AVERAGE TENNESSEAN.COM VISITOR....

Spent an average of 11.82 minutes on the site and viewed 7.61 pages.

SECTION PAGE VIEWS

- Photo Galleries: 72,174
- Local News: 1,240,117
- Obituaries: 94,739
- Sports: 280,069
- Business: 40,391
- Entertainment: 311,178
- Communities: 2,536,500
- LifeStyles: 139,590

LOCAL MARKETPLACE PAGE VIEWS

- Careerbuilder.com: 761,343
- Classifieds: 301,622
- Cars.com: 384,080
- Apartments.com: 57,075
- Homefinder.com: 66,923

MOBILE

- News text alert subscribers: 2,542 *
- mobiletennessean.com page views: 54,792

TENNESSEAN.COM SOCIAL MEDIA

- Tennessean/Tennessean.com Facebook fans: 6,079
- Twitter followers (tndotcom): 3,790 **

VIDEO

- Video Page views: 24,791



Get connected.

615.259.8338 | tnmedia@tennessean.com | www.tnmediasolutions.com

[@TNMedia](https://twitter.com/TNMedia) | facebook.com/TNMedia | **Moving the Needle** at tnmediasolutions.com/blog

NEWSLETTERS

- Daily News:
- Breaking News:
- Afternoon updates:
- Sports:
- Business:
- Metromix:
- Tune In Music City:
- Nashville Lifestyles

SUBSCRIBERS

12,654
10,417
6,504
3,818
2,283
2,885
1,443
1,385

DISTRIBUTION

Every morning
No pattern/usually once per week
Monday - Friday, afternoon
Every morning
Every morning
Thursday
Monday - Friday, afternoon
First and fifteenth of each month

AUDIENCE-BASED SITES:

	Page views	Facebook Fans	Twitter Followers
dnj.com:	3,816,193	3,339	882
Metromix.com:	1,056,728	599	2,510
MomsLikeMe.com:	65,554	193	281
HaggleSpot.com:	19,311	541	n/a
TennesseanTravel.com:	324,372	n/a	n/a
NashvilleLifestyles.com:	262,655	3,148	4,395
TuneInMusicCity.com:	1,117,855	n/a	1,948
TennesseeGreen.com:	7,029	n/a	712
NashvilleWeddings.com:	30,071	n/a	n/a
NashvilleShopping.com:	359,813	112	839
FindItNowNashville.com:	2,300	n/a	n/a
Toast of Music City:	223,347		

- last week Oct 19

Source: Omniture Site Catalyst (July 2010); Twitter and Facebook fans (as reported June 5, 2010); Newsletter subscribers (as reported June 5, 2010); www.inventoryeditor.cars.com (as reported May 5, 2010)

*Subscribers vary by beat. (as reported July 17, 2010)

**Various beats have a separate list of Twitter followers.