

Lethbridge News Now – Media Profile

Lethbridge News Now is THE local source for up to the minute news and community information! With one of the largest media newsrooms in Lethbridge, we deliver news seven days a week locally, provincially, nationally, and internationally! Up to the minute news, sports and a comprehensive list of community events, real estate listings and obituaries. Distinctly Southern Albertan, LNN presents information and regional issues, with a focus on the agriculture industry, research developments and the latest crop, livestock, and market news.

LNN is Lethbridge’s credible information leader, and most trusted digital news source in southern Alberta. Visitors are reading stories, watching news videos, and highly engaged exploring many other features offered on the platform. LNN is desktop and mobile responsive, compatible with ANY platform, ANYWHERE. There are no subscription costs, and no limited story count. It’s the only local online news platform with the marketing power of two radio stations. Always fresh and always totally free, it’s the place to check-in everyday for the news you need to know!

Over 250,000 Users Each Month



49%



51%

1.	25-34	403,739	23.13%
2.	35-44	351,734	20.15%
3.	45-54	335,056	19.20%
4.	55-64	307,546	17.62%
5.	65+	202,277	11.59%
6.	18-24	145,169	8.32%

62.5% of our viewership comes from the 25-54 Demo.



Monthly Average Users:

2020: 298,219

*Based on 2020 Months of Jan - Dec

Monthly Average Pageviews:

2020: 1,211,663

*Based on 2020 Months of Jan - Dec



Over 14.5 million pages viewed in 2020.

Google Analytics		3,578,625 % of Total: 100.00% (3,578,625)	3,578,625 % of Total: 100.00% (3,578,625)
<input type="checkbox"/>	1. mobile	2,669,062	74.11%
<input type="checkbox"/>	2. desktop	660,059	18.33%
<input type="checkbox"/>	3. tablet	272,552	7.57%

