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# 12,500

**Daily eTrib emails sent to subscribers.**

**Average daily open rate**

# 42%

# 6.7%

**Average daily click through rate**

**average eTrib readers per day**

# 3,500

# 120,000

**average page views per weekday**

Readers average **30** pages per session

# 200,000

**average page views on Sunday**

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