

# News & Star

## BRAND REPORT



July to December 2018

The News & Star is a fresh, bright and bold daily newspaper, genuinely 'part of daily life' across all of north Cumbria. With its vibrant content of hard news, human interest stories, regular columnists, specialist features and supplements and unashamedly partisan football coverage, you can be sure the News & Star is connected to its local community via print, online, newsletters and social media.



1,865

Average Circulation  
Carlisle - News and Star West  
Print



4,746

Average Circulation  
Carlisle - News and Star East  
Print



35,889

Derived Daily Average Unique Browsers  
[www.newsandstar.co.uk](http://www.newsandstar.co.uk)  
Online



359

Derived Daily Average Unique Browsers  
[www.cumbrialive.co.uk](http://www.cumbrialive.co.uk)  
Online



52,280

Facebook page likes  
<https://www.facebook.com/newsandstar>  
Facebook



28,579

Twitter followers  
<https://twitter.com/newsandstar>  
Twitter

# News & Star

Reporting periods for each product are detailed overleaf

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## Reporting periods and certificate links (click the product name to view the individual certificate or visit [www.abc.org.uk](http://www.abc.org.uk))

Regional Publication	Carlisle - News and Star West	02/07/18 to 30/12/18
Regional Publication	Carlisle - News and Star East	02/07/18 to 30/12/18
Online Property	<a href="http://www.newsandstar.co.uk">www.newsandstar.co.uk</a>	01/07/18 to 31/12/18
Online Property	<a href="http://www.cumbrialive.co.uk">www.cumbrialive.co.uk</a>	01/07/18 to 30/09/18
Facebook	<a href="https://www.facebook.com/newsandstar">https://www.facebook.com/newsandstar</a>	01/07/18 to 31/12/18
Twitter	<a href="https://twitter.com/newsandstar">https://twitter.com/newsandstar</a>	01/07/18 to 31/12/18

## More Information

This report was published on 28 February 2019 and summarises certified figures for the products above.

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