



AUDIÊNCIA 2019

		JANEIRO	FEVEREIRO	MARÇO	ABRIL	MAIO	JUNHO	JULHO
Global 	Visitantes Únicos	7,413,735	5,725,773	7,369,808	6,625,657	7,182,723	7,256,841	7,124,849
	Visitas	16,613,757	13,305,359	16,224,700	14,701,636	17,253,309	16,561,149	16,264,188
	Pageviews	63,981,220	57,852,525	59,268,849	57,109,069	65,566,217	58,010,136	56,166,935
	Tempo Méd. Visitas	0:03:43	0:04:06	0:03:34	0:03:45	0:03:41	0:03:11	0:03:26
POR DISPOSITIVOS								
Desktop 	Visitantes Únicos	1,751,403	1,504,267	1,734,252	1,636,765	1,816,572	1,510,851	1,462,369
	Visitas	3,946,993	3,410,434	3,790,363	3,595,146	4,117,505	3,311,045	3,426,117
	Pageviews (ROS)	23,435,847	22,270,156	20,888,895	20,116,542	23,394,162	18,339,003	20,203,406
	Tempo Méd. Visitas	0:10:42	0:11:06	0:09:52	0:09:47	0:09:50	0:09:38	0:11:08
Mobile Total (Smartphone + Tablet + app) 	Visitantes Únicos	5,902,676	4,518,338	6,001,939	5,397,894	5,821,228	6,131,404	6,015,387
	Visitas	14,778,453	11,782,782	14,605,245	13,270,881	15,352,474	15,219,797	14,988,248
	Pageviews	40,545,373	35,582,369	38,379,954	36,992,527	42,172,055	41,009,232	38,535,085
POR SECÇÕES								
Lifestyle	Visitantes Únicos	743,768	673,750	813,156	685,115	939,552	780,971	788,228
	Visitas	745,776	660,189	789,316	617,274	957,417	808,693	775,224
	Pageviews	3,017,287	3,892,283	3,352,120	2,802,439	4,444,533	4,152,655	3,079,347
Auto	Visitantes Únicos	804,197	561,136	811,496	894,899	787,413	884,516	779,473
	Visitas	994,850	652,378	1,000,551	1,111,045	933,464	1,131,314	948,898
	Pageviews	6,028,903	3,410,386	4,732,273	5,264,467	4,948,254	5,659,800	5,387,278
Especiais	Pageviews	2,507,958	2,586,226	3,371,031	2,533,829	3,216,786	2,645,451	2,903,181
Explicadores	Pageviews	32,191	25,498	86,108	35,140	50,230	61,043	37,029
Opinião	Pageviews	1,969,673	2,054,658	2,143,486	1,892,086	1,962,173	2,275,163	2,114,080