

Outstanding coverage

A reputation for live rolling news... and talked about content



Missing Malaysia Airlines flight covered live daily 8 March - 29 May

www.mirror.co.uk/mh370vanishes

www.mirror.co.uk/mh370

13.3m UU, 63.5m PV

(MH370 coverage March to May)



Every session of the Oscar Pistorius trial

www.mirror.co.uk/pistorius

3.7m UU, 22.5m PV

(Pistorius coverage in 2014)



The biggest celebrity story of the year - and Mirror Online's biggest ever day: 7.2m UU, 23.6m PV

www.mirror.co.uk/leaklive

6.9m UU, 21.8m PV

(Photo leak coverage in September)



The World Cup matches - plus THAT explosive moment

www.mirror.co.uk/suarezbite

2.3m UU, 6.6m PV

(Suarez coverage in June and July)



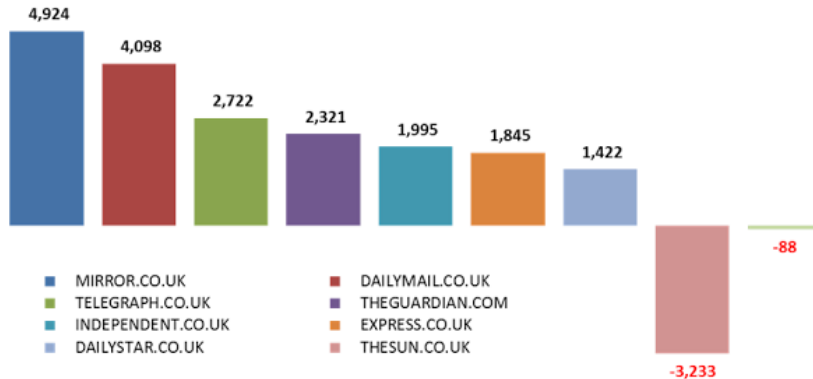
After our story ITV cancelled the show and Newsnight debated it for two nights



2,000 spider pictures sent in by readers - producing multiple features, news stories and compilation video with 46,000 streams

Extraordinary audience growth

MONTHLY UNIQUE VISITOR AVERAGE (000)
YEAR ON YEAR CHANGE



Annually the site grew 87%. This was the largest increase in unique users of all national newspaper sites in this period.

Jan-Sep 2014 average monthly uniques vs Jan-Sep 2013
(Source: Comscore)

Helped by a new strategy for **facebook**, increasing brand page reach and natural sharing

January 2014	December 2014	% increase
368,827 fans on 4 pages	3,524,762 fans on 12 pages	855%

“Just a few months ago, we were pointing to the slow rise of the Mirror through the chart, and now they’re firmly inside the 10 biggest sites on Facebook.”

12,662,579 Facebook interactions in November 2014
(Newswhip, 10 December 2014)

